

On Tour with the Day of Hope: Omaha, Minneapolis, Cincinnati, Chicago, Kansas City, Denver, Seattle and San Francisco

Chris Jordan
January 1974



The 1973 Day of Hope campaign began on October 1 in Carnegie Hall, New York, and concluded on January 29, 1974, in Los Angeles, at the Hilton Hotel. American and international members of the Unification Church and One World Crusade worked tirelessly to make the tour a success. Chris Jordan, of the mobile Day of Hope staff, wrote these reports.

Omaha

The Day of Hope campaign activities in Omaha, Nebraska were heightened by the arrival of Paul Werner and the International One World Crusade team 3. Lokesh Mazumdar and Mitch Dixon of Nebraska had arranged publicity, including 14 billboards, numerous newspaper articles, radio and TV advertising, adding impact to the efforts of the IOWC.



The newspaper articles showed Reverend Moon as a major figure heralding the "Last days." In contrast was a television interview with Ted Patrick, a Christian who has been hired by a number of concerned

parents to kidnap young people away from "extremist" his "deprogramming" techniques on Cristen Ausenhus, one of the Omaha members. In spite of negative publicity, many decided to investigate personally the activities of the Unification Church and Reverend Moon by attending the banquet and speeches.



Behind the scenes, Mr. Pak searches through newspapers for copies of the Watergate Statement

The November 25 Day of Hope dinner was held in the Radisson Blackstone Hotel Ballroom, where the International New Hope Singers presented their new arrangement of "Amazing Grace." Among banquet guests was Mr. Frank Morrison, the former Governor of Nebraska.

The National Prayer and Fast for the Watergate Crisis was initiated in Omaha, where Reverend Moon signed the declaration. The Omaha family felt very honored to be involved in this historic occasion.

Minneapolis

Hugh Spurgin and Susan Hughes laid the foundation of faith in Minneapolis and St. Paul, Minnesota for Perry Cordill's IOWC team by preparing a well-structured media program aimed at reaching people from every direction. The program included 40 billboards on main arteries around the city, 17 interviews on television and radio, and numerous public service announcements. Newspaper coverage was very good.



Mrs. Shin Wook [Lady Dr.] Kim prepares incomparably delicious Korean food for True Parents

The November 29 Day of Hope dinner jumped off to a tremendous start. It was gratifying to see over 150 people respond to the invitations. Among the distinguished guests were 12 state senators, an assistant to Senator Humphrey, three congressional aides, and the Minnesota Secretary of State. Among the religious leaders in attendance were the president of the St. Paul Council of Churches, who gave the invocation.

Response among local political figures has been supportive. Many invited IOWC and church members to attend their churches. Fred Gates, special assistant to Senator Humphrey, has met with parents of a number of Unification Church members. He has expressed the feeling that the Unification Church is performing a great public service and the parents should be grateful to have children with such character standards.



On stage, Daniel Pore and Donna Johnson sing original compositions

A press conference in Minneapolis announced the beginning of the National Prayer and Fast for the Watergate Crisis. Newspaper stories gave very good coverage to the declaration. A tea for political leaders on December 2 gave Dr. Neil Salonen the opportunity to speak directly about the Watergate statement and the need for prayer in support of the office of the President.

The Day of Hope speeches were on the campus of the University of Minnesota. The first night Reverend Moon was very inspired and spoke freely to a full house. The last night he asked the audience whether they would mind his speaking a bit longer than usual, and they urged him on. Some campus Christians leafleted outside the hall viewing Reverend Moon as a misguided person. However, their desire to reach some understanding led them to share in Bible studies with the local church members.

Cincinnati

IOWC #2, under the leadership of Reiner Vincenz, joined Chris Olson and Susan Finnegan in Cincinnati, Ohio for preparations for the Day of Hope campaign. There had been 20 radio interviews totaling seven hours; five television interviews, five newspaper articles, ten paid advertisements and daily public service announcements. The face of Reverend Moon became familiar to everyone through the posterizing campaign.

Among the 150 guests at the December 3 Day of Hope dinner were the acting mayor of Cincinnati, who presented Reverend Moon with a key to the city, and Reverend Wilder, a Methodist pastor who gave the invocation. Reverend Wilder prayed that the people of this age would not repeat the historical pattern of rejecting and persecuting the prophets that God would send. He prayed that all might be responsive to the way God is working today and accept this direction with humble hearts. He recognized that unity around God's chosen one was the way to achieve His will and ultimately our own. Reverend Wilder had arranged cooking and eating facilities for the visiting IOWC team, and commented on their attitude of love and willingness to sacrifice.

Ohio Governor John Gilligan declared a week of Hope and Unification, after one of his aides spoke strongly of the hard work and dedication of the Unification Church members.

The first night of the Day of Hope talks was enlivened with interruptions by a local Christian group, but by the third night, the predominately Christian audience listened carefully to and many agreed with the

controversial talk, 'The Future of Christianity.'



Randy Remmel directs the New Hope Singers in a rousing version of "Amazing Grace."

Chicago

Chicago is said to be the second or third largest city in America. But when the Illinois church members (directed by Gil Fox and Ron Pepper) and paired states were joined by Perry Cordill's IOWC, Chicagoans must have thought their city was smaller than they realized. Some people saw so many posters (300 large ones and 7,000 leaflets) that they felt an obligation to come.

One member noticed policemen following him as he was posterizing. The tension increased as the police approached. They pulled him over. What they actually wanted was an extra poster for themselves. In addition to the posters, 15 public service announcements, three radio interviews, four full-page ads, and 15 newspaper articles announced the Day of Hope in Chicago. Especially helpful were the four "eye catchers" at strategic points around the city. These are boards above freeway systems that flash messages at the rate of ten per hour, 24 hours a day, for one week. Advertising was also placed on mass transit lines.

Among the guests at the Day of Hope dinner December 11 were several state senators, judges, 14 council general representatives, and many clergymen. Judge Carey, a Methodist minister, promised help in arranging future speaking engagements. Bad weather and Watergate project activities in Washington reduced the attendance at the Day of Hope talks. On the third night, one guest came out into the lobby after half an hour to buy a Divine Principle book for fear none would be left.

Gil Fox, Mobile Unit Commander in Illinois, introduced the Day of Hope the second and third nights in Mr. Salonen's absence. His powerful presentation had a good effect on the audience.

Kansas City

Six months ago when the Kansas City, Missouri Unification Church members learned they would be hosting the Day of Hope tour no one realized the full meaning of that event. "Our constant prayer was that we become an arm for Christ to move strongly and freely." As the time grew near, they felt the spiritual pressure mounting and the members responding with ever greater determination. By the time the 40 day campaign period began the men and women of the center were taking on responsibilities which none of them had thought capable of.

"God has really worked a miracle in raising the members of this state," they reported. "The help of the European team as a whole, and especially of Mr. and Dr. Reiner Vincenz, will be remembered as the final burst of energy needed to complete the campaign successfully. All of the assistance from our European families gave our center a greater awareness of the worldwide scope of our mission, and an example of self-sacrifice to follow."

As a foundation, the Kansas City church—under the direction of Mark Pierron and James Robinson had a media plan that included 19 radio announcements, television public service announcements, a 30-minute television interview, five billboards, and ads on the sides of 100 city buses.

At the December 15 Day of Hope dinner were read three Day of Hope and Unification proclamations, two Month of Hope and Unification proclamations, and a proclamation declaring 1974 the Year of Hope and Unification. Day of Hope audiences in Kansas City found the second talk quite stimulating. Reverend Moon emphasized America's responsibility to serve the other nations of the world. Many listeners commented on the unique presentation of American history, considering it generally accurate.

The Kansas and Missouri church members and the IOWC team gathered for the usual hamburger party after the third talk. In spite of snow and slippery roads, they enjoyed a time of sharing and inspiration, following Reverend Moon's path of heavenly "fire and strength."

Tulsa. Twelve members of the Oklahoma Unification Church began the Tulsa Day of Hope campaign with a seven-day fast. Each morning they picked up litter in downtown Tulsa for an hour, in order "to show that we are willing to sacrifice for the betterment of Tulsa," according to Mobile Unit Commander John Harries.

Upon the arrival of the Arkansas Church, they launched an extensive and well-organized public relations campaign. The media responded with favorable newspaper articles. In addition, television news covered the rally held when they broke their fast.

The Day of Hope program was announced in three full-page newspaper ads, smaller ads, a radio interview, and 50 billboards. The billboards were so effective, in fact, that the agency who handled the billboards reported quite a few clients who said, "I want the same number and location of billboards as the Unification Church."

Paul and Crystal Werner of the IOWC joined John Harries [Cromwell] and Ann Gordon to find a new location for the church headquarters. Three days before the programs began they found a beautiful large house. Final papers were signed and with very hard work they finished all the preparations.



Detroit Day of Hope Banquet

Again extraordinarily bad weather hit Tulsa for the opening of the Day of Hope campaign, making all but emergency driving almost impossible. The December 19 banquet in the Fairmont-Mayo Hotel was very attractive and beautifully served, but unfortunately few guests came.

Denver

A well-organized Day of Hope campaign, directed by Philip Burley and Richard Buessing, emphasized long term as well as immediate goals in Denver. Dr. Burley said, "Here in Colorado we would like to build a substantial foundation for the future. We would like to make long-term friendships with the people of Colorado."

Media preparations began 70 days before the speeches. Newspaper coverage in the middle of November was inspired by the opening of the Day of Hope office. Additional coverage followed the printing of the Watergate ad on December 7. A December 29 rally was covered by three of the major television stations. IOWC commander Perry Cordill and Philip Burley appeared on an interview show later.

Other outreach efforts included a new singing group "Sunburst" that appeared at the rallies and on television. A tabloid, the "Sunburst Sentinel," was received very positively by the local communities. The January 7 Day of Hope dinner featured proclamations from the Governor of Colorado, the Mayor of Denver and eight surrounding communities. Dinner guests included the Commander of NORAD and many state legislators. Snow and slippery roads did not deter many from coming to the Day of Hope talks.

Good cooperation was achieved between the IOWC team, state leaders and Unification Church members from Wyoming, Utah, and New Mexico who joined the campaign.

Seattle

By all accounts, the Day of Hope dinner and the Day of Hope speeches in Seattle, Washington, were enthusiastically received by full-house crowds. Full page newspaper ads, placards on city buses, posters on telephone poles, and television spots stirred people's curiosity.

The Seattle Times published a three-part series on the Unification Church and Reverend Moon, "a leader of a religious movement just now developing size and importance sufficient to generate controversy."

A January 10 article interviewed Reiner Vincenz, director of the Unification Church in France and leader of an International One World Crusade team presently in the United States. Commenting on the Watergate project as well as the Day of Hope tour, Mr. Ruppert speculated on the reason behind the appeal of Reverend Moon's message:

This is, simply, the message that America is a nation specially chosen by God for great things, that there has been too much wallowing in Watergate and that the nation should forgive, love and unite behind President Nixon against God's enemy: communism.

Much of Mr. Moon's message with its call to prayer and repentance has appeal for evangelical Christians who are hungering for a new spiritual awakening.

Other parts of his message may appeal to those to the political right who cannot understand why the White House is in trouble and who resist the idea of impeachment.

A story the following day included interviews with various members of the Unification Church. Regis Hanna, Mobile Unit Commander in Washington, said of his first encounter with the group several years ago: "I heard the unification principle. I felt the people were really doing a God-centered thing. I really felt the power of God. And so I stayed." Dan Holdgriewe left his philosophy studies at Georgetown University to go to Washington as the State Representative of the Unification Church.

Mr. Vincenz told the Seattle Times reporter he met the Unification Church in Germany ten years ago and later went to France as a missionary, without even knowing French. "Our goal," he said, "is to assure to the people that we have to come together on a Christian base. This should concern the whole world, not only the Christian part of the world."

Michael Leone, chief of the mobile Day of Hope staff, said, "Seattle was really a wonderful city. The meetings were perfect."

San Francisco

The San Francisco Chronicle reported on the Day of Hope campaign and dinner in the Bay Area. An article by William Moore on January 19 began, "He says he is, among other things, a modern John the Baptist- directed by God to tell the world that the Messiah is on His way.... He is Rev. Sun Myung Moon, a 54-year old Korean evangelist whose benign, smiling countenance seems ubiquitous these days in the Bay area."

Mr. Moore commented that the Unification Church is a burgeoning fundamentalist Christian movement which, according to its organizers, numbers 2 million members worldwide, 10,000 of them in the United States.

He interviewed Neil Salonen, "the stocky 28-year-old dynamo who is president of the church," who was "positively gregarious." Photos accompanying the article included Reverend Moon speaking at the banquet, with Mr. Bo Hi Pak translating; Mrs. Moon; and an ad for the lectures in the Scottish Rite Auditorium.



Burger King hamburger party celebrating the concluding speech

"Occasionally gesticulating wildly, shifting from high-pitched shouts to deep stage whispers, he seemed in control of his listeners, sending them alternately into uproarious laughter, rapturous attention and applause."

The article concluded with a quote from Reverend Moon's talk: "I love each one of you dearly and deeply," the reverend declared, "because I know God loves America, God loves you, and I love God."

More than 500 guests attended the January 17 Day of Hope dinner at the Fairmont Hotel in downtown San Francisco. People were puzzled, however, because Reverend Moon was then well known for his widely-publicized Watergate Statement, yet the banquet was held in a hotel that is considered the local Democratic headquarters. Each guest was presented with a granarium.

Reverend Moon spoke of San Francisco as the half-way point between the East Coast and Korea, and if God would want to live anywhere, it must be San Francisco. His listeners, not surprisingly, were enchanted.