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United States General Accounting Office

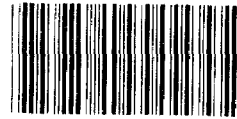
GAO

Fact Sheet for the Chairman,
Subcommittee on Postal Operations and
Services, Committee on Post Office and
Civil Service, House of Representatives

August 1988

POSTAL SERVICE

Mailings by Selected Religious Organizations

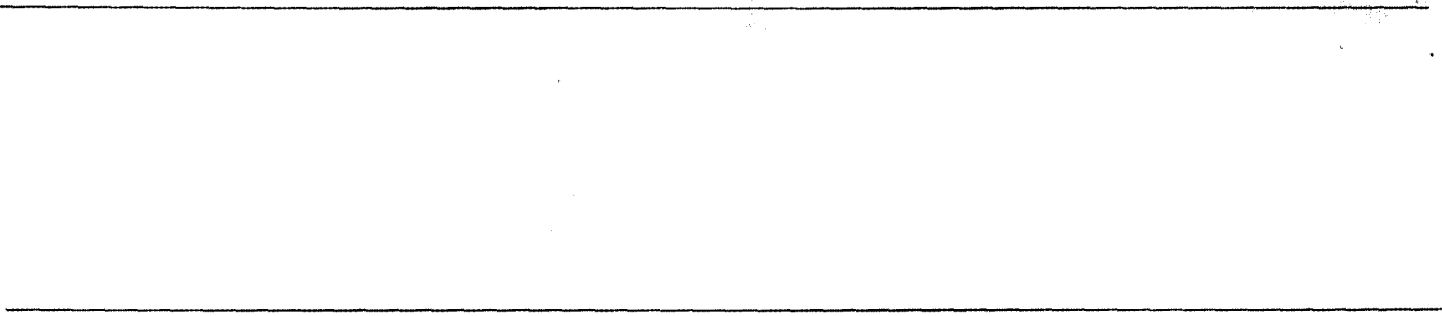


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General Government Division

B-232154

August 25, 1988

The Honorable Mickey Leland
Chairman, Subcommittee on Postal
Operations and Services
Committee on Post Office and
Civil Service
House of Representatives

Dear Mr. Chairman:

This fact sheet, prepared in response to the Subcommittee's request, details the nature and volume of mailings by selected religious organizations under special bulk third class nonprofit permits during March and April 1988. The religious organizations, as selected by the Subcommittee, are the ministries of (1) Jerry Falwell, (2) Pat Robertson, (3) Jimmy Swaggart, (4) Oral Roberts, (5) Rex Humbard, (6) Robert Schuller, (7) Peter Popoff, and (8) Billy Graham.

The use of third class rates carries with it the authority for the Postal Service to open and inspect the mail pieces. Thus, for organizations associated with the named individuals and authorized to mail at the special bulk third class nonprofit rate, we asked the 12 post offices listed below to furnish an example of each different piece mailed and a mailing statement for each mailing. Among other things, the statement showed the number of pieces mailed. Some of the individuals were associated with more than one organization. For example, Jerry Falwell is associated with Liberty University, the Moral Majority, the Old Time Gospel Hour, and the Thomas Road Baptist Church.

Post Office

Lynchburg, VA	(Jerry Falwell)
Norfolk, VA	(Pat Robertson)
Baton Rouge, LA	(Jimmy Swaggart)
Tulsa, OK	(Oral Roberts)
Akron, OH	(Rex Humbard)
Santa Ana, CA	(Robert Schuller)
Upland, CA	(Peter Popoff)
Minneapolis, MN	(Billy Graham)
Strasburg, VA	(Robert Schuller)
Altoona, PA	(Pat Robertson)
Baltimore, MD	(Pat Robertson and Jimmy Swaggart)
Holliston, MA	(Rex Humbard)

The above post offices were selected because they were frequently used by the organizations during 1987. At our request the post offices began collecting mailing statements and examples of pieces mailed in early March 1988. With the Subcommittee's concurrence, we instructed them to stop on April 29, 1988. Post offices in Altoona, Baltimore, and Holliston received no mail from the designated organizations during this period.

The examples collected by the post offices and mailed to us included solicitations for contributions; advertisements and subscription renewals; religious merchandise and publications; and notices of events, such as changes in the time of television and radio programs.

As shown in appendixes I through VIII, we judgmentally categorized by type of content the mailings made by each organization. This effort was complicated because some mail pieces included several different items, and some mailings included pieces that were not all identical. For the mailings with nonidentical pieces, the example obtained may not be fully representative of all of the pieces included in the mailing. Also, we received some duplicate copies of mailing statements. We tried to eliminate the duplication, but it is possible that some of the quantities shown are overstated.

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No further distribution of this fact sheet will be made until 30 days from the date of the fact sheet unless you publicly release its contents earlier. At that time, copies will be sent to the Postal Service. If you have further questions on this matter, please call me on 275-8676, or Willis Elmore on 268-4950.

Sincerely yours,



L. Nye Stevens
Associate Director

BILLY GRAHAM
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Solicitations for contributions with other material, such as receipts for previous contributions and religious literature. Also, advertisements and subscription renewals.	4,364,200
Merchandise, such as religious literature (without solicitations for contributions) and tape recordings.	3,670,000
Notice of Billy Graham School of Evangelism Program.	24,400
Could not determine nature of mail piece (no example provided with mailing statement).	<u>194,600</u>
Total	8,253,200 =====

^aRounded to nearest 100.

JERRY FALWELL
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Samples from pieces mailed by the Moral Majority. Letters to members of Congress, petitions to pardon Oliver North, letters of appreciation for contributions, solicitations for contributions, and an issue poll.	658,800
Receipts and solicitations for religious contributions, advertisements for home study courses, advertisements for children's study programs, prayer request forms, advertisements to join or renew membership in "Faith Partner" Giving Program, renewal notices for <u>Fundamentalist Journal</u> , advertisement to join in ocean cruise, and religious pins.	359,000
Cassette, religious books, prayer request forms.	1,900
Liberty University material, including a "Faith Deed" for contributions, letters of appreciation for contributions, and solicitations for contributions.	7,900
Prayer request forms, religious publications, and letters not soliciting contributions.	3,800
Miscellaneous items, including advertisements for children's summer camp and other children's programs, <u>Fundamentalist Magazine</u> survey, and announcements of coming events.	<u>4,200</u>
Total	1,035,600 =====

^aRounded to nearest 100.

PAT ROBERTSON
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Solicitations for contributions with other material, such as religious literature, prayer request forms, publications, letters, and receipts for past contributions. Also advertisements for merchandise, conferences, and workshops.	1,923,100
Literature and/or letters without solicitations for contributions.	77,200
Other mail pieces, such as Christian Broadcasting Network (CBN) University Newsletter and other University material, financial planning literature, 700 Club newsgrams, CBN Cable Network affiliate information, and request for assistance during telethon.	<u>249,000</u>
Total	2,249,300 =====

^aRounded to nearest 100.

JIMMY SWAGGART
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Solicitations for contributions and other material, such as advertisements for merchandise, catalogs, pledge cards, prayer request forms, and letters.	532,600
Letter and literature on worldwide ministries with no solicitations.	228,500
Religious publications and other merchandise.	32,400
Miscellaneous items, including family Christian Academy material, pre-school enrollment material, newsletters, and announcements.	<u>23,300</u>
Total	816,800 =====

^aRounded to nearest 100.

ORAL ROBERTS
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Solicitations for contributions with other material, such as religious messages, pictures, and publications. Also, magazine subscription renewals.	1,363,800
Religious publications (without solicitations for contributions), tape recordings, and other merchandise.	45,600
Other--includes notice of change in time of TV show, calendar of events, and material related to Oral Roberts University.	<u>99,800</u>
Total	1,509,200 =====

^aRounded to nearest 100.

REX HUMBARD
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Religious messages with solicitations for contributions.	<u>104,400</u>
Total	<u>104,400</u> =====

^aRounded to nearest 100.

ROBERT SCHULLER
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Solicitations for contributions with other material, such as religious messages and/or advertisements for merchandise.	1,426,600
Merchandise, such as religious publications pens, cups and saucers, prayer books, crosses, and candles with holders (without solicitations for contributions).	766,500
Other--includes letters of appreciation and notices of change of TV channel.	<u>29,100</u>
Total	<u>2,222,200</u> =====

^aRounded to nearest 100.

PETER POPOFF
GENERAL CATEGORIES OF MAILINGS
AT SPECIAL BULK THIRD CLASS NONPROFIT RATES
DURING THE MONTHS OF MARCH AND APRIL 1988

<u>General categories</u>	<u>Number of mail pieces^a</u>
Solicitations for contributions with other material, such as letters, calendars, prayer sheets, prayer cloths, and religious literature or messages.	67,400
Announcement of prayer/teaching session and radio program.	<u>2,900</u>
Total	70,300 =====

^aRounded to nearest 100

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