

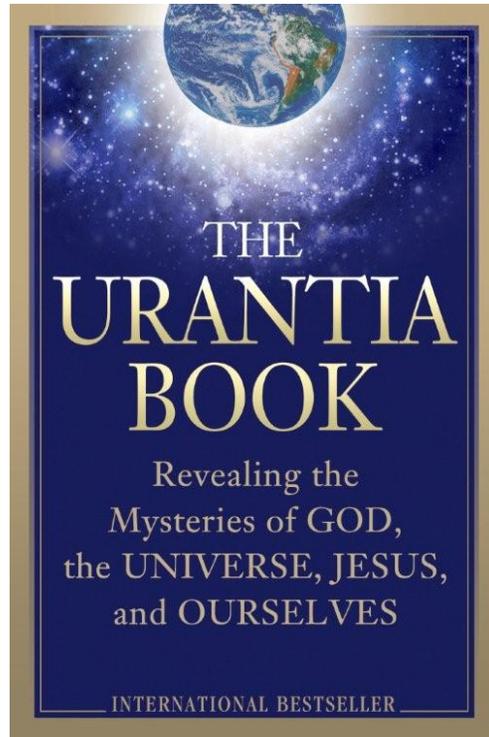


URANTIA FOUNDATION'S NEWS ONLINE

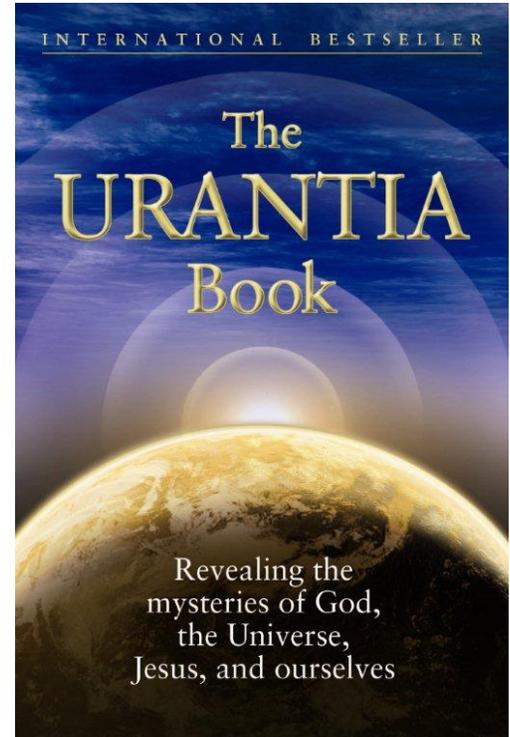
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NEW COVERS FOR NORTH AMERICA



Hard Cover



Paperback

THE REVELATION ENTERS THE 21ST CENTURY

By Mo Siegel, Trustee, Urantia Foundation

You dose off to sleep at the end of the 20th century and awaken in the 21st century realizing many of the familiar ways of the world just moved on. As you glance in the rear view mirror you see our spiritual forefathers discovering and then planning for the 5th Epochal Revelation. Their dreams for *The Urantia Book*, birthed in a much simpler time, were barely influenced by the monumental techno-

logical progress looming just ahead. When the revelation first went to press, only a couple million homeowners in North America had televisions. Google was the sound babies made and apples were something grown on trees.

In the last quarter of the 20th century, globalization, world trade, affordable international air travel, the invention of cell phones and personal computers significantly changed the environment for the Revelation. And then the biggest

change of all happened with the invention of the internet. In 1994 the American government released control of the internet and "www" was born. This inexpensive force for economic growth, innovation, creativity, distribution, communication, knowledge sharing, and globalization quickly reshaped our world. In Dec. 1995 only 12 million people worldwide used the internet. By Dec. 2007, this number increased to 1.3 billion people using the internet. On the back of a new

digital age the Revelation entered the 21st century.

Upon this shifting world stage, Urantia Foundation finds itself facing opportunities and challenges that require fresh approaches to disseminating, protecting, and possibly defending the Revelation. When Doctor Sadler and his early team of believers physically looked at *The Urantia Book* they saw 2097 pages of text in a neatly bound book.



Dr. William S. Sadler with a group of Urantia Book readers

The book came only in the English language and Urantia Foundation owned the copyright. Keeping control of the book and its teachings meant controlling the channels of its physical distribution. If someone wanted to learn about *The Urantia Book* they either knew someone who read the book, attended

can listen to it from CDs, DVDs, and MP3 players, or on your cell phone. You can even hear it sung in videos on YouTube. You can play it on your IPOD while ferrying across the Gulf of Finland or driving your car down Hollywood Boulevard.

When someone wants to learn about the book and its followers, the simple word *Urantia* typed into the Google's search engine provides hundreds of points of instant information, for or against the book's teachings.

Supporters and detractors have easy access to global blogs where they can comment about the book. With Wikipedia, encyclopedic knowledge about the Revelation can be found, read, studied, and edited through cyber space and delivered at near instantaneous speeds into the laptop sitting in your kitchen.

If that's not enough change for one life time, how about study groups. Remember the olden days (about 15 years

ago) when the only practical way to study the revelation was attending local study groups. If no one held a study group in your area you were out of luck. Today study groups come in multiple flavors and serve almost anyone's needs. You can attend a group at someone's home, login to classes at the international internet school, attend study groups a thousand miles away by participating via speaker phone, replay a study group session digitally stored on the web, or even watch a study group on YouTube. You can meet readers and join virtual study groups on social networking web sites such as My Space and Face book. And if that seems amazing, rumors in the tech industry predict that within the next two years new technology will massively expand the power and band width of the internet. That expanded bandwidth easily accommodates virtual study groups meeting in cyber space, in real time, using three-dimensional interactive HD technology.

As to book stores in the

United States, the changes have come fast and furiously. The small special-interest book stores that initially sold the revelation have all but disappeared. Most specialty distributors have closed due to the impact of high volume mass market book distributors. In turn, these powerful distributors face economic woes as the largest book retailers buy directly from a handful of publishers, completely skipping the distributor network. In the United States, most independent book store volume has been replaced by chain book stores and discount retailers like Wal-Mart and Costco.

Slow selling specialty books and single title publishers now find their most viable channel of distribution through Amazon.com and other internet publishers.



a small study group, or they visited a book store. At best, the book could be found in a small number of libraries or specialty book stores.

Access to *The Urantia Book* has dramatically changed in the last 10 years. Today the book comes in multiple languages which you can buy as a hard or soft cover physical object. You can read, copy, and download any or all of it on your computer or cell phone whether you're living in Bolivia or Bulgaria. You



Throughout the world the book industry has undergone a dramatic transition as Amazon.com and other internet retailers conveniently offer shoppers a place to preview a book, read book reviews, and purchase new and used copies at highly discounted prices. Even better, this shopping experience happens in the comfort of your own

home. For Urantia Foundation, a single title publisher whose book sales warrant shelf space at chain retailers like Barnes & Noble, the low prices on the internet require careful management of book distributors and retailers. To say that Urantia Foundation and the Revelation face an opportunistic yet challenging future

would be a huge understatement.

I wrote this article hoping to contextualize many of the decisions being made at Urantia Foundation during the last few years. Our unseen friends, when launching the Revelation in 1955, knew the digital age was on its way. Maybe their

timing was based on that knowledge. While the work of Urantia Foundation proceeds at a quiet and steady pace, you should feel confident that our dedicated team joyfully faces the challenges of providing *The Urantia Book* in this new digital age.

NOTEWORTHY DECISIONS FROM THE APRIL 2008 BOARD MEETING IN PARIS

By Mo Siegel, Secretary of Urantia Foundation

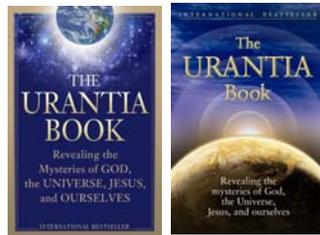
In liaison with the article "The Revelation Enters the 21st Century", the following report highlights relevant information and decisions from Urantia Foundation's April 2008 Board meeting in Paris. The areas under discussion were: the physical book, book covers, North American book store distribution, European book distribution, translations, digital books, audio books, index, and the internet/
www.urantia.org.

The Physical Book

For the past five years, sales of the English edition of *The Urantia Book* published by Urantia Foundation have steadily declined. We attribute the decrease in sales to expanding Internet access to the teachings, the disappearance of many specialty book retailers, increasing competition for shelf space with decreasing inventory levels at chain book stores, multiple publishers, the younger generations turning to multimedia instead of books, and the need to make our book cover more appealing to spiritual book shoppers who are unfamiliar with the book. During 2006 and 2007,

our sales dropped substantially enough that the board decided to make improvements to maintain our retail bookstore leadership and simultaneously grow our sales to internet book providers.

New Book Covers



Nearly every decade since *The Urantia Book's* initial publication, Urantia Foundation has needed to redesign the book cover to accommodate the changing tastes of spiritual book shoppers. About 12 months ago Urantia Foundation hired three book-design firms to submit designs for a new book cover. After reviewing about 25 different designs from the firms, we took the three designs we liked best, the Uversa Press book cover, and the Foundation's current cover and tested them in the market.

Approximately 700 open-minded, educated, age appro-

priate, spiritually searching book buyers in North America were asked to review the five covers and answer a series of questions. The shoppers prioritized their favorite book covers and explained what the various covers told them about the book. The results of this study were that two of the new book covers attracted strong interest from potential readers. These covers conveyed the message that the book was about God, spirituality, the earth and universe, Jesus, and themselves. After looking at the new covers, shoppers felt that the book was important, likable, interesting, and possibly worth buying. When studying the new covers, shoppers rejected the notion that the book was boring, cultish, new agey, irrelevant, or not their kind of book.

Since two covers tested so well, we decided to use both covers, the most popular for the soft cover and the slightly upscale cover on the hard-bound book. Both books, designed specifically for the North American market will be available in June 2008. For those who prefer the current cover, they are still available for purchase.

The Board resolved to use the

"Approximately 700 open-minded, educated, age appropriate, spiritually searching book buyers in North America were asked to review the five covers"

"Since two covers tested so well, we decided to use both covers."



new book covers on all future printings of translations, unless representatives from a particular country prefer a different cover.

North American Bookstore Distribution

Over the next few years, Urantia Foundation will pursue various means to keep the English edition of *The Urantia Book* available in bookstores in North America. We have plans to have the book moved from the New Age/Occult section, which is currently the location of the book in many bookstores, into the Spiritual or Inspirational section. We are looking at improved ways to do business as a small single-title publisher in a world dominated by multinational, billion-dollar book publishers.

In search of efficiently priced distribution channels that are sustainable, a small team from Urantia Foundation attended the North American Book Expo in Los Angeles at the end of May.

European Distribution

For years, the European reader community has requested increased responsibilities. At the April 2008 meeting, the European team presented a proposal to assume the responsibility for book activities in Europe. Subject to the Board's approval of a business plan, the creation of a fiscal entity, the registration of the entity, and the approval of a contract, the president of Urantia Foundation is authorized to execute a one-year, renewable contract. This European entity will print, store, and distribute books, as well as conduct other relevant business related to *The Urantia Book* throughout Europe.



European Board Members in Paris

Back Row: Christian Ruch (Switzerland), Jay Peregrine (Executive Director, Urantia Foundation, USA), Henk Mylanus (France), Olga López, (Associate Trustee, Urantia Foundation, Spain), Seppo Kanerva (Trustee, Urantia Foundation, Finland), Werner Sutter (Germany)

Front Row: Irmeli Ivalo-Sjölie (Associate Trustee, Urantia Foundation, Finland), George Michelson-Dupont (Trustee, Urantia Foundation, France), Claire Mylanus (Associate Trustee, Urantia Foundation, France), Seppo Niskanen (Finland)

Translations

Twenty-first century globalization means providing *The Urantia Book* in as many translations as is financially and logistically practical. In keeping with Urantia Foundation's commitment to translations, the Board voted that the Estonian, Hungarian, and Swedish translations be printed as soon as the translation teams complete their work. We expect these printings to occur in the near future. The Board also voted to grant the European team's request to print and sell, for distribution in Spain only, *El libro de Urantia* as revised and corrected by the Sevillian team. As always, the translations will be available on the Internet.



Digital Books

For a number of years digital-book readers have become increasingly common. Recently two new digital readers, the Sony Reader and Amazon's Kindle Wireless, have transformed technology into what may become the next generation of books. If you have never seen this new generation of digital book readers, you will be amazed at the user-friendly innovation. Amazon claims:

"Revolutionary electronic-paper display provides a sharp, high-resolution screen that looks and reads like real paper." A book can be auto-delivered wirelessly, whether you are in the back of a taxi, at the airport, or in bed, in less than one minute. Each digital book reader can hold hundreds of books. With up-and-coming technology in mind, the Board approved the development of *The Urantia Book* for the Sony/Kindle digital-type book readers.

Audio Books

Urantia Foundation currently makes available an audio version of *The Urantia Book*. The recording, read by a group of professional, book-recording artists, is available for purchase from Urantia Foundation or as a free download from the Web.

However, with the popularity of audio books downloaded from the Web, there is a new technology that compresses books, so they can be sent in small-file sizes and at high speeds (for example, Audible.com or iTunes). Because of the need for compressed audio versions, the Board approved the development of a compressed format for *The Urantia Book*, which will be placed on its Website and sold to electronic book providers.

Index

Work continues on updating the index created by Anna

Rawson and Edith Cook, who were members of the Forum. Both women worked on the index for more than a decade and did a stellar job considering their work predated computers. We plan to publish the index as a separate volume and as an Internet tool for Web users.

The Internet and www.urantia.org

Twenty-five years ago, you could guesstimate the spread of the book's teachings by counting the number of books sold and the number of study group attendees. Today, the best way to estimate Urantia Book exposure is to study Web-traffic

statistics.

Three dedicated Urantia Book Web sites report reasonably high levels of visitation, often exceeding 300,000 unique visitors per month.

At the April 2008 meeting, the Board spent considerable time discussing Urantia Foundation's Web site. During certain months, the number of visits to the Foundation's Web site often exceeds 150,000 per month. The Web statistics reveal that those visitors come from all corners of the globe. To all intents and purposes, www.urantia.org has become the face of the Revelation for thousands of spiritually-searching souls. It

has become a reference point for the media and a first line of defense in addressing potential attacks on the book and its teachings. Given this context, the Board has voted to provide additional time, money, and talent to meet the increasing global demands.

In the March 2008 edition of *Urantia Foundation News Online*, we reported the Board's decision to systematically monitor, improve, and rectify statements about, and descriptions of, *The Urantia Book*, appearing on important Internet Web sites.

BUENOS AIRES BOOK FAIR

By Tamara Wood, Urantia Foundation Staff

A few weeks ago, in April and May, Urantia Foundation, Urantia Association International, and The Urantia Book Fellowship sponsored a booth at the 34th International Book Fair in Buenos Aires, Argentina. A team of readers dedicated their time and energy by hosting the booth during the fair. The team consisted of local readers and readers from Chile, Ecuador, Mexico

and the United States.

This year the fair drew record crowds and hundreds of people visited our booth during a three and a half week period. It was inspiring to witness the tact and grace displayed by our volunteers as they interacted with all who passed by. On several occasions, groups of children, ages 12 to 18, visited our booth and engaged in lively conversation.

Two readers, Alessandro Guarneri and Luis Miguel Morales, created a video with beautiful photographs of nature and quotes from *The Urantia Book*. The video was accompanied by original music composed by Luis Miguel. It ran continuously on a large plasma screen and captured the attention of many attendees.



Carlos Rubinsky, Tamara Wood, Maria Inez Rubinsky, Bert Cobb, Graciela Cristina Benedetti

And now, for the pièce de résistance: A distribution contract with Kier, a large Argentine distributor, was secured. They had a large booth and dedicated an entire shelf to *El Libro de Urantia*. All people interested in purchasing a book were escorted there. *El Libro de Urantia* is now readily available in Argentina.

A special thanks to all involved including: Augustin Arellano, Graciela Cristina Benedetti, Bert Cobb, Costas

Diamantopoulos, Nicolás Gelman, Alessandro Guaeneri, Marian Hughes, Luis Miguel Morales, Nelida Oliver, Horacio Rico, Rogerio Reis da Silva, Carlos Rubinsky and Jorge Wilcik.

El libro de Urantia is now readily available in Argentina.



Marian Hughes, Tamara Wood, Graciela Cristina Benedetti

"Through these funds, education, translations, book distribution, field-service work, and scholarships will be available."



"Think about being a blessing to the Fifth Epochal Revelation by making a gift to the Urantia Community Endowment"



THE URANTIA COMMUNITY ENDOWMENT: A FUND FOR THE FUTURE



By Gard Jameson, Treasurer, Urantia Foundation

The Urantia Community Endowment has been established to provide a long-term endowment for the benefit of the Fifth Epochal Revelation. It is directed by a board of long-time readers who represent Urantia Foundation, the Urantia Association International, The Urantia Book Fellowship and other independ-

ent service groups. The Urantia Community Endowment is a cooperative and collaborative effort to provide financial support to the entire community of readers of *The Urantia Book*.

Three funds have already been established: The Urantia Foundation Fund, the Urantia Association International Fund, and The Urantia Book Fellowship Fund. These funds are managed by a professional money manager through the Nevada Community Foundation, which manages \$50 million in assets. Through these funds, education, translations, book distribution, field-service work, and scholarships will be available. Many are the thoughtful and worthy projects in our community that struggle due to a lack of funding.

Think about being a blessing to the Fifth Epochal Revelation by making a gift to the

Urantia Community Endowment, which can be done during your lifetime or after your graduation. You can give to a particular cause, for example, seeding books in under-developed countries, or for more general causes, such as to the operation of a specific organization participating in the endowment. It is hoped that the fund will help foster co-operation, long-term stability, and goodwill for the Urantia Revelation.

The board of the Urantia Community Endowment consists of Cathy Jones, Toby Fox, Mo Siegel, Susan Cook, and Gard Jameson. For further information about the Nevada Community Foundation go to www.nevadacf.org. For more information about the Community Endowment, please contact Gard Jameson at gardj@attglobal.net



Endowment funds ensure future translations

To "follow Jesus" means to personally share his religious faith and to enter into the spirit of the Master's life of unselfish service for man.

DUANE FAW: HONORING A MAN WHO SERVED THE REVELATION



Duane Faw

By Saskia Praamsma

Editors Note

In the March 26, 2008 issue of the *Mighty Messenger*, Duane Faw, a long-time reader of *The Urantia Book*, was honored for his contributions to the Urantia movement. Duane and his wife, Lucile, had a rich history of studying *The Urantia Book*. Duane was an active member in the Urantia Book Fellowship. He had a military career, retired from the Marine Corps as a Brigadier General, became a Law Professor and Professor Emeritus at Pepperdine University School of Law, and authored *The Paramony* and another book entitled *Religion Ought to Make Sense*.

Duane was also honored by Saskia Praamsma by including him in her book, *How I Found the Urantia Book and How It Changed my Life*.

Saskia wrote this about Duane's story regarding how he found *The Urantia Book*:

"This is one of the many stories that I collected to pay tribute to those who discovered *The Urantia Book* in the

early days.

There were a number of things that inspired me to gather the stories for, and to publish, *How I Found the Urantia Book*.

First, I had been out of the movement for a while, and when I got back in, around 1997, I was shocked to discover that readers were taking sides against each other. Yet I knew that deep down all were brothers under the skin, alike in having found the same pot of gold at the end of the rainbow, and I wanted to find a way to highlight that aspect.

Around the same time, Norman Ingram was planning his mission to Africa to place *The Urantia Book* from north to south, and he needed money. I thought it would be a great idea to collect everyone's stories and publish them in a book that could be sold to finance his trip. That first edition made over \$8,000 profit, every cent of which went to Norman.

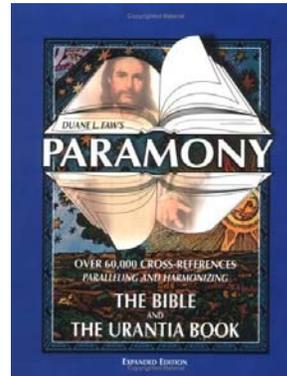
Also, around that time Gabriel of Sedona appeared on *Date-line NBC*. I thought we could use a book showing that, while Gabriel and his group did indeed study *The Urantia Book*, they were by no means the leaders or the only group to do so.

When Polly Freedman shared with me the 20 or so stories that our dear friend Julia Fenderson had collected, I was inspired to build on them—especially with the Internet and new technology, which made them much easier to collect.

And last, but not least, I

thought it would be fun to read other people's stories!

I am pleased to present Duane's story of how he found *The Urantia Book*."



In August of 1965 I was flying from Portland to Dallas by way of Denver. As we neared Denver, the woman sitting next to me asked me about the book I was reading. I told her it was about Edgar Cayce and reincarnation. She asked why I was reading it.

I told her the study of religion was my hobby. We briefly discussed reincarnation and life after death.

She asked if I had ever heard of a planet called Urantia. I had not. She said she belonged to a group who believed we live on a planet called Urantia, and that when we die, we simply go to another planet for a while, then another, and another, etc. She said she knew exactly where she was going when she died. She'd gotten her information from a book called *The Urantia Book* and said I would never know all there was to know about religion until I'd found—and read—*The Urantia Book*.

In the Denver airport I was wait-

ing in the boarding area for my connecting flight when I felt a tap on my shoulder. It was the lady from the airplane. She had with her a man and two women whom she wanted me to meet. She said to them, "This is the man I told you about meeting on the airplane. He wants to read *The Urantia Book*." The man said, in effect, that if I were seriously interested in discovering man's role in the universe and his relationship to God, I must read *The Urantia Book*.

I met up with my wife Lucile in Dallas, and we stayed a few days with her sister before flying home to Arlington, Virginia.

One day, left alone while they went shopping, I decided to find a copy of *The Urantia Book*. I looked in the Yellow Pages and telephoned every new and used bookstore in the Dallas directory. Each conversation went something like this:

"Do you have a copy of *The Urantia Book*?"

"The what?"

"*The Urantia Book*"

"How do you spell it?"

"I don't know—E-U-R? U-R?—phonetically it is Urantia."

"Who wrote it?"

"I don't know."

"Who published it?"

"I found in the Jesus papers the most beautiful, loving, lovable Jesus I had ever met."



"Finding The Urantia Book became an obsession with me."

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"I don't know."

"Sorry, but we don't have it and need more information to order it."

Back home in Virginia I called all the bookstores in the Washington, D.C., metropolitan area with the same results. I went to the Library of Congress and looked for it under Religion. (I missed it because, as I found out later, it was catalogued under Occult.) Finding *The Urantia Book* became an obsession with me. I asked for it every place I saw a bookstore.

In the fall of 1971 I retired from the military, and we moved to California, where I taught law. I kept up my quest for the book. One day in early 1972 I was looking for a particular part for an unusual lamp base. I had a list of six shops. I did not find it in the first five I visited, but as I left the fifth shop, I saw a used bookstore. As was my custom, I asked if the store had a copy of *The Urantia Book*.

A man on a ladder said, "Do I have a what?"

"Forget it," I replied.

"Hey, wait a minute," he said. "I did not say I didn't have one. I've worked in this bookstore for many years, and no one has ever asked for *The Urantia Book*. I'd never heard of the book until yesterday. I got it in an estate sale of books, and last night I was sorting them.

The only book of any interest to me was *The Urantia Book*. I put it on my desk to read, but if you want to buy it, you may."

I gave him \$10 for the book.

When I got home and looked at the titles and authors of the papers, I became angry. I had been searching all that time for what turned out to be an occult book, and I was not into the occult! I threw the book, open and face down, into a waste basket.

My background was *Bible*-centered Christianity. My grandfather was a circuit-riding Cumberland Presbyterian preacher, ultimately elected to the church's highest office, moderator of the General Assembly. My father, ordained in the same denomination, organized churches. Everyone wanted me to become a preacher, but I did not feel the call. I did, however, love the *Bible* and everywhere we went with the service, I organized *Bible* classes. I was not ready for an occult book. The next few days I forgot completely about *The Urantia Book*. My mind had been cleared of any thought of reading it— even out of curiosity.

A week or so later, reaching for the Reader's Digest on my nightstand to read myself to sleep, I discovered it was not there.

Lucile said she had left it at the bowling alley. At that moment I received a very strong impres-

sion in my mind. I heard no voices and saw no writing, but the intensity of the impression startled me. It was this: "If that book you found had been written by John Jones or Joe Smith, you would have read it. Never judge a book by its authors." On the off chance that the trash had not yet been emptied, I got out of bed, wandered down the hall to my office, and felt in the waste basket. In the bottom—face down and dog-eared—I found *The Urantia Book*.

Returning to bed I opened the book at the front. It still looked bad with all those weird authors. I saw, however, that the last part of the book was about the life of Jesus. Now I had read some crazy stuff about Jesus without it corrupting my thinking, so I decided to start reading there. What I found completely fascinated me. Instead of putting me to sleep, it kept me awake. About 2:30 a.m., Lucile said, "Turn out the light! I need my sleep."

I found in the Jesus papers the most beautiful, loving, lovable Jesus I had ever met. Yet I needed to read the first three parts of the book to understand the words in Part IV. In so doing I learned who God is, who I am, what God wishes of me, my ultimate destination, and much, much more. In the process *The Urantia Book* did not displace the *Bible* in my view. I still love the *Bible*, now more than ever, since I know what it is and what it is not.



"I say to you: Love your enemies, do good to those who hate you, bless those who curse you, and pray for those who despitefully use you. And whatsoever you believe that I would do to men, do you also to them."

Jesus, The Urantia Book
Page 1571 (140:3)