

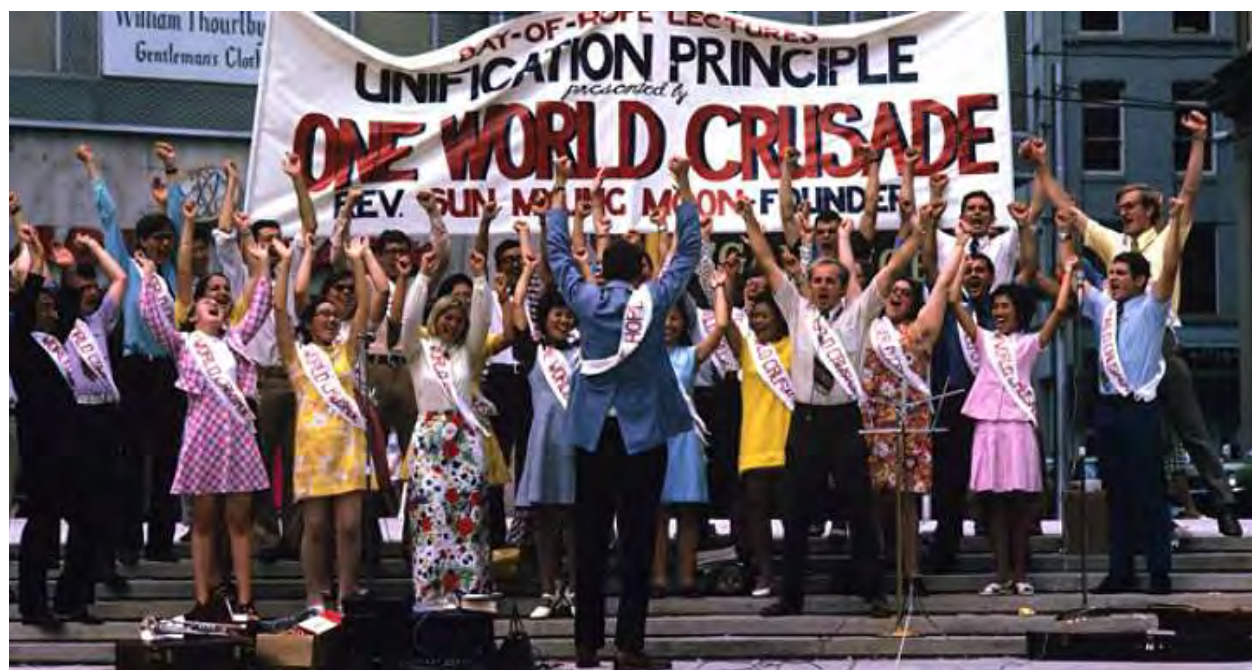
## 40th Anniversaries of Day of Hope Tours

Douglas Burton  
September 26, 2013



Rally on Wall Street in late September 1973 to drum up interest for the Oct. 1st Speech at Carnegie Hall in New York City - Photo courtesy of Joe Kinney

Almost 40 years ago the first legendary Day of Hope Campaign tour to 21 cities kicked off with a rally at New York's Carnegie Hall. From early September of 1973, 400 brothers and sisters worked street corners in Manhattan and went door-to-door selling tickets for what sounded like revivalist events dubbed "Christianity in Crisis: New Hope." Each three-night stop featured speeches by True Father, on "God's Hope for Man," "God's Hope for America," and "The Future of Christianity," according to *Footprints of True Parents' Providence*, by Unificationist historian Dr. Michael Mickler. The following report draws heavily from this book.



Day of Hope Rally at unspecified date in 1973, the Day of Hope Tours were emphatically public rallies, including entertainment and prior visits to city and state officials. Virtually all of the participants were in their 20s - courtesy of Joe Kinney

Earlier, in mid-July, as a result of an influx of missionaries from Japan and Europe, two 40-member IOWC (International One World Crusade) teams had been formed to travel the 21-city itinerary, preparing the way for Rev. Moon's lecture series the following fall and winter. By the end of August, more than 400 members gathered to prepare for the Day of Hope talks scheduled to begin at Carnegie Hall on October 1st. A five-member Day of Hope planning staff consisting of a campaign coordinator, PR director, media director, technical director, and logistics coordinator helped generate public visibility, according to Dr. Mickler. Newspaper and magazine ads, bus and commuter train posters, and mass leafleting introduced the series to the people of each city. The staff also sent professionally made tapes to

540 radio stations for public service announcements.

According to campaign coordinator Mike Leone, the purpose of the staff's work was two-fold: first, "to bring to the public eye Rev. Moon of South Korea, a dynamic and inspiring spiritual leader of thousands of people," and second, "to fill every hall, every night."



*Rev. Moon speaking at Constitution Hall, Washington, D.C.*

Civic proclamations also enhanced the Church's public visibility. The previous February 14, 1973, as a result of the intercessory efforts of Benjamin Swig, a prominent San Francisco hotel owner and friend of Rev. Sang Ik Choi, one of Rev. Moon's earliest disciples, Rev. Moon was awarded the key to the city of San Francisco. During the 21 tour, campaign workers secured a multitude of proclamations of honorary citizenship, and days, or weeks, of "Hope and Unification." Many of these proclamations were read at Day of Hope banquets. Held prior to opening night talks during the tour, the banquets featured entertainment, introductions and greetings from Rev. Moon to civic and religious leaders, educators and businessmen.

The results of the twenty-one-city tour were remarkable. In New York, where 400 members worked a month prior to the Carnegie Hall opening, the movement attracted widespread media coverage. The September 22, 1973, *New York Daily News* carried a large photo and article on a Day of Hope rally on the steps of Federal Hall on Wall Street. *Time*, *Newsweek* and *Christianity Today* all carried stories on the campaign, and Associated Press religion writer George W. Cornell's generally positive feature story appeared in seventy-nine newspapers throughout the United States. More than 250 prominent New Yorkers attended the inaugural Day of Hope banquet at the Waldorf Astoria Hotel. Telegrams of congratulations were read from New York mayor, John V. Lindsay and columnist William F. Buckley, Jr., as well as from several U.S. congressmen. In Baltimore, Cardinal Sheehan sent his blessing to the banquet.

In Washington, D.C., where the movement also concentrated its efforts, close to 400 citizens turned out for the banquet, and more than three thousand people for the three nights of talks at the Lisner Auditorium. During that Washington, D.C. campaign Ray Mas was both a church member and a full-time student at George Washington University, of which Lisner Auditorium is a part. "The auditorium was packed," he tells *Unification News*. One of the persons who came was a young John Dolan, a very spiritually sensitive man, who came to the Upshur Street Center afterwards and told the center director, the late Joseph Sheftick, that he wanted to join the church and move in. Sheftick said no and wouldn't budge. "However, Dolan camped out in the backyard for some nights until he could move into the center," Mas said in an interview. "College campuses were excellent places for us to have events in those days. There were many students in the area who were spiritually searching."

Joe Gaval, at the time a newly-minted member in Washington, D.C. recalls it this way, "I remember returning to the National Headquarters building on Connecticut Ave. near Dupont Circle after a day of selling tickets (\$3 per night) for Father's three speeches. As we were standing in line for our usual dinner of tuna casserole, someone said something that created a buzz of excitement: "Father is in town and might come at any time. My first thought was 'Wow!' My second thought was 'Oh, no,' so I excused myself, found my shaving kit, removed my army code-compliant mustache, and returned in a far more

relaxed and prepared state of mind and body.”

In Atlanta, Georgia Governor Jimmy Carter proclaimed November 7, 1973, a "Day of Hope and Unification." The January 17, 1974, San Francisco Day of Hope banquet attracted more than 500 guests to Benjamin Swig's Fairmont Hotel. In Berkeley, where Rev. Moon spoke at Zellerbach Auditorium on the University of California campus, *The Daily Californian* reported, "Rev. Moon's followers have waged one of the neatest and best-run publicity campaigns seen here in years." In San Jose, January 17-24, 1974, was proclaimed "Hope and Unification Week," while in Oakland, Mayor John H. Reading proclaimed the period from January 21-24, 1974, as "Day of Hope Days." Single days of "Hope and Unification" were proclaimed in Berkeley and Hayward, and on January 21, 1974, Rev. Moon was awarded the key to the city of Berkeley by Mayor Warren Widener.

Dr. Tyler Hendricks remembers joining other members from New Hampshire and campaigning for the Day of Hope tour to Boston. He recalls: "We were mobilized to Boston to sell tickets for the 3-night speaking event at the John Hancock Hall. We were selling tickets for \$2 each, and the whole team would report our results at the end of the day, and it was pretty discouraging that there were less than five tickets sold for a team that consisted of 30 people, from all over the New England centers.

"Then Paul Werner's 40-person IOWC team rolled into town, and Rev. Werner took command of the domestic members along with his team. He moved us into a Catholic monastery much closer to Boston with lots of bedrooms and dining space. Our ticket results went up to 60-70 tickets a day under his leadership. On his team some members were selling 10 tickets a day, just by themselves. They were quite disciplined and high-spirited. Rev. Werner and wife Christel would sometime pick up teams of two and take them out for an ice cream cone."

#### **Itinerary of 21 City Day of Hope Campaign**

New York, New York Carnegie Hall October 1-3, 1973	Tampa, Florida Sheraton-Tampa Hotel November 3-5, 1973	Kansas City, Missouri Capri Theatre December 16-18, 1973
Baltimore, Maryland Lyric Theatre October 7-9, 1973	Atlanta, Georgia Regency Hyatt Hotel November 6-8, 1973	Tulsa, Oklahoma Civic Center December 20-22, 1973
Philadelphia, Pennsylvania Scottish Rite Cathedral October 11-13, 1973	Omaha, Nebraska Burke High School November 26-28, 1973	Denver, Colorado Phipps Auditorium January 8-10, 1974
Boston, Massachusetts John Hancock Hall October 16-18, 1973	Minneapolis, Minnesota West Bank Auditorium November 30, December 1, 2, 1973	Seattle, Washington Seattle Center January 13-15, 1974
Washington, D.C. Lisner Auditorium October 20, 21, 23, 1973	Cincinnati, Ohio Convention Center December 4-6, 1973	San Francisco, California Scottish Rite Auditorium January 18-20, 1974
New Orleans, Louisiana Theatre for the Performing Arts October 26-28, 1973	Detroit, Michigan Masonic Auditorium December 9-10, 1973	Berkeley, California Zellerbach Auditorium January 22-24, 1974
Dallas, Texas Convention Center Theatre October 30, 31, November 1, 1973	Chicago, Illinois McCromick Place December 12-14, 1973	Los Angeles, California Hilton Hotel January 27-29, 1974

COUNTY OF WAYNE  
MICHIGAN

Proclamation

HONORING  
REVEREND SUN MYUNG MOON

WHEREAS, the Reverend Sun Myung Moon is a dynamic Christian leader of worldwide renown, is founder of the International Unification Church and is now engaged in a speaking tour which is carrying his message of love and peace through 21 cities in the United States; and

WHEREAS, the universal attraction of his Christian conviction is reflected in a church membership of approximately two million members, churches in 40 other countries and 50 different cities of this country, including a national headquarters in Washington, D.C., and an international headquarters in New York; and

WHEREAS, the Reverend Moon is beloved and revered for his compassionate, wise and inspired counsel and guidance of the congregation of the Unification Church, and for the insights he has shared with millions of others throughout the world; now, therefore, be it

PROCLAIMED, that we members of the Wayne County Board of Commissioners, this 6th day of December, 1973, take this opportunity to express our esteem and congratulate this outstanding spiritual leader for his exceptional achievement; and be it further

PROCLAIMED, that this document be spread at length upon the journal of this day's proceedings, to endure as a permanent record of our respect and appreciation, and that a suitable copy of these deserving words of tribute be presented to this remarkable servant of God.



*Robert B. Lipp*  
CHAIRMAN OF THE BOARD

*Huey A. Ferguson*  
HUEY A. FERGUSON, COMMISSIONER

# *Proclamation*



## CITY OF ATLANTA

### *Office of the Mayor*

WHEREAS, in recognition of the fact that unity and understanding strengthens our city, and that growth in unity and harmony is beneficial to all citizens of the city of Atlanta; and

WHEREAS, all responsible citizens are called upon to unite in their affirmation of our country's birthright, and of our national dedication and hope, guaranteeing freedom for all men; and

WHEREAS, visiting in our midst is one whose life, message and challenge is dedicated to men of all political, social and religious persuasions, that being the Reverend Sun Myung Moon:

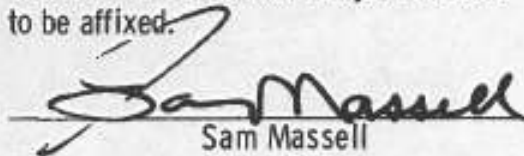
NOW, THEREFORE, I, Sam Massell, Mayor of the City of Atlanta, do hereby proclaim Tuesday, November 6, 1973 as

#### DAY OF HOPE AND UNIFICATION

in Atlanta, and urge all citizens to cordially welcome Reverend Moon to our city.



IN WITNESS WHEREOF, I  
have hereunto set my hand and  
caused the Seal of the City of Atlanta  
to be affixed.

  
Sam Massell  
Mayor