

Sprunger's Multi-Media

Mr. & Mrs. Bruce Fiero and Roxy Alessandro
711 Superba Avenue
Venice, CA 90291

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URANTIA

Mr. Meredith J. Sprunger
4109 Plaza Drive
Fort Wayne, IN 46806

Dear Meredith,

We were very honored to receive your invitation to produce a visual aid to help introduce The URANTIA Book to groups. As you probably know, Roxy and I are involved in the television industry here in Los Angeles. She a Producer, myself a Lighting Designer and Technical Director. This is where our professional expertise lies. We have the ability to produce film or video. We assume that your interpretation of multi-media or audio-visual, to us, refers to either of these two genre.

After much consideration and meditation, we have decided that, for the time being, in good faith, we must pass on this idea. Our reasoning is as follows:

Granted, it is now cheaper to produce on video tape rather than film (either of these medium may be transferred to the other), it is still very expensive to obtain professional quality product. And, it is necessary to have professional quality if the finished product is to be considered for even limited duplication and distribution.

At this time, a two man crew with camera and recording equipment costs \$1000 per day. This does not include studio rental, editing, or any special effects such as animation, that may be considered useful. We estimate the cost of a well-produced 30 minute program of this nature to run about \$50,000. This does not include salaries for anyone but technicians. We also estimate that the production time involved would be at least six weeks, and more realistically, ten or twelve. Quite frankly, we would not be able to work for that length of time without compensation.

In addition, we feel that this kind of money would be better spent on translations or other more direct methods of dissemination of the Teachings.

In the work that we are currently doing in commercial and cable television, we are making a conscious effort to proclaim the Teachings in a secondary manner by taking the material or project at hand and focusing on it's highest aspects, and taking it from there. We seem to be given more than enough opportunities in our present work to get the concepts of the Book out without directly naming the source.

It is amazing to us how much higher consciousness is prevalent and acceptable in today's society. We are finding more and more people who openly believe in God and are willing to talk about that belief and how it affects their lives, publicly. This is happening on even commercial television. Every time a program airs that we have been able to have some influence on, it reaches hundreds of thousands of people. We feel that even if the concepts presented must be diluted, as long as they are TRUTH, the numbers of people accepting these ideas is the most important guide by which to measure our effectiveness.

We feel that this very careful method of reaching the masses is safer than exposing our most vulnerable parts to groups of people who, even though we may make a great difference to a few, we also run the risk of threatening many. I don't think we have a strong enough base to work from at the present time to leave ourselves open to a public attack, no matter how misguided, and withstand that pressure without suffering injury to our credibility.

Our feeling is that when Society as a whole is more open to the discussion and general acceptance of the reality of a Spiritual universe, then and only then, will we be free to publicly proclaim our specific brand of religious philosophy via the techniques of mass media.

Please do not get the idea from this letter that we are not interested in using our skills to help the URANTIA Movement. We just feel that it is much safer and more important at this time to utilize more indirect methods to reach greater numbers of directionless souls. We feel the need is greatest for secondary works, parables if you will, such as novels, movies and television programs that present fictionalized stories with the emphasis on concepts of Truth.

Please keep in touch with us and update us on your thoughts and feelings. We are quite open to discussion on the best uses of media to further our mutual goals. Perhaps you would be willing to come to Los Angeles sometime to speak at one of our monthly meetings and also have dinner with Roxy and me to share ideas in person.

We're definitely looking forward to working with you in the future.

In Brotherhood,

Bruce Fiero and Roxy Alessandro

bfra/cc: John Hales