

PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE
WORLDWIDE CHURCH OF GOD



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REPORT FROM THE TREASURER'S OFFICE

Two thirds of 1985 is now history. Except for unexpected changes, the financial trend could be set for the year. We pray that is not so, and that the trend will make an upward change for the rest of the year.

August produced an increase of 9.2 % in income -- for the Church in the United States -- over last August. As this is lower than the overall average, our year-to-date figure dropped a little during the month to 11.9 % more than last year.

The expenses for most departments are slightly below budget. The Media Purchasing area is considerably over budget because of new stations. The Mail Processing area is on an upward trend that will continue for the rest of the year, requiring an increased number of booklets to be printed. Present projections indicate that these two areas will exceed our overall budget for the year by 2 or 3 %.

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Unless there is an upward increase of income during the remainder of the year, we will have from 2 to 3 % less in our cash reserves than at the end of last year. We are thankful to God that the financial "cruse of oil and barrel of meal" have not been depleted, even though the reserves have been low since late in 1983.

The month of September, especially the last half, is projected to be the low point during this year. In fact, it is expected to go "negative" for awhile, which will make it necessary to borrow funds from Church reserves in Canada to carry us over this difficult period.

Everyone in the Church is surely aware of the tremendous increases during the last few years in television coverage and magazine circulation. This month's circulation of The Plain Truth exceeds 8 million, not including The Good News and Youth 85. All this necessitates allocation of additional amounts from the budget. You could say that we have been investing these amounts in "sowing" the seed. At the same time we have been allocating only slight increases to the "reaping" that follows the "sowing." Hopefully more can be allocated for "reaping" in the future. This includes the handling and processing of responses, requested follow-up booklets, more ministers to respond to visit requests and many other support functions.

Last month I mentioned how few people "pay the bill" for all these expenses, and how many receive the benefit. Most people see the telecast, read the literature and don't help at all. You may be interested to know that about 2 % of the readers of The Plain Truth supply the financial support. We can put this another way. Less than two in 100 pay the bill and 98 others receive the benefit.

--Leroy Neff, Treasurer's Office

FROM MINISTERIAL SERVICES

CORRESPONDENCE COURSE; DR. ALBERT SERMON;
HURRICANE ELENA; CONDUCT AT THE FEAST

Mr. Herbert Armstrong has decided to put even stronger emphasis on the Ambassador College Bible Correspondence Course. As you know, the Correspondence Course has served for years as the "nuts and bolts" of study for those God is calling, as well as for the continuing study and sharpening of understanding for those baptized members of His Church. Mr. Armstrong feels it is time to focus even more strongly upon the development of new lessons in preparation for stepped-up advertising of the Course.

To give Mr. Richard Sedliacik the opportunity to devote his full time and attention to the course, Mr. Armstrong has transferred the production of the Pastor General's Report to Ministerial Services, beginning with the September 6 issue. Mr. Sedliacik is now concentrating his energies fully upon the expansion of the Correspondence Course. I know many of you ministers will appreciate the additional growth and promotion of this important phase of God's work.

You will also notice that beginning with the August 30 issue of the Pastor General's Report, Mr. Gene Hogberg's "On the World Scene" will appear biweekly. This will ease Mr. Hogberg's heavy schedule, freeing him to do more writing for The Plain Truth by reducing the number of pressing deadlines. I know all of you greatly appreciate Mr. Hogberg's in-depth analysis of major current events and issues. This will continue to be an important part of the Pastor General's Report every other week. (We will be including other material on alternate weeks.)

Several weeks ago, Dr. David Albert gave an outstanding sermon on the subject of fatherhood that Mr. Armstrong felt should be played in all congregations. That sermon was not mailed out at the time due to the fact that Mr. David Hulme's message on liberalism and Dr. Clint Zimmerman's sermon on marriage were also in the works. Although we are now in the process of sending it out, I'd like each pastor to hold it till after the Feast before playing it. It should not be used as a "fill-in" message when part of the congregation is missing just before the Feast.

I hope each of you pastors realize the importance of these sermons from Headquarters. Mr. Armstrong feels all members should hear them. They should be played on Sabbaths when the most brethren will be present. They should not just be played for Bible Study when fewer brethren are

present. Pastors should introduce these tapes enthusiastically, pointing out the unifying quality of all God's people hearing the same message. Brethren should see clearly the pastor's support and backing of Mr. Armstrong and Headquarters in the way he carries out this responsibility. (A simple "Well, we have another tape this week" is not the way it should be done.)

The safety of God's people and the Feast sites in the path of Hurricane Elena have been in our prayers this past week. I have spoken with several pastors along the Gulf Coast and learned that damage has been minimal to members' property, although we don't have all the facts yet. We'll have more details later in The Worldwide News.

The Feast facilities in St. Petersburg, Pensacola and Biloxi were spared any serious damage and the Feast is still "go" in each of these sites. Biloxi was hit hardest, and many housing establishments were destroyed. At this point it still looks like most of the major hotels our people use are in good condition. Brethren who were scheduled to stay in now-damaged rooms will be reassigned to other housing.

On another subject, the Festival Office receives letters each year praising Church members for their good conduct at the Feast of Tabernacles. Unfortunately, we also occasionally receive a report that doesn't conform to our expectations. This type of complaint is usually from the owner or manager of a hotel, claiming that one of our members abused or damaged property. Some have told stories of noisy, boisterous conduct by members, of disregard for hotel rules, or of damaged beds and furnishings that have cost hundreds of dollars to replace.

Not only is this type of report embarrassing to deal with at the time, it can also greatly damage a developing relationship with a hotel. Negotiating for rooms at good rates for next year's Feast can become very difficult after such an incident.

Hotel personnel are quite aware of our presence since we spend much of our time in the rooms, hallways, restaurants and recreational areas. They see our attitude and conduct close-up for eight days or more. We have responsibility before God to set a right Christian example at all times. So let's all be extra conscious of being tidy and clean with our belongings, careful with the furnishings in hotels, and respectful of the need of quiet, well-mannered conduct by children and adults alike.

International News

From Leon Walker: Incoming mail at record pace due to special card
Through the end of July the Spanish Department received at its 16 mailing addresses 244,097 pieces of mail. This is well ahead of the pace of the record year 1983, when 300,021 pieces were received. This surge in mail is due to a "mail inquiry" card inserted in the first five issues of La Pura Verdad printed in England. Nearly 60,000 of these cards have been sent in by subscribers, and many more are expected. The card asks the subscriber to inform us of the date when

the PV arrived, as well as the city and country of destination. These cards are being processed to determine the efficiency of mail delivery from the United Kingdom.

Bible lectures take place in three countries

Lectures were conducted for the first time ever in tropical Panama and lofty Bolivia on June 29-30 and July 26-28, respectively. Mr. Mauricio Perez conducted lectures at the Panama Hilton where 49 attended, of which 30 were new people. Response was 7 % of the PV mailing list. Mr. Perez said that the group was very enthusiastic, and that several people showed serious interest in the Church.

Subscribers in La Paz, Bolivia (elevation: 12,000 ft./3,636 meters) were delighted to hear Mr. Reginald Killingley, a native of La Paz, as he delivered lectures to an incredible turnout of 597, of which 316 were new people -- a 24.6 % response. The two new members in Bolivia were there to help Mr. Killingley and his assistant Mr. Wilfredo Saenz, and, were deeply inspired by this new forward step in God's Work. PV circulation in Bolivia is now 2,570 compared to under 50 a few years ago.

Mr. Herbert Cisneros conducted his ninth Bible lecture since mid-1983 in Guatemala City August 10-11 at Hotel Ritz Continental. A total of 185 new people heard him deliver two powerful messages. Mr. Cisneros reported that at least 15 Protestant pastors were present, and that more than 30 % of those attending had attended one or both of the lectures he held in Guatemala in 1983 and 1984. Mr. Leon Walker was present at the second lecture when Mr. Cisneros told the group that obedience to the Ten Commandments is necessary. Mr. Cisneros will give four more lecture series this year.

PV circulation rebounds; 200,000 level to be reached

After dipping to 174,000, PV circulation has climbed and is ready to go over 200,000. The September issue was sent to 188,172 subscribers in 105 nations. Because very few subscribers are due to be dropped off the list, the November-December issue should be sent to about 200,000, and the January 1986 issue to 205,000.

GN circulation steadies; offer sent to 35,000 in four countries

Circulation figures for the Spanish GN were 12,786 and 10,253 respectively, for the June-July and August issues. Circulation should rise significantly as 35,000 GN offer letters will be sent this month to Mexico, Puerto Rico, Spain and Portugal. As many as 7,000 responses could be generated from this mailing.

Editorial update

Since November 1980, typesetting input of all Spanish magazines, CC lessons, booklets, reprints and co-worker letters has been done internally by Spanish Department personnel. In December 1984 the Spanish Department became the first area outside Publishing to begin working with the Bedford typesetting system. This not only has allowed the Spanish Department to become familiar with the new system, but our installation has also served as a test site for future remote installations of the Bedford computers (now well under way).

Use of the Bedford system means that more of the production cycle is performed by the Spanish Department staff. To streamline the steps in the production cycle, we have purchased two IBM Personal Computers, one for the Pasadena office and one for our principal translator (a Church member and salaried employee) in Bogota, Columbia. Formerly, the translator sent us typewritten manuscripts, which we would in turn input into the typesetting device. To eliminate a double typing (once by the translator and once by our terminal operator) we now receive floppy discs from the translator, so we no longer need to rekey the copy. We then edit and correct the manuscripts on our PC, and insert typesetting codes in each article. The material is then "downloaded" to the Bedford computer and each article or booklet is formatted into a complete typeset galley ready for final proofreading. Full use of the IBM PCs began only a short time ago, but it appears that it will be advantageous.

--Joseph Tkach, Ministerial Services

MEDIA PURCHASING UPDATE

Continuing tune-in campaign to spark interest in key U.S. markets

An ad campaign inviting viewers to tune in to The World Tomorrow will run in nine major U.S. market areas to support new stations and time upgrades acquired recently. Advertisements will run in TV Guide, except in Cleveland, where the Cleveland Plain Dealer TV Book is more effective. Other markets include New York, Los Angeles, Chicago, San Francisco, Atlanta, Seattle-Tacoma, St. Louis and Cincinnati. The campaign will run September 14-October 5, except in Cleveland and Cincinnati, where it will continue through November.

New lighted display to be installed at Auckland airport

A four-sided lighted display offering free copies of The Plain Truth magazine is soon to be installed at Auckland International Airport in New Zealand. The display will have eight racks to hold copies of the magazine. After examining several ideas presented by the Graphics Department of Publishing Services in Pasadena, Mr. Peter Nathan chose the headline "What Next For New Zealand?" Under the headline, three Plain Truth covers will be reproduced in full color on a bright yellow background. The artwork for the design is being completed in Pasadena and will be sent to New Zealand for the display to be produced there.

Canadian direct mail

An offer to receive a free subscription to The Plain Truth magazine was mailed to approximately 752,000 English and 234,000 French names in Canada this week. Most will receive a package that extensive direct mail testing in Canada and other parts of the world has proven to be the most effective in eliciting response. Several other packages will be tested as well, part of an ongoing effort to improve our best package.

Response to the February direct mail effort in Canada ran at about 5.4 %, with more than 46,000 names added to the subscriber list. Last week's mailing is expected to add another 48,000 names to the file.

--David Hulme, Media Purchasing

FROM EDITORIAL SERVICES

Although it is only September and the Feast is still just ahead of us, next year's Plain Truths are now being produced in Editorial Services. Let me share with you some of the behind-the-scenes planning going into January's Plain Truth.

Mr. Armstrong's new book *Mystery of the Ages* began running serially in *The Plain Truth* in July-August of this year. In January we will run Chapter 3, "The Mystery of Man." We are also running the first installment of Mr. Armstrong's new booklet "The Bible -- Superstition or The Authority . . .and Can You Prove It?" It will run in two parts in *The Plain Truth*.

The January Plain Truth cover will be especially eye-catching as it focuses on "Trends to Watch for in 1986." Specific trends will be pulled out of Gene Hogberg's accompanying article to be featured on the cover.

Other features in the January Plain Truth include a forceful article by Keith Stump on the Soviet economic crisis. It will show how the Soviet Union's growing economic woes will ultimately force the Kremlin to cut loose its Eastern European satellites, allowing them to associate with Western Europe.

At Mr. Armstrong's request, we are editing an article taken from a talk by Abu Odeh to employees and students here in Ambassador Auditorium June 7. Mr. Odeh is a minister of the royal court of Jordan. The article is titled "'What We Need Most Is Peace' -- A Palestinian Speaks Out."

We had such a good response from teenagers to John Halford's article "Youth Should Protest--but How?" in the July-August edition, that we're planning several articles to appeal specifically to that audience throughout the year. In January we are running an article of mine from the Youth magazine, "Are You Sure Everybody's Doing It?"

In the booklet area Mr. Armstrong has certainly been keeping us busy! In addition to his full-sized book *Mystery of the Ages*, Mr. Armstrong has revised and combined material from the former "Who Is the Beast?" and *The Mark of the Beast* booklets to form a new booklet "Who or What Is the Prophetic Beast?" Also, as mentioned before he has given us the manuscript for "The Bible -- Superstition or Authority . . .and Can You Prove It?" Both booklets should be good attention-getters for advertising on television and in other literature.

Just today, as this is being written, we received material for an entirely new booklet Mr. Armstrong has written, titled "Are We in the Last Days?" This is a fresh approach to the subject and will replace the former, outdated and no longer distributed "Are We Living in the Last Days?" booklet. It will likewise be a good subject for advertising. All of the above will, of course, be illustrated.

Someone has pointed out that the text of the reprint "Is All Animal Flesh Good to Eat?" still included swordfish among the unclean food, while the accompanying up-dated chart correctly lists it among the clean (the fish when young has lightly attached scales). This oversight will be remedied in the next printing.

If you have any questions or suggestions for the publications, be sure to let me know here in Editorial Services, and we will try to include some of them in this report later on.

--Dexter Faulkner, Editorial Services

UPDATE FROM MAIL PROCESSING

The growing effectiveness of cable TV

In the past several years the popularity of cable TV has grown substantially. Millions of U.S. households now subscribe to one or more cable stations. Over the past five years, we have acquired time on a number of these stations. The total responses have been considerable. WOR has brought in more than 140,000 weekend calls, WGN more than 125,000. We have received nearly 50,000 calls from WTBS since it began airing our program two and a half years ago.

Listed below are the cable stations that currently air The World Tomorrow:

Station	Average Weekend Reponse -- 1985
WGN (Chicago)	795
WOR (New York)	780
WOR (Second airing)	730
LIFETIME (New York)	550
WTBS (Atlanta)	415
TNN (Nashville)	170
SPN (Tulsa)	110

Calls from cable station viewers from 1981 to 1984 accounted for 19 percent of the weekend TV response. So far this year, cable stations have brought in more than one fifth of the total.

One third of current membership baptized since 1979

A note of personal interest: We have found in studying our records that one third of our current U.S. members have come into the Church since the receivership took place in early January 1979.

Presently there are about 58,000 U.S. members -- 39,000 (68 percent) were added to the Church before 1979. The other 19,000 (32 percent) have been baptized since then. Clearly, God has blessed His Church since Mr. Armstrong has set the Work back on track.

Renewed hope through The Plain Truth

Occasionally we hear from people who are down-and-out and in desperate need of hope when they come in contact with The Plain Truth. Some even contemplate suicide. The dramatic turnaround that has taken place in their lives as a result of learning God's truth inspired the following letters:

I came by The Plain Truth last year. I had just been in a serious accident in which I almost lost my life. I was critically injured and during my time of recuperation, I began to wonder about God saving me for a special purpose. The same year I was divorced. My husband was an alcoholic. My daughter got pregnant -- she wasn't married. I just wanted to die. I didn't know which way to turn.

Then something wonderful happened. My sister started visiting and we would study the Bible twice a week. I started requesting your material and the Ambassador College Bible Course, and now it is a part of my life.

Now, my daughter is married; I have a wonderful grandson and son-in-law. I'm now on my own after being married 21 years and am starting a new life. With God as my guide, I just can't tell you how much I've learned. Everyday I keep learning. I'm so happy to be alive, and I know my life has a special purpose and that God has plans for me.

Chicago, Illinois

I was to the end of my rope, so to speak, when I found a single issue of your magazine in the employee lounge where I work. I have never seen a copy of that magazine there since. But that one issue was all it took. I have been on your subscription list for almost two years, received many of your other publications, am now taking your Bible Correspondence Course and listen faithfully to your weekly broadcast. I have never had such an unquenchable desire to study God's Word as I do now.

Phoenix, Arizona

--Richard Rice, Mail Processing Center