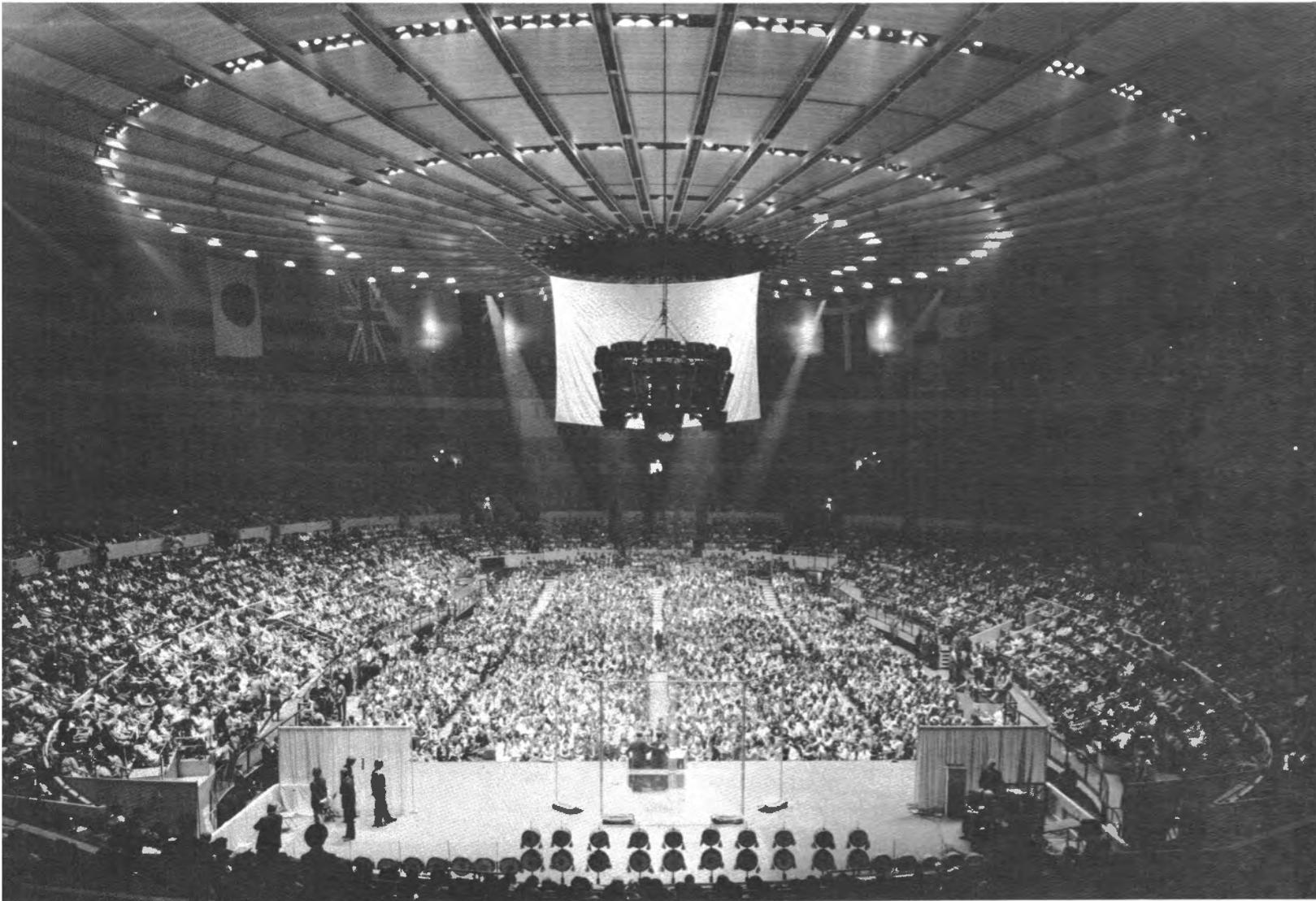


New Hope News

Vol. 1, No. 8

September 23, 1974



Madison Square Garden

**20,000 hear Father speak,
thousands more turned away**



Ulrich Truente, street preaching, tells passers-by we want to give people answers to their questions about resurrection, rebirth and the trinity.



Gabi and Lori were up at 4:30 and out to the wholesale grocery markets by 5:00 a.m. every day to purchase food for the teams.



George Washington seems to give his silent blessing to the Wall Street Rally.





Poster c stuns New

City tran by 80,000

Unless you have driven around New York City and have seen the more than 80,000 posters which virtually wallpapered every construction site from Columbus Circle to the Queensboro Bridge, it's hard to grasp the phenomenal and forceful impact the postering campaign had on the residents of the city. The 21 member postering team (seven from the New York churches and 14 from the IOWC teams) under the direction of David Byer literally transformed the city into what Byer euphorically described as "a blue kingdom of heaven."

Byer said the wall-to-wall postering had "an incredible effect" on people because of the care and love with which the posters were put up and maintained. "People can't help but recognize that this is a great effort," he said. "Anyone can put up a few posters here and there, but our method testifies to our determination. If anybody covers our posters or writes on them, whoosh! We cover it right back up again, no problem."

"Our standard is the perfection stage," Byer explained. "This is Father's third tour and the postering must be perfect, like wallpaper. It shouldn't be even a little crooked but should start from the exact top corner and go perfectly across."

Byer said the teams used 1500 pounds

of potato starch to put up the posters. The glue, which is made for postering and used by billboard companies, is mixed in 20 gallon garbage cans and each team took three cans per postering expedition. Byer said the teams had had several glue spills and added that, "This kind of work really teaches you that you have to care for the creation." The first day the IOWC members were added to the postering teams a whole garbage can of glue spilled onto about 2,000 posters. "We all worked together to separate the posters and put them up on Columbus Circle," Byer said, adding that between 4,000 and 5,000 posters had been put up at Columbus Circle during the entire campaign. The posters were replaced whenever they began to fade slightly or peel off.

Byer said the teams concentrated on postering and maintaining between 150 and 200 postering locations, and averaged 200 posters per hour, easily logging 2,000 posters per day. They used a window cleaning brush with a long plastic handle to apply the glue to the surface being covered, then attached the posters.

"My strategy has been to start at one central point—like 5th Avenue, 42nd Street or Columbus Circle, areas which are the centers of activity in Manhattan—and then work in a spiraling pattern around

them, and then at certain points to go up and down the streets," Byer said. "When people cover our posters or write on them, our basic philosophy has just been to immediately cover them as quickly as possible, to the point where they'll become so frustrated that they'll give up, because the mind is really what we can work on most effectively and their minds can't comprehend our force, our determination."

Byer said he has been very strict with the three postering team leaders and has emphasized that this is Father's poster and it also represents a person who may come to Madison Square Garden, since the teams haven't been able to do any direct witnessing or ticket-giving. "I really wanted them to see the value of what they're doing," Byer said. "The more care they take in putting them up I feel the more they stay up and the greater their impact."

He added that he really could see the Principle working, and that any problem with disunity or not following his instructions meant he could expect some attack somewhere. "I really treat these posters like some kind of battle front," he said. "With these posters I can really gauge the situation of New York in relation to Madison Square Garden." Byer added that through scouting for new postering sites

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and noting where our posters have been ripped down or defaced, he has been able to glean valuable information as to the communist activity in the city. "We know exactly where they're putting their efforts, because we know where they're putting posters and where they're writing on Father's posters things like 'Fascist pig, supporting Dictator Park' or something like that. The average Joe just doesn't make that association," Byer said.

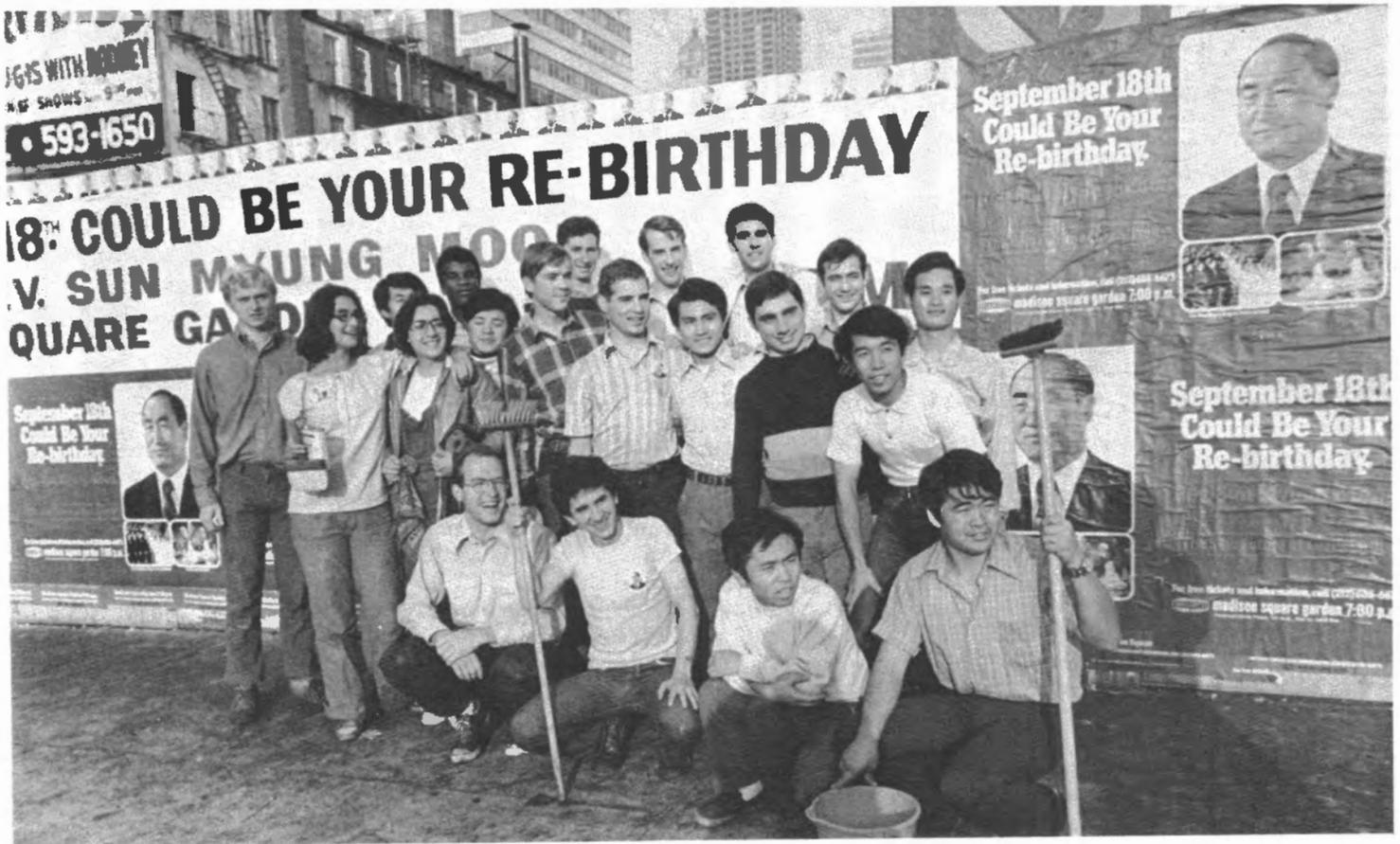
Political candidates whose posters were consistently covered were reportedly forced into TV advertising to continue their campaigns, and one candidate gave a PR sisters a \$100.00 donation for the church, expressing his grief that *his* posters had been covered up too. Several candidates commented that there has never been a Presidential campaign that has had this kind of coverage or effect.

The Queensboro Bridge at 59th Street and Second Avenue was the site of a huge poster effort which was seen daily by more than one million people travelling across the bridge from Queens to Manhattan. Between 3,000 and 4,000 posters wallpapered the approaches to the bridge and many more covered a construction site on the Manhattan side. "When Father saw this he was very, very happy," Byer said.

The law prohibits poster on mail

boxes, telephone poles and such, but says nothing against poster on the large boards which protect construction sites, which are actually private property. Byer said he had received three summonses but that the following story was typical of the outcome. "We were poster on a boarded-up shop at Sixth Avenue and 56th Street and we got caught by the police, but the owner of the building happened to be on the premises and he came out and said, 'Well, they're going to cover it with something else anyway—they've been covering it for the last 20 years—so *you* might as well cover it," and he was kind of pleased because it looked so much better. "You couldn't imagine the posters that were on there before," Byer said, adding, "well, maybe you could, if you've been in New York for long."

"Want to know what gives a poster a captain gray hairs?" Byer asked. "Arriving at the center the final night of New York poster and finding out that the team mistakenly took the large TDI posters for *Chicago* for their final night of blitzing. And then not being able to locate them anywhere in their area!" Byer said the error was recognized before any damage was done, however, and the posters were traded for the appropriate New York posters.



The victorious—and now famous—poster team the morning of September 18th.

1600 enjoy DOH Banquet at Waldorf

A New York Congressman, several university professors and deans, Vietnam's ambassador to the U.N., and high-ranking diplomats from Ghana, Indonesia, Sierra Leone, the Philippines, Monaco, Mexico and Peru were among the 1600 persons attending the 1974 Day of Hope Inaugural Banquet September 17th at New York's world-famous Waldorf Astoria Hotel.

the evening's program.

After performances by the New Hope Singers International and the Korean Folk Ballet, New York SR Joe Tully introduced President Salonen who drew laughter and applause from the crowd when he said, "You've probably seen several of our posters and you've possibly spoken with some of our members on the street, isn't that so?" Mr. Salonen went on to talk

lic of China and N.J. Congressman Charles Sandman.

Father began his speech by shaking hands with one man and one woman representing all of his guests, apologizing that time would not permit him to shake hands with everyone. He apologized again for making a noisy city even noisier with singing, street preaching, rallies and young people on every street corner, and added



Two receptions preceded the dinner, and Father and Mother met with VIP guests including Mike Wallace from the "60 Minutes" television show and Eleanor Blau, religion editor from the New York Times, while other guests enjoyed punch and music in several other rooms. Everyone then moved into the Grand Ballroom for an elegant dinner and the evening's program. In the style of many European opera houses, the Grand Ballroom is surrounded by a balcony and then tiers above in the manner of box seats. Guests dined on all three levels, with head table guests seated on the stage at the front of the room, moving down to the main floor level after dinner to make room for

about the differences between the Unification Church and other spiritual groups. "You may know them by their fruits," he said, adding that our fruits are our dedicated and inspired young members, proof that our teaching is something quite different. Quoting statistics on suicide, murder and rape in the United States, Mr. Salonen said these are proof that while material conditions are improved, man's spiritual hunger is yet unfilled.

Before introducing Father, Mr. Salonen read congratulatory telegrams received from the president of the Borough of Queens, an executive with the National Society of the Sons of the American Revolution, the ambassador from the Repub-

lic of China and N.J. Congressman Charles Sandman. Father began his speech by shaking hands with one man and one woman representing all of his guests, apologizing that time would not permit him to shake hands with everyone. He apologized again for making a noisy city even noisier with singing, street preaching, rallies and young people on every street corner, and added

He noted that God loves the person who is humble and meek, and so during rush hour when he was out on the streets of New York and observed most people walking with their heads down, he took it in a good way, thinking most New Yorkers are humble and God must bless them. Then after several months in New York he found the real reason people walk with their heads down. "The real reason is skyscrapers," he said. "Tourists are always looking up at skyscrapers and New Yorkers

know they have to look down or get stepped on," he said.

"Truly, though, I hope New Yorkers are humble and meek so that they can receive God's blessing," Father said seriously. At this point a woman in the audience stood up and shouted that she was from the International Workers of the World and that Father was a "fascist who was trying to organize the workers of the world." Father began applauding and thanked her for enlivening the duller part of the program, a speech, after so much exciting music and dancing from the Singers and the KFB.

"We owe thanks to her," he said, "and I'm sure as a result I feel closer to you, and you to me. We all need someone to share with to feel joy and happiness," he continued, "and God does too," he added, launching into the body of his address in which he spoke about unselfish love as the route to eternal joy and happiness. "Total unselfishness is the way of life of God," he said, "and selfishness is the sin the whole world plunged from, the source of all evil in the world." He explained that evil consists of subjugating others for one's own benefit—whether on an individual or a national level. He said that he came to America to serve this country and to plead with it to give sacrificially of itself for the benefit of all mankind. "By America demonstrating this, America shall become champion in the kingdom of God," he said. He called American individualism "the beginning point of trouble" because it is individualism centered on self.

"America is getting further and further away from God every day," he said. "Somebody must turn this nation around. Somebody must come to this nation of America as a firefighter." The audience applauded loudly.

"I did not come to America for money or for my own purposes," he said, "but to give myself to this great nation for the well-being of the world. This is my goal, and I will not stop."

Father said his posters were not up for himself but to proclaim the kingdom of God on earth, and he promised that "after September 18th there will be no poster of Rev. Moon remaining in the city of New York," eliciting gasps of surprise and laughter from startled Family members.

"My dream, my ideal, is to install one great movement of God starting here in New York," Father told his audience.

After Father concluded his address,

spiritualist and author Jeanne Dixon spoke at length, saying that she "heartily applauded Rev. Moon's passion for the unity and brotherhood of all men," and concluding with, "Bless you, Rev. Moon, for your message of that day of hope, and that day of hope is nearer than the world knows."

After more entertainment from the Singers and the KFB, the two groups joined together to conclude the banquet with a grand finale number made magic by spinning lights reflected from the mirror ball used in "Celebration of Life."

Michael Runyon, head of banquet invitations, attributed the large attendance to hand-delivery of many of the invitations and said that the best results were obtained through personal contact, although it was often difficult to get past secretaries to actually meet with business executives. He reported that one sister working on banquet PR got into see the president of a large New York bank only by circumventing the watchdog secretary and slipping a note through the receptionist to the public relations director, who called the president out of a meeting to talk to her.



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Mr. Sudo's "education team": all but two are new members!

