

# PASTOR'S REPORT

PUBLISHED BY THE WORLDWIDE CHURCH OF GOD

VOL. 1, NO. 2

PASADENA, CALIFORNIA

NOVEMBER 14, 1977

MONIES TO BE REALLOCATED FOR MEDIA TIME BUYING As instructed by Mr. Garner Ted Armstrong, the Financial Office has once again embarked upon a program to find additional monies within our disbursement budget to be allocated to the media time buying budget. This is one task that we find very enjoyable as we can appreciate the need for media coverage in each and every one of your church areas.

Media coverage over a period of years has been the benchmark for measuring our growth. As the media goes, so goes the income. This can be proven historically by our statistical records. The more media time we can buy, the more responses (white mail, PMs, etc.) are generated; thus a greater number of people are added to the donor, co-worker, and member categories whom we can work with. It is a chain reaction and the first link in the chain is media time buying.

We will be endeavoring over the next few months to free up at least one million to one-and-a-half million dollars to reallocate into media time buying. Hopefully, before long we will be able to see some really positive responses. Income is still holding at approximately a 10% increase on the fiscal year.

--Ray Wright, Financial Affairs

MAIL CONTINUES TO PICK UP The mail has picked up again after the October lag. One major reason for this increase is the good response to Mr. Ted Armstrong's special letter offering the membership his new book, The Real Jesus. After only twelve days, approximately 34% of the Church membership households have already requested the book.

In the Subscriber Development area of MPC there is also good news for this week: the latest "Make New Co-Worker" letter to donors has received a 31% response. (The MNC three-letter series is sent to donors asking them if they wish to receive Mr. Armstrong's Co-Worker letters and have an even more involved part in this Work as Co-Workers). This present response reflects 2,094 donors who wrote to us and asked to be put on our Co-Worker list. This 31% response was the highest MNC response received so far.

--Richard Rice, Mail Processing

FOURTEEN NEW TV PROGRAMS for this season have now been taped. The first 6 have already been aired, and the remaining 8 of this group will be aired through the first or second week of January, depending on the station. The programs yet to be aired range from strictly biblical subjects ("Bible Misconceptions," "The Real Jesus," "What Is a True Christian," "Marvels of Creation") to social and political issues ("The Love Bugs," "Our Lonely Society," "Reign of Terror," "Egypt Under Sadat") which Mr. Ted Armstrong discusses in the light of biblical principles and prophecy.

--John Lundberg, TV Production

Y.O.U. CONFERENCE REMINDER Just a reminder that the youth conference is fast approaching. If you have not done so yet, be sure to get the names of your representatives to us immediately. We have to have this information to properly plan for the conference. Thought you would also like to know we will be having an analysis of this year's conference as a part of our Y.O.U. seminar at the Ministerial Conference. Hope to see most of you there.

--Jim Thornhill, Y.O.U.

TWO NEW FESTIVAL SITES FOR 1978 Feast of Tabernacles preparations are already in high gear for 1978! Site selections for next fall in the United States are now nearly completed. At this date, it appears that there will be two new cities. The list looks like this: Mount Pocono, Jekyll Island, St. Petersburg, Big Sandy, Lake of Ozarks, Wisconsin Dells, Tucson, Squaw Valley and Lahaina, Hawaii. The new sites are SEATTLE and NORFOLK, Virginia. Pasadena will be restricted to students staying on campus and employees required to stay at the site. A new brochure is also underway -- more about that next time.

--Sherwin McMichael, Festival Office

QUEST/78 LAUNCH IN AFRICA During the last 18 months, Mr. Herbert Armstrong has visited the governmental leaders of most of the 10 states that comprise Southern Africa. As a result of the wide publicity and attention Mr. Armstrong's visits and message have received here in Africa, AICF and the Church have become prominent in the public eye. So the launch of the international edition of QUEST/78 became a must.

Just before the Feast of Tabernacles, Jack Martin and Tony Vinter (Quest's International Circulation Director) arrived in South Africa to investigate the possibilities for Quest. An extremely competent professional team was subsequently selected to handle the launch and distribution of QUEST/78 in January. Promotion of the magazine will be extensive throughout Southern Africa, with a great deal of free publicity being offered to us.

The advertising firm, Bates Wells and Rostron, is one of the most successful around. They have designed ads that will appear in trade journals and consumer publications. They will also use radio spot ads. Cinema ads (cinemas are very popular in SA) will be shown with the films Star Wars and The Deep. QUEST/78 will be displayed in the lobbies of theatres and also on sale at the concession stands. That has never happened in SA before. The firm will also prepare material for each retail outlet to draw attention to QUEST/78. They are all pulling out all the stops to do the best job possible.

The distributors, Central News Agency, are overwhelmingly the largest and most prestigious in Southern Africa. CNA have given a full window display, in all their top shops for the entire week of the launch to QUEST/78, free of charge. They will also give ad space to QUEST/78 in newspapers in all major cities. Again free! A public relations firm, Group Editors, has been engaged by QUEST/78 to provide radio and television interviews, press releases for trade journals and consumer publications, etc.

David Hulme, from England and a minister in the Church, keeps his finger on all the details and assures that everything that needs doing is done. And done in accordance with our overall aims and goals. He

will also oversee the direct mail shot of 180,000 to coincide with the launch on January 18.

The spin off from Quest/78 will be enormous. Enormous is too small a word. Firstly we gain so many contacts, in so many areas; and that is vital in doing other jobs -- primarily the visits of Mr. Herbert Armstrong and Mr. Rader proclaiming the Kingdom of God. Secondly, when Mr. HWA is here, or anything occurs that we want promoted, press releases and publicity can now be arranged. This is already being worked on for Mr. Rader's trip this month. Thirdly, with the help of the people engaged in launching QUEST/78, we can also distribute Mr. GTA's book The Real Jesus in Southern Africa. Hopefully, it may also be possible to have his syndicated column in newspapers here. Both are being worked on now. QUEST/78 distribution is also being planned for Kenya, Egypt, and hopefully, Nigeria.

--Bob Fahey, Johannesburg, S.A.

PERSONNEL CHANGE After consultation with Stanley R. Rader, Vice-President of Financial Affairs, and Ray Wright, Business Manager for the Church, Garner Ted Armstrong notified Osamu Gotoh that the Worldwide Church of God would no longer require his services as Consultant for International Affairs -- a title that Mr. Gotoh has used during the past several years. Sometime ago Mr. Gotoh relinquished his position with Ambassador College (he was at one time Chairman of the then Asian Studies Department) but during the past two years he has spent the greater part of his time in Japan and other parts of the world where he has been rendering services to the church in connection with Mr. Herbert Armstrong's overseas visits and campaigns in foreign cities.

FOR YOUR INTEREST

The following letter appeared on the editorial page of the Pasadena Star-News, Wednesday, November 9th.

# Worldwide Church member speaks

It's time one of us speaks out. "Us" refers to the thousands of Worldwide Church of God members who are fed up with continually being viewed as "dumb sheep" who are getting "ripped off" by the Armstrongs.

We are tired of being thought of as dummies who are coerced into obeying archaic laws. We resent being accused of mindless devotion to the Church by certain malcontents who feel it their God-given duty to self-righteously expose our every flaw.

Thousands of us believe -- down to the depths of our being -- that we are working for a cause that is bigger than all of us put together. We consider it a privilege -- not a burden. We give willingly -- only wishing we had more to give. We are confident -- knowing that the Worldwide Church of God is exactly what it says it is.

We believe we are part of a vibrant, expanding organization dedicated to helping man find the way to peace and happiness. That is a gross oversimplification of who and what we are, but it is not my purpose to justify our existence. It is rather to turn the tables (for once) on a certain group who apparently feel we have no right to exist.

## *your forum*

No one left Mr. Herbert Armstrong a million dollars to start a Church. He began with absolutely zero -- not even a weekly paycheck! With endless personal sacrifice, work, dedication and vision, a work began that was to mushroom way beyond his wildest dreams. Thousands of people joined him in his mission.

Now that we have grown large enough, we have "qualified" to attract our own little hate-filled group of poisoned-penned Pharisees who have nothing more uplifting to do with their lives than to sit back and criticize, slander, distort and malign us. What kind of perverted pleasure do they get out of self-righteously pointing to our every error (real or imagined)?

Yes, we have made mistakes, and will probably continue to make some. We have never claimed to have reached the state of divine perfection. Apparently only the

staff of "Ambassador Report" can make this claim. But if they have so mastered the art of human perfection that they could do a better job, then why don't they?

How much effort and brains does it take to sit back and criticize what another man (and the tens of thousands who have joined him) worked so hard to build up? Let's see them start from nothing and build it into an organization of world renown dedicated to a positive mission as we have done. I won't hold my breath until they do. It takes a lot more than mutual hatred to hold people together. (On second thought, I do seem to remember several groups in history who were held together by their mutual hatred of a body of people. It's when more and more people gave them credence that they turned from critics to crushers.)

So you, the people of Pasadena, can decide for yourselves. But if you give blanket acceptance to every morsel of slander and criticism printed about us -- without asking why or examining motives -- then tell me, who really are the "dumb sheep"?

GAIL MYERS HUBBELL  
Altadena

WORLD NEWS UPDATE

Canadian Separatist Movement Gathers Steam France's President Giscard d'Estang rolled out the red carpet for the visiting separatist premier of Quebec, Rene Levesque. Levesque was given treatment unusually reserved for heads of government: full honor guard at the airport, lunch at Elysee Palace with the entire French cabinet, the award of the Grand Cross of the Legion of Honor. Officials in Ottawa were incensed at the VIP treatment. They feel the French government has now moved from beyond neutral "understanding" for the Quebec separatist movement to an open display of favoritism for it. Coming on the heels of disclosures of recent "dirty tricks" engaged in by the Royal Canadian Mounted Police, times are rough for P.M. Trudeau, who thought his long private conversation with Giscard last May in Paris had insured French noninvolvement in Canadian affairs.

--Gene Hogberg, News Bureau

LETTER COMMENTS

Co-Workers Comment About the Feast Just before the Feast of Tabernacles this year, Subscriber Development mailed out a special letter from Mr. Ted Armstrong inviting the more involved co-workers to come to the Feast. This resulted in a number of enthusiastic comments. A sampling of these responses follow.

I thank you for the invite to the Feast of Tabernacles service at Osage Beach. I did attend and loved it. I wish I had known it was going on for eight days. I plan to attend next year all eight days. I see there is a church in Rolla, Mo., Pastor, Bill Freeland. Could you send me his church schedule and home address or phone number?

--James L. Barnes (Eminence, MO)

You invited me to your convention at Mount Pocono. I met some of the nicest people I ever saw. People I never had seen before made me feel right at home. They were so quiet and not unruly. I watched all the action and everything went so smooth. If I had not seen it, I would have said it could not happen. Everybody was so calm. When you came in they gave you a standing ovation. After that, calm again. Everybody was so friendly. If someone had told me what I saw, I would have said, "No way!" Keep up the good work.

--Jefferson Squire (Jamaica, NY)

My husband and I attended one day of the Feast of Tabernacles at Jekyll Island and I really enjoyed Mr. Garner Ted's sermon. Even though we were so tired after driving the distance there, I could have listened to his preaching all afternoon. I got more out of his sermon that day than I have all year from the sermons that are preached at the Lutheran church we attend.

--Mrs. John Wise (Newberry, SC)

Thank you for giving me the opportunity of attending the Feast of Tabernacles. I really enjoyed being in that Feast. It's so amazing to see all people around so enthusiastic about the great Feast. Your message was dynamic. I'm glad of being a part of the Work.

--Edith C. Camanzo (Los Angeles, CA)