

FFWPU Europe and the Middle East: Media Consultant On Media Relationship

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front cover of Newsweek 14th June 1976

Media-savvy author interviewed about Family Federation's media relationship

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[Sekai Nippo](#)

The religious organization needs dialogue with the outside world

Part 7 (final part) of an interview with Masaki Kubota (窪田順生), author of "Infiltrating the Former Unification Church"

by Seisaku Morita (森田 清策)

- Your book also addresses the causes of issues such as spiritual sales methods and

large donations that have appeared within the **Family Federation for World Peace and Unification** (formerly known as the Unification Church)



Masaki Kubota, Japanese author and journalist

In the book, I also wrote about a devout believer who said he was "aiming for one-third" of his income [to donate one third]. He was called "Grandpa Noah" by his family (Noah is the biblical figure who, guided by divine revelation, built an ark on a mountaintop despite ridicule from those around him.)

Despite being ridiculed by his family, the person's eyes sparkle with enthusiasm. This believer experienced abduction and confinement (forced de-conversion) in the past and hid in Thailand at one point. However, he is now reconciled with his former captor - his father. Even after the shooting incident involving former Prime Minister Shinzo Abe, this believer continues to go around in his neighborhood, steadfastly carrying out his religious outreach. He shows no signs of being discouraged at all.

Per se, it is a very precious and beautiful image of someone who lives by faith, and the person himself is

likely happy. However, there may be instances where he is treated as a "mad person" by those around him, and even his own family may not like that. That is the challenging part.



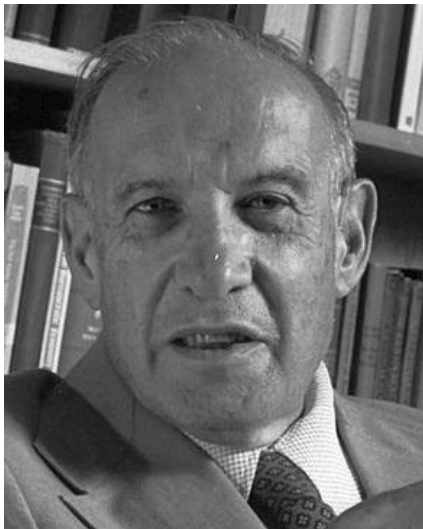
Tomihiro Tanaka, chairman of the [Family Federation](#) of Japan, at press conference in Tokyo 7th Nov. 2023

When I discussed this with Chairman Tomohiro Tanaka, he mentioned that if there are no values that differ from societal norms, then there is no meaning to religion. Upon hearing that, I truly thought it makes sense.

Even though the [Family Federation](#) issued its compliance declaration [in 2009, aimed at reform and addressing concerns over fundraising], since it is not a "Family Federation Inc.", it does not need to excessively restrict or put brakes on the members' attitude towards their faith.

But there is still a need to navigate a challenging course. Apart from individual issues, being perceived as "believers through and through" by society adds an extra layer of complexity. I haven't found a definitive answer yet, but finding a balance between faith and societal life is something each believer needs to contemplate individually.

- The challenge then will be to break out of the closed nature of the religious organisation.



Peter Ferdinand Drucker (1909-2005), Austrian-born American author, educator and management consultant whose writings contributed greatly to modern management theory

There is a word called "feedback". Peter Drucker, well-known for his management theories, advised to obtain information from the outside world and learn from it. He researched the Nazis, studying why organizations became fascist. The conclusion he reached was that without feedback, management becomes ineffective and can lead to authoritarianism.

Conversely, to avoid falling into authoritarianism and to foster innovation, it is essential to have feedback. It is good for believers within the former [Unification Church](#) to engage in internal discussions. But in addition to that, if they connect with the outside world and continue the dialogue, that can make a significant difference. Unfortunately, I think that has been lacking until now.

This time, I, a non-religious media person, was allowed to enter the inner circle, and through the book, I convey what I noticed and felt. Using this as material, believers may also engage in discussions, and continue dialogues with outsiders other than myself. This would be the best form of feedback.

- If the leaders of the [religious organization](#) regularly engaged in discussions with individuals from the media, perhaps the

situation surrounding the Abe shooting incident would have been different.

In any organization, putting effort into media relations is crucial. By doing so, individuals from the media can become supporters or fans, helping with information dissemination. In the case of the former [Unification Church](#), it remains shrouded in mystery and is feared and criticized by persons in the media who do not cover it. If there had been more feedback before the incident, there might have been more journalists raising their voices about the current abnormal situation.

- Did your "undercover interviews" make you think that the former [Unification Church](#) was a religious organisation that ought to be dissolved?



Sign at the entrance of the headquarters of the [Family Federation](#) of Japan in Shibuya, Tokyo

I believe that a dissolution order should definitely not be issued. One reason is, as already mentioned, the broader impact on Japan. It could set a harmful precedent and become the first step towards fascism.

Another reason is that I don't believe they have done anything warranting dissolution. It is said that there are problems and victims, but in order to address those problems and support those victims, the continued existence of the [religious organisation](#) is necessary. There are lawyers and journalists going after it, so it's a matter of carrying out reforms as a religious organization under their rigorous scrutiny.

What merit is there in dismantling the [religious organisation](#) when there are believers who sincerely

believe in its doctrines? The lawyers' logic is that all believers are victims, and if you destroy the vessel called a religious organisation, they will be freed from "mind control". This logic seems flawed. From a rational standpoint, it is implausible that believers who have faith, would find salvation through the dissolution of the [religious organisation](#).

There are plenty of ways to bring about improvement, and society should closely monitor the progress with a critical eye. Still, if you do something that shocks society, it's wise to think twice about it. (Interviewer: Seisaku Morita) (End)

[Part 1](#), [part 2](#), [part 3](#), [part 4](#), [part 5](#), [part 6](#)

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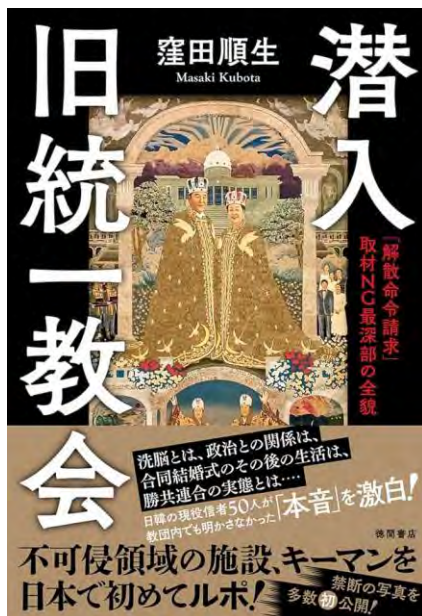
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The front cover of 'Infiltrating the Former Unification Church - Tankobon Softcover, Nov. 2023), by Masaki Kubota

Masaki Kubota (窪田順生) is a non-fiction writer who has contributed to weekly and monthly magazines. He has also worked first as a producer, then as an advisor for TV-documentaries. He is journalist for a weekly magazine and a newspaper, and editor of a monthly magazine. In addition, he works as a media consultant, having conducted over 200 public relations consultations and media training sessions (training on how to handle interviews).

His books include

"Spin Doctor - Techniques of Information Manipulation Used by Professionals Who 'Hush up Bad Information'" (Kodansha Alpha Bunko - 2009), which deals with Japan's political and corporate public relations strategies, and

"14 Stairs - Reportage on the Niigata Girl's 9 Years and 2 Months Confinement Case" (Shogakukan - 2006), which won the 12th Shogakukan Non-fiction Award for Excellence.

His new book, "Infiltrating the Former Unification Church - the Complete Story of the Request for a Dissolution Order and the Deepest Secrets of the 'No Good Coverage'", is currently on sale.



Family Federation

The Family Federation for World Peace and Unification

The Family Federation for World Peace and Unification is a global federation of individuals and families who aim to create a world of peace and unity beyond national, cultural, religious and ideological barriers, a world where everyone may live together in peace and harmony.



Father and Mother Moon 1st August 1996.

In a nutshell

Name: Family Federation for World Peace and Unification

Founded: 1996

Founders: Rev. [Sun Myung Moon](#) (1920-2012) and Dr. [Hak Ja Han](#)

Teachings: [Unificationism](#), a long series of revelations received by [Sun Myung Moon](#). See: [Brief about the Teachings](#) of the Family Federation

Goal: The [Kingdom of Heaven](#) on Earth. A harmonious world family, where everyone may experience peace, security, freedom and love.

Strategy: Unite all good forces

Distribution: Largest in South Korea and Japan, but found in most nations.

Background: The Family Federation took over many of the functions of the [Unification Church](#) and its basic teachings.

Frequently asked questions: See: [Faq](#)

Three ideals

As the name indicates, the Family Federation is based on three ideals – family, world peace, and unification.

- **The family ideal.** Most religions focus on the individual and its spirituality. The Family Federation teaches a broader concept of spirituality, where your [relationships](#) to your loved ones are of decisive importance for your eternal life. As [God](#) is the source of love, [marriages](#) blessed by [God](#) and families full of [true love](#) are the very foundation for the [Kingdom of Heaven](#) that [God](#) longs for. It is a love kingdom, and the family is a [school of love](#).
- **World peace.** If there is love and peace in the home, there is hope that we may also create societies and nations with peace. The family is the fundamental social institution. If we can learn to love our fellow human beings on micro-level, in a family, we may also do so on macro-level, i.e. in the society around us and in the big world we live in. Well-functioning families are the very key to reducing crime, alcohol and drug abuse, the number of suicides and many other social problems.

- **Unification.** We talk about unification on all levels, from the individual to the global level. [God](#) is the source of unity, evil the source of division. Therefore, the goal of the Family Federation is to remove the barriers and create a world of unity, a social unity, such as that between husband and wife, between parents and children, different social groups, nations and religions, but also unity between the inner world and the outer, between mind and body, spirit and matter, religion and science.

The inauguration

The Family Federation for World Peace and Unification was first founded in the USA 31st July 1996 by [Sun Myung Moon](#) and his wife [Hak Ja Han](#), and in many European nations soon after that.

As co-founder, [Mother Moon](#) gave the inaugural address titled "View of the Principle of the Providential History of Salvation", reading a prepared text. [Father](#)

[Moon](#) spoke without a script at the closing banquet the following day, 1st August, at the Sheraton Washington Hotel. His speech was titled "In Search of the Origin of the Universe".



The Inaugural World Convention of the Family Federation 31st July 1996

Gerald Ford, U.S. President 1974-1977, spoke at the inauguration 31st July 1996. He said,



Gerald Ford 31st July 1996

"While the world's finest athletes test themselves in Atlanta, this gathering is sort of a spiritual Olympics. Like the Olympians, you have assembled from all over the world to further the cause of peace among nations.

But while those Olympians are dedicated to gold and glory, you in this room pursue other objectives. The glory you seek, comes from God, not gold.

If at times

I sound a bit like an Old Testament prophet, it's because there is nothing about which I feel more strongly, more deeply, than the survival and the strengthening of the family. No civilization that neglects the family, can be called civilized for long, and no political philosophy that takes the family for granted, will be taken seriously by anyone who values morality, compassion and peace."



National Building Museum, Washington DC. [Public domain](#) image. Cropped

The chronicle "40 Years in America" describes the event,



[Mother](#) and [Father Moon](#) 31st July 1996

"The movement's most spectacular world convention was held in Washington, D.C. from July 30-August 1, 1996, inaugurating the Family Federation for World Peace (FFWP).

This event included a cast of luminaries rivaling anything the movement had yet undertaken: two former Presidents of the United States, Gerald Ford and George Bush; former President and Nobel Peace Prize winner Oscar Arias of Costa Rica; former Prime Ministers Edward Heath of Great Britain and Brian Mulroney of Canada; thirty-six one-time heads of state or governments; university presidents including Boston University's John Silber; Christian television personality Robert Schuller; Christian Coalition Executive Director Ralph Reed; Coretta Scott King, the widow of Martin Luther King, Jr.; Maureen Reagan, the daughter of former U.S. President Ronald Reagan; well-known comedian Bill Cosby; and Christian singer-actor Pat Boone. In addition, the main proceedings were covered live by C-SPAN television network. (p.443) [...]

The establishment of the FFWP represented a new stage in the movement's development. Rev. Chung Hwan Kwak, who was appointed International President, maintained that the FFWP was more important than the Holy Spirit Association for the Unification of World Christianity (HSA-UWC) or [Unification Church](#). HSA-UWC, he noted, was "not [True Parents'](#) ultimate organization".

The rationale for this assertion was connected to the historic shift that underlay the emergence of the Completed Testament Age. As noted previously, Rev. Kwak



[Completed Testament Age](#). As noted previously, Rev. Kwak explained,

'Religious organizations have always been centered upon the salvation of the individual, but we have now progressed to the salvation of the family. [...] Such an organization is not a church; it is the Family Federation for World Peace.'



[Sun Myung Moon](#) 1st August 1996



From the Inaugural Convention 31st July 1996.

Given this understanding, it wasn't surprising that the FFWP rather than the [Unification Church](#) was the main sponsor of the World Culture and Sports Festivals and International [Marriage Blessings](#) after 1996." (p.444) (From the section "Federations for World Peace and Unification", in "40 Years in America – 1959-1999 – An Intimate History of the Unification Movement", by Michael Inglis and Michael L. Mickler, published by HSA Publications Oct. 2000, 624 pages.)

The Family Federation was launched on the foundation of the [Unification Church](#), a spiritual movement [founded](#) in South Korea in 1954. The original intention was neither to establish a church nor a new religion.

The Family Federation took over many of the activities and tasks of the [Unification Church](#) and the same basic teachings, but has a pronounced goal of creating a world of peace and unity based on well-functioning families.

[More](#) about the Family Federation

Text: Knut Holdhus



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