

# Supporting Our History, Our Values—and You

Dear Epoch VIP,

Thank you for being here with us today. Like many others who've written to you on this page, I also have a story to share: **the story of how I became a reader of The Epoch Times.**

Around the time I finished college, my grandparents were in need of live-in assistance to continue staying in their own home. I wanted to reconnect with them after studying abroad, so I spent some time living with and assisting them.

That was when I first became aware of The Epoch Times: a friend had given me a series of articles about communism published by them while I was at my grandparents' home. I was impressed by how clearly these articles explained the harm and ends of communism, and how aspects of communism have been discreetly invading our society.

Having visited China while in high school, I thought of socialism in China as a bit ridiculous. But I never really connected it with my life here in the States.

It happened to be around Christmas when I read The Epoch Times serial, *Nine Commentaries on the Chinese Communist Party*. Christmas carols were playing on the stereo—including a family favorite, the English carol, “Good King Wenceslas,” which tells the story of the 10th century king and his page going out in snowy weather to bring food and firewood to a peasant.

Suddenly, it hit me: “This is what communism wants to destroy.”

The song drove home for me what I had been reading in The Epoch Times: that communism aims to destroy the traditions, the folk culture, and the heritage that I cherished. Reading folktales and fables as a child had taught me to remember gratitude, to be patient, to be honest. That simple carol communicates a powerful idea: the model of a good leader whose duty is to serve his subjects and ensure their well-being.

**But if powerful ideas like this are removed from songs and stories, would children still grow up to become good leaders?**

The Epoch Times helped me recognize that the influence of corrupting socialist ideas was already all around me—in pop culture, in social movements,

in education, in government policy. Amid the competing narratives dominating the news, I was drawn to work at The Epoch Times for its insight and research on the deeper forces behind the events taking place in today's America.

In my role on the customer service team, I have the opportunity and responsibility to work hard to ensure our subscribers are served well. Resolving shipping and delivery issues, for instance, have been a priority of mine—something the head of our shipping department knows very well.

“Hey Nick, did I tell you we hired some drivers of our own? This should speed up delivery by one or two days,” she told me one day.

“What?!” I couldn't believe what I was hearing. “That's great news!”

By this point, I'd been discussing this issue with our shipping department for a while, so this made me especially happy. More customers would be able to receive their papers on time, and less time would be spent coordinating logistics with a third party; our efforts had finally paid off.

Though I knew that we were still not yet perfect, in that moment, I could feel that with patience and persistence, we would be able to overcome all of the challenges that we face.

**To you—our subscribers—know we are committed to improving our service.** Whether in delivery of your hard copy Epoch Times or the service you receive when contacting our hotline, we are working hard to grow and meet your needs even better.

I hope you will, as I do, cherish the insight and perspective The Epoch Times has to offer. I hope you'll stick with us as we work to make your experience with us even better, because to us—and to me—being able to serve the people who still treasure the truths and traditions of our world is an honor.

*In Truth and Tradition,*

Nicholas Zifcak  
The Epoch Times



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**Nicholas Zifcak**

Supervisor,  
Customer Service

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