

PASTOR'S REPORT

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PASTORAL ADMINISTRATION UPDATE Steve Martin and I returned just last night from a tremendously profitable weekend trip to Tucson and Phoenix. Not only were we able to have a good visit with all of the ministers and their wives in the areas, but we were also able to have a tremendously encouraging visit with Mr. Herbert Armstrong. He told us that far from being "worn out" from his visit to Pasadena for the Ministerial Conference, he actually found that he felt better when he got back to Tucson than he did when he left! He was very positive about the Ministerial Conference, about the general direction the Work is taking, about his own plans for future trips (would you believe April or May?), and about communicating with the Ministry. He even expressed a desire to get together with the ministers who are in on Sabbatical and talk to them about sermon content and the emphasis in their preaching. He had quite a few things to say to Steve and me on that subject, and I'll be writing them up for a future Pastor's bulletin.

We had a couple of very enjoyable visits with the Neffs, and a good long three-hour session with the Lukers, the Reyes, and the Rapps. Bill Rapp seems to be feeling quite a bit better, and he certainly looked better. It was tremendously encouraging to visit with him and to see his confidence and faith in what has to be a severe personal crisis. By the way, he expressed his sincere gratitude to all of you who have been so encouraging and supportive during the past several months.

Don't forget to ask the brethren to pray about the income of the Work. The severe winter is really taking its toll. It's fortunate that the Church Assistance Fund is in good shape right now, so we will be able to meet the additional needs some of our people may have during this hard winter. If you have any questions about it, please feel free to call Ted Herlofson.

--Ronald L. Dart, Pastoral Administration

YEAR-END MAIL SUMMARY Mail Processing ended 1977 with a total of 1.86million letters and 418,000 telephone responses. A breakdown of the MAIL shows that about 280,000 were media activity responses (TV, radio, newsstand, Plain Truth, coupons, etc.). The largest single category, 818,000, resulted from the Subscriber Development programs with the remaining 710,000 coming from all other sources including member and co-worker responses.

The breakdown of the TELEPHONE CALLS is as follows: TV--233,000 or 56%; Modern Romans commercials--40,500 or 10%; NFL Game of the Week spots--29,800 or 7%; Radio--81,800 or 19.5%; Plain Truth--1,900 or .5%; Visit requests--5,000 or 1%; Other--26,500 or 6% of the total calls.

January 1978 mail has been low. To reverse this trend a special letter is being mailed to the entirety of the Plain Truth list, about 719,000.

The letter will offer the recently revised Ten Commandments booklet, plus Come Help Humanity.

--Richard Rice, Mail Processing Center

SPECIAL NOTICE It is time to order a new supply of Holy Day offering envelopes for your congregations--if you need them. We recommend that you order enough HDO envelopes for each Holy Day to cover 25% of your member households and enough Y.O.U. (green) envelopes to cover 30% of all young people under the age of 20. Be sure to order enough of both kinds of envelopes to cover all five Holy Days for the coming year.

Please discard your old stock of envelopes which do not have printed lines for the name and address of the contributor, and use only the new ones. When the old envelopes are used, many people turn in their offering without complete identification.

--Mail Processing Center

NEWSSTAND UPDATE Response to the Plain Truth Newsstand program has officially risen above 3% and is still climbing. Two new subscription insert cards are in the process of being designed for testing. It is hoped that both of these cards will bring in a higher % response than the one we are currently using.

In addition, three more Dobbs House airport outlets are scheduled to begin distributing the Plain Truth during the month of February. They are located in Charlotte, N.C., Austin, TX., and San Antonio, TX. We also expect to be able to announce the opening of several additional airport distributions in the near future.

Also, any church areas who do not as yet have a newsstand distribution in their area but would like to, please feel free to call in on the WATS line. We'll be happy to send you whatever promotional material, display equipment, and magazines that you will need to begin a distribution in your area.

--Mark Armstrong, Director of Newsstands

EDITORIAL SERVICES UPDATE First I have to correct a mistake I made in the last Pastor's Report. I said that the PT renewal program had brought in 1/2 million dollars. Actually that should have read 1/4 million. The exact figure is 254,000 dollars. Sorry 'bout that!

Just received approval from Mr. Ted Armstrong on the cover for the March PT. We think you'll agree it's a mind blower. I think it's the most spectacular PT cover ever! It was done by John Berkey, one of America's leading illustrators of science-fiction themes. The illustration is for Bob Ginsky's article on the space shuttle. It should help us a great deal on the newsstand issue.

The latest co-worker letter advertises two new booklets: John Hill's Tale of Two Prophets and Coming--A New Age! These are still not printed but are well along in the layout stages. We hope to have them into the press cycle shortly. Recipients of the letter will be invited to get their names on the list for copies hot off the press.

Due to financial pressures we are having to continue the policy of having only 10 issues of the PT (US edition) again this year. In a

sense this is unfortunate since we received 10 times the normal number of complaint letters over the last combined issues (about 4000!). This time we will not run them back-to-back and we will include a band on the cover announcing the fact that it is a combined issue. Combined issues are planned for July-August and November-December.

We thought you would like to read the following letter from the executive director of Sonoma County's National Council on Alcoholism, A United Way Agency. (The letter was addressed to Bill Butler, Communications Officer for Mail Processing.) It shows what is being accomplished in certain areas. Paul Graunke has done an excellent job on the two booklets mentioned at the beginning of Ms. George's letter. We've had many comments on them from all over. We also hear many good things about Dale Hampton's seminars and talks on alcoholism. It's nice to be able to have such effective programs combining printed material with oral presentations. Hopefully we'll be able to do much more of this type of thing in the future.

--Brian Knowles, Editorial Services

Dear Mr. Butler:

It is extremely difficult for us to adequately express our deep gratitude to you and to the Worldwide Church of God for the generosity in the contribution of over 14,000 booklets on alcohol abuse.

The 10,000 booklets "ALCOHOLISM--A WORLD-WIDE CURSE" were distributed door to door prior to Alcoholism Action Week, November 14-20. The over 4,000 copies of "THE DILEMMA OF DRUGS" are being distributed at all educational events and to other alcohol-related community agencies for further distribution.

Most certainly the availability of this abundance of such high quality printed material has made our efforts extend further and be more meaningful than most anything we have ever before accomplished. Without doubt, the quality of the material has gone far to lend credence to the educational efforts of this organization.

I must also include a note of gratitude to the individuals who initiated this combined effort namely, Dale Hampton, Pastor Ed Mauzey, and Bill and Ruth Lund. The spirituality and caring exhibited through these people have served to motivate incalculable numbers of others concerned with this problem.

Once again our sincere appreciation and deep gratitude for your generosity. Please convey our appreciation to anyone involved who made this marvelous effort possible. We may never be able to calculate the total results of the effort in numbers of people obtaining help with their problem but we do know of 3. To me that makes it more than worthwhile.

Very truly yours,
Barbara George, Executive Director

QUEST RECEIVES RECOGNITION Quest is one of America's most notable publications--so says the cover line of Eastern Airlines inflight magazine Review. A feature article, "In the Presence of Whales," from the July/August/77 edition of Quest is reprinted in the January edition

of Review which is currently being read by the thousands who will fly Eastern Airlines during this month. Of further interest is the fact that Popular Photography has a feature about Quest graphics in its January issue. Credit will be given to Quest and hence the Armstrong's and the Work in these publications.

--Roger Lippross, Production Director, QUEST/78

LETTER COMMENTS

During late November, Subscriber Development sent a special letter to two groups of regulars, about 230,000 in all. The letter contained material from Mr. Ted Armstrong's feast sermon on the family. The topic of the letter, along with the literature offered--BUILDING A HAPPY FAMILY--seems to have really touched the people. Hundreds of comments were received along with many suggestions for future articles and literature. The following comments illustrate the type of response received from the letters. In addition, some are already commenting on the lit offer--BUILDING A HAPPY FAMILY. (Since this color brochure came off the press several months ago, MPC has mailed out a little under 50,000 copies.)

The letter on family ties was the greatest. I've got a daughter almost two years old. It'd love to raise her in the right way, so send me BUILDING A HAPPY FAMILY.

--Mrs. Connie Brixie (Little Rock, AR)

I enjoyed reading your latest letter regarding the family and its implications for the future. Would you please send me six booklets to share with my tennis friends. Following our tennis matches we have discussions and frequently they center on the family and the problems created in just living together in the family unit.

--Vito Sammarco (Arlington, MA)

You asked for comments and requests for articles and special booklets for future publication. I'd like very much more information on how to hold a marriage together and alternatives to divorce. Thank you for all the help you've been.

--Mrs. J. L. Greer (Houston, TX)

I think a lot of unhappiness stems from the fact that many people are self-centered and self-serving. As a result of this, they are unable to open their hearts and minds to others. I think this is a prime reason for so much divorce today. They seek to receive instead of give. These people are not even aware of it. I would like to see some information on this subject.

--Mrs. Harriet Finnegan (Peabody, MA)

Your new booklet, BUILDING A HAPPY FAMILY, is certainly what we need today. It is so interesting that you can't put it down once you start reading it.

--Roy A. Gates (Carmi, IL)

This booklet, BUILDING A HAPPY FAMILY, is the best booklet I've read that you have sent me.

--Jim Blankenship (West Point, MS)