

people are in today's causes or where its church buildings are located in the neighborhood.

Paul

> ^{WE} I promised you that ^{we} I would report the findings of the effect of the Waco tragedy on our image among the public.

* In response to the question, "What is the first thing that comes to mind when you hear the name Seventh-day Adventist?", the word "cult" first surfaced in the 1980 study. It was the 10th most frequent response at that time.

* This year we find it the 7th most frequent response coming just before "Christian church and people". Perhaps the fact we are more often perceived as a cult in the minds of the public than as a Christian church gives us reason for pause and concern.

* Yes, it is true that there are a much greater percentage of the public who know we keep Sabbath, are a religion and are vegetarian than think of us as a cult or associate us with David Koresh. But personally I wish that the name recognition of our church by the public above all else was associated first with being a