

How to deal with True Father name in the public media

Erling Lea
October 13, 2018



I want to share something about how to deal with True Father name in the public.

Negative sells and positive not, when we deal with the public it is the best to stay away from the main stream media, use separate radio and TV channels.

When we make public material and video and True Father name is there to often and to big people get confused scared.

When I did broadcasting in the beginning I did that and it made many negative, I realized my mistake and changed. (True Father actually requested it.)

On the other hand, when I used Divine Principle and True Father words more people would get very inspired. It created a more like a mystery and desire who is behind this nice words of God, when the name was shown it made people more respectful to True Father name than just put it all up in the front with large letters.

Sometimes just a name without content can create fanaticism like many churches do today where they repeat the name Jesus over and over without actually teaching anything.

Muslims do that also and it make people confused and angry.