

May 7, 1958

URANTIA FOUNDATION CURRENT STATEMENT OF POLICY  
regarding propaganda in relation to the dissemination of the Book.

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The Trustees of the URANTIA FOUNDATION have received certain informal requests from responsible officials of the Urantia Brotherhood for a formal statement of current policy relative to promotional activities in relation to the dissemination of the Urantia Book.

The Trustees of URANTIA FOUNDATION accordingly are releasing the following statement as definitive of the current policy espoused by the Foundation. This statement of policy is made in consideration of proposals now pending.

ADVERTISING:

For the foreseeable future (next three to five years) the Trustees deem it unwise to engage in formal advertising.

BOOK STORES:

Without advertising and stimulation of consumer demand, the Trustees feel that direct efforts to introduce the Book into bookstores would not only be unwise but futile. The bookseller is interested in merchandise which turns quickly and augments net profits. Even if the Book would be released on consignment, it would still take up valuable counter-display space which from the merchant's viewpoint might far better be allotted to even a vulgar publication on the best-seller list.

PERSONAL PROMOTION IN BOOK STORES:

The Trustees recommend to all concerned the practice of patronizing selective bookstores in making gifts of the Urantia Book. Such patronage of retail

outlets makes the merchant conscious of demand and can cause him to stock the book in anticipation of demand as well as display the book in an effort to increase existing demand. (From the merchant's standpoint, the proof of the pudding is in the movement of a book out of inventory into sales and thence into profits).

PERSONAL PROPAGANDA:

The Trustees as a body have watched with great interest the dissemination of the Urantia Book during the last two and one-half years. With certain notable exceptions, the Book appears to have fared best in new hands when the recipient had a reasonably close relationship to the donor. We accordingly recommend continuing emphasis on this method of dissemination.

The Trustees are very humbly conscious of their lack of experience in the dissemination of such a publication as the Urantia Book. They are equally conscious of the fact that no one else has had experience along these lines.

The Trustees, accordingly, will be deeply appreciative of any suggestions emanating from any friendly source relative to the furtherance of the spread of this publication.

  
Secretary  
URANTIA FOUNDATION