



"Clean Up TV" CAMPAIGN

Joelton Church of Christ
P.O. Box 218
Joelton, Tennessee 37080

January 14, 1980

Dear Brethren:

I want to tell you again how much we appreciate your decision to take part in the "Clean Up Television" Campaign, and to let you know of some important recent developments.

I am sorry it has not been possible to stay in closer contact with our committed churches during the past few months. The response has been so great, however, and the volume of incoming mail and phone calls so heavy that almost all of our time has been consumed in encouraging additional congregations to become involved. Hopefully, the monthly Campaign Newsletter which you have been receiving has been able to bridge this gap.

More than 1400 churches of Christ from all over the nation have already written Joelton that they will definitely take part. This is an almost unbelievable response and represents, by far, the largest number of congregations ever to be involved in a single specific effort.

The idea of thousands of congregations, working independently, yet all moving in the same direction at the same time is proving to be extremely effective. Almost a third of a million cards to be signed have already been requested and the number continues to grow daily.

You will also be interested to know that March 16, 1980 has finally been set as the definite date for signing the cards nation-wide. The Action is about to begin! These next few weeks will be extremely important to the success of the Campaign so please continue to contact every additional congregation you can locate.

With these facts in mind, I want to discuss an opportunity with you which can vastly increase the total effectiveness of the Campaign and with which your help is urgently needed.

Brother Arrow

This is urgent. Please read this to the Elders and discuss this week if possible.
Thanks
John Hart

During the past few weeks several events have made it increasingly clear that there are thousands of additional congregations who are now on the verge of taking part with us in the Campaign. Enough in fact, to increase our potential effectiveness several times over. The sizeable effort which has been involved in sending the TV Campaign Newsletter to almost 14,000 churches and 3000 individuals each month, and in distributing almost 100,000 of the "Clean Up TV" booklets throughout the brotherhood is finally beginning to produce results. Interest is growing everywhere!

Only one problem has kept many of these churches from responding. That problem is simply....well meaning procrastination. A few days ago members of Joelton's Television Committee called a number of these uncommitted churches in other parts of the country. Every one of the congregations contacted knew about the Campaign and all of these wanted to take part, yet not a single one had sent in a Congregation Response Form, nor had otherwise responded in anyway. Since there is no way to know how many cards to send without a response form the interest of such non-responding churches is totally useless.

One solution to this problem, which we are already trying to carry out, involves calling every possible congregation and getting a direct reaction. Time and cost, however, will make it impossible to reach the entire brotherhood by this means.

After considerable discussion a simple plan has been developed which a number of knowledgeable brethren feel can produce significant additional results. We believe it is highly likely that all we need to do to trigger many of these additional congregations into action is to send each of them a package of about 200 cards to be signed (our requests from committed churches have averaged a little more than this). These cards could be printed on lighter stock and sent together with a letter asking each church to pass them out on March 16th along with the committed congregations.

The only problem with this idea is that it would not be appropriate to ask these congregations to pay for cards they did not actually order. Even though the cost of sending 200 cards to every uncommitted congregation including postage, etc. will run only about 91 cents per church, this will still cost several thousand dollars if every one of the 12,000 -15,000 uncommitted churches in the brotherhood is to be contacted.

Throughout the Campaign Joelton has been determined not to make money an issue, and has therefore, already absorbed several

thousand dollars in expenses. We feel however, that this is a small price for such a massive effort. Since we have gone almost as far as we can on our own, we are contacting you and a number of other committed churches with the hope that you will be interested enough in the program to consider accepting a part of these needed contacts as your own personal part of the Campaign.

We are asking those who can do so to be responsible for providing the necessary cards for at least 100 or more uncommitted congregations (or whatever you find possible). Based on a cost of 91 cents per church your total cost for the entire 100 churches including postage would be \$91.00. We hope you share the feeling that if this project is worth anything it is worth an all-out effort. If we are unsuccessful due to a half-hearted approach it will be very difficult to ever mount a successful campaign against such immoral material in the future.

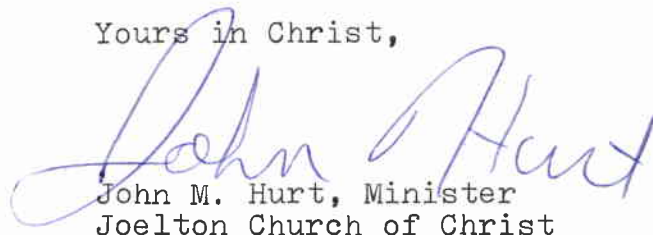
If you brethren can be of help in this way, Joelton will be glad to provide free volunteer workers to handle the actual mailing of the cards for you from here in Nashville. This will save the additional cost and confusion of having to ship the material to you for re-mailing. If you prefer to handle the material directly, however, we will be glad to send whatever you need.

In either case we ask that you view this as your own personal part of the Campaign and not simply as a matter of "helping Joelton".

Please make any checks for this payable to Joelton Church of Christ and indicate that it is for the TV Fund Mass Mailing. In the unlikely event that more funds are received than will be needed for this mailing any remainder will be applied to other related expenses of the Campaign on the same basis unless you wish to indicate otherwise.

Since such a long press run is necessary we need to hear from you as quickly as possible in order to get the card printed and distributed before the March 16th deadline.

Yours in Christ,



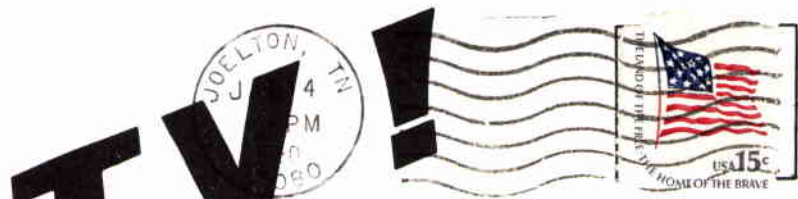
John M. Hurt, Minister
Joelton Church of Christ

Joelton Church of Christ

P.O. Box 218

Joelton, Tennessee 37080

RUSH! A Church-wide Plan To
Clean Up
Needs An Immediate Answer!



TV!

FIRST CLASS

Norman Herrow

R.R. 5, Box 13

W. A. Grange, Apt. 46761