MANILA, PHILIPPINES



Governor Eliodoro Castro of Tarlac greets Mr. Adair during a courtesy call at the governor's office

CURRENT EVENTS

Yolin adan

Where have all the flowers gone?" I say, "Where has 1976 gone?" Here we are at the end of yet another calendar year in God's Work and all of us are looking forward to a big year in 1977.

The Plain Truth lecture in Tarlac earlier this month was number 20. Next year we have many more lined up with three scheduled for the Metro Manila area. The line-up is as follows: San Fernando, La Union -January 29. Metro Manila -February 12 Dagupan - February 26 (a return to the city where we first started the lectures back in 1975). Metro Manila again - March 12. Davao City - March 19. Metro Manila June 11. Cagayan de Oro – June 25. This takes care of the second half of the fiscal year.

You will notice that we have returned to some cities where we have already had a lecture in the past. The places we are returning to are Dagupan, Davao, and Cagayan. In these areas we have resident ministers and we will be instituting regular Bible Seminars after the lecture. It is our hope to develop these places because of the fact that there are

Dec. 23 - The song says, ministers to serve the people, unlike other cities where we just don't have the manpower or the means to follow up our cam-

Visitors

We are happy to have with us the Maarten Schreuders from Perth, Western Australia, these past few days The Schreuders were here for the Feast of Tabernacles in 1975 and look upon the Philippines as their second home. They are travelling on to Europe to visit relatives in Holland Mr. Schreuder remarked that there is now a Worldwide Church of God congregation in his home town!

Mr. & Mrs. Dennis Luker are arriving tomorrow, December 24, to visit with us over the sabbath. Although it is also what the world knows as Christmas Day, Mr. Luker will still speak at the services! It's not our fault that December 25 this year also happens to be the weekly sabbath! The Lukers are on their way back to Pasadena after five years of serving in Australia I know all of you here in the

(Please turn to page 8)

TARLAC PT LECTURE WINDS UP '76

by N. Acebron

Tarlac, Tarlac - "Do not thank me. I should thank you for extending the Ambassador College Extension Program to our province. In fact I used immediately your 7 Laws of Success booklet yesterday in my talk to the graduates of one of the schools in Tarlac," so said Gov. Eliodoro Castro as he bade good-bye to Mr. C-olin Adair when the latter visited the provincial capitol last Dec. 10, 1976.

Before seeing the Governor, Mayor Emilio M. Magbag welcomed Mr. Adair in his Office. The Mayor thanked his guest for the fine publications of Ambassador College and wished him success in all his public lectures in Tarlac, Tarlac.

At 10 o'clock that morning President Jack Smith of the Tarlac College of Technology welcomed his guest to a combined faculty-student lecture on 'The Art of Modern Dating". Mr. Adair warned his young audience of about 400,

"If you indulge in sex experiment you lust away your capacity to love when the time comes."

Asked whether Elizabeth Taylor's case is a matter of "lust or love", Mr. Adair replied "I don't know. I can not judge her.

Miss Taylor may have the right heart, but the she just doesn't know the laws of a happy marriage."

At 2 p.m. Mr. Adair gave his lecture on the "Missing Dimension in Education" to some 400

(Please turn to page 8)



Part of the PT Lecture audience in Tarlac.

'Plain Truth' Beefed Up;

By John Robinson

PASADENA - In a move to revitalize The Plain Truth magazine and to help make it a "unique publication" that will voice a "strong warning witness message to dying nations," The Good News magazine will no longer be published, its staff now to be involved in the publication of The Plain Truth.

In the implementation of a threepage memo on PT policy from Garner Ted Armstrong, former GN managing editor Brian Knowles was named managing editor of the PT and Gene Hogberg will retain his post of news editor of the PT.

Mr. Armstrong met Nov. 23 with Mr. Knowles and Mr. Hogberg and discussed plans for the PT, outlining his concepts of what the magazine should contain.

Mr. Knowles, 36, an ordained minister, said he saw the move as an "opportunity to pool our resources and have all of our best writers under one cover." He said he thought the PT would be "very effective" and he was particularly appreciative of the involvements of Herbert W. and Garner Ted Armstrong in the new configuration.

"I spent about a dozen hours over the past seven days with Mr. Herbert

Armstrong," Mr. Knowles said. "He is really into it - even down to the layouts themselves. He's also committed himself to a much heavier writing load than ever before."

First Issue: February

According to Mr. Knowles, the first PT to be produced exclusively by the new staff will be the February, 1977, issue. At the time of Mr. Knowles' appointment, the December issue had already been mailed and the January issue was "already in the works," so the earliest the changeover could take place was the February issue, which is the 43rd-anniversary issue.

News editor Hogberg, commenting on the changeover, said it "will enable us to better fulfill Mr. Ted Armstrong's wishes for more coverage of world news in the light of Bible prophecy, to present our material in sharper focus." He said he hoped to have a full-length featurenews article of "prophetic impact" in each issue.

"We want to continue, but also strengthen, the two news-feature elements that we have already been running, the first one being 'Worldwatch' and the second being 'Human Survival.' The former will

essentially deal with the movement of men and nations in fulfilling prophetic trends, and the latter will concentrate on the threat to mankind as a whole, in the context of Matthew

As far as personnel affected by the changes, Mr. Knowles said the entirety of the GN staff will be retained. "The Good News staff is also responsible for the production and updating of the booklets," he said. "Sometimes people overlook the fact that the GN staff also handles this task, and it's a big one."

He also said that Art Ferdig, former managing editor of the PT, has been retained as a consultant and that Dexter Faulkner, former PT feature editor, and John Schroeder, former assistant managing editor of the GN, will be assistant managing editors for the PT.

'Stuffing Literature'

Mr. Knowles began his employment with the Work "stuffing literature" in the Vancouver, B.C., office in 1964. After a few months he became a mail reader and after the Feast of Tabernacles in 1965 became a ministerial assistant in Edmonton,

(Please turn to page 3)

MINISTERIAL CONFERENCE Set January 17–20

MANILA—A national ministerial conference has been set here this month at the Regional Director's office, Ramon Magsaysay Center. Expected to attend this conference, which has been scheduled for January 17 to 20, are all six ordained ministers and two ministerial assistants from various churches of God in the country.

The four-day conference will include discussions on the

overall program for the Work in Northeast Asia and certain aspects of church organization here. An afternoon session has also been scheduled for discussions on the various developmental programs of the Work.

Most of the conference will be devoted to discussions of doctrinal questions, and a general forum and individual consultation on administrative matters.

MINISTERIAL SERVERS INVITED TO

Bel-Air Party

Bel-Air, Makati, Dec 19, 1976. The clock struck 6 pm and guests started to come in at the "funhouse." Pinned on each quest's back was a piece of paper on which was written a famous name—biblical, historical, or contemporary. He was supposed to know whom he represented by asking questions or clues and upon identification, procueded to look for his partner, e.g., Romeo and Juliet would have to look for each other

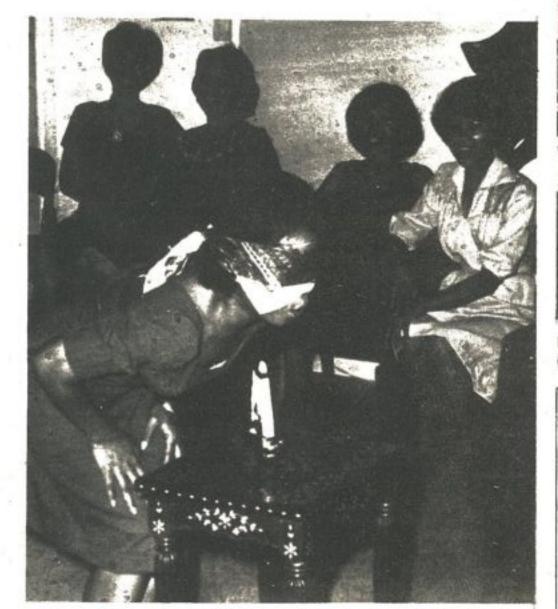
Between sips of ice-cold rum and coke, the partners then began to write down their answers to around 20 questions posted strategically in the house With answers ready, each one was privileged to sit down at the receiving room, only upon having succeeded in finding two thimbles "hidden visibly" somewhere

This was just part of the fun which lasted until 11:00 p m Passersby probably thought that there was some kind of a Christmas Party going on

The party was one of those traditionally given by Mr and Mrs Adair to servers at the ministerial dining hall during the Feast of Tabernacles in Baguio. This time dancing was minimal but games and prizes were plentiful. Ever heard of the "make-yourself-dizzy-and-picup-a chocolate-square" game?

Dinner was served with the kind assistance of Mrs. Tessie and Lal Ortiguero and Mrs. Nicolas. Also on hand was Mr. Jerry Ortiguero to capture the gaiety of the wonderful evening in photograph.

(carol P. Layug)



Rita Argallon during the Bel-Air Ministerial Servers"
Party. Rita just blew her chance!



A moment of Suspense during the Bel-Air Party for ministerial servers.



Mrs. Tessie Ortiguero and Mrs. Lal Ortiguero are shown uncapping bottles of San Miguel beer and the Uncola.

DC H33

A very informative and illustrative lecture on one of the different facets of our christian development was conducted at the seminar room of Ambassador College, R M Center last December 12, 1976 The subject was Managing Personal And Family Finances (coded D C. H. 33) of the development class

The lecturer, Mr Max Fabricante, Assistant Manager of the Systems and Methods Department of Manilabank, defined in 3 terms what is meant by good management of personal and family finances and also the 3 basic areas of personal finance Further he went on to explain pointers on managing personal finances according to the booklet bearing the same title

Topics such as the interest of money put on savings account in commercial or savings banks credit and credit lines; how to determine true and false bargains and techniques about haggling were clearly explained by the guest lecturer.

(Johnny Barit).



Mr. Adair serving rhum and coke to Suzette Magallanes who appears to say "Isa pa nga!" (literally, one more please).

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Editor's Note: This section of the CONTACT is designed to provide our readers with a window for the Work of God in Northeast Asia. Here you can read of the most significant recent developments in the Work in the Philippines and Northeast Asia, This month we feature key . organizational changes, new manpower assignments, as well as new programs that were developed recently in "reaching out" to the membership of the Church and those who are coming in contact with us.

Incidentally, we welcome comments from our readers on this_ or any other topic featured in the CONTACT. Communication is a two-way street: So let us hear from you. We look forward to reading what you have to say.

Special greetings to everyone.

The year 1977 seems to be a vear of promise for God's Work in the Philippines and Northeast Asia, Right now the Coordinating Center has just finished working out a fantastic schedule of activities that we hope to accomplish within the next six months. Naturally, all these activities covered in this article cannot be done by one, two or three individuals alone and therefore, as you will read later, most if not all of our ministers and assistants at HQ-Manila Office and those in the field will have to be involved.

Ministerial Conference

We start 1977 with a ministerial conference from January 17 to January 20, All ministers and ministerial assistants will attend this conference where the following topics will be discussed: over--all programs for the Northeast Asian Work, Local church organization and administration, district administration and member and leadership development programs. Of

important doctrinal course, issues will also be discussed in the conference. We expect the arrival of some of our men in the field as early as Januray 15, which is the Sabbath prior to the conference.

Re-organizational Changes

We have not changed the organizational structure of our national and district offices. (see July, 1976 CONTACT) However, we have made substantial changes in the organizational structure of all local churches to make them more responsive to the programs that we hope to implement beginning this year in all local church areas.

This new local church organization will apply to all eight churches. Essentially, this new organizational structure calls for the subdivision of the work of the local church pastor into three main areas namely, ministerial work, festival and welfare administration. Each main subdivision will be overseen by the pastor through an assistant if the local pastor deems it necessary to have an assistant. The assistants of the pastor will then have to organize projects and activities in their own areas of responsibility yearly. These projects and activities will be undertaken as a response to the needs and requirements of the members in a local church area.

restructuring In churches we are striving towards decentralization of responsiblities. We will be placing the burden of responsibility where it properly belongs. Thus the local pastor will now have to work with the members of his congregation on their festival and welfare problems. Before, we used to handle all problems of the members in the national office.

New Personnel Assignments

We are happy to announce

that starting this January, 1977 Mr. Jose Raduban assumes the office of acting district coordinator for District 5, the Bicol Region. He also becomes the local pastor of the Camarines Sur church at the same time.

Meanwhile, Mr. Macaraeg, Jr. goes up north to become the assistant of Mr. Pedro Ortiguero, District Coordinator for Districts 1 and 2.

Down south, Mr. Encardio Benitez takes over from Mr. George Hood the job of overseeing District 8, comprising the provinces of Samar and Levte. This decision was made on the basis that District 8 could actually be serviced as effectively from Cagayan de Oro City or Butuan City as from Cebu City. Meanwhile, Mr. Edmond Macaraeg takes over from Mr. Benitez the responsiblity of overseeing District 9, the Zamboanga peninsula.

> **Bible Seminars** and Open Bible Forums

As you all know, this past year we conducted twice a month Bible seminar for Correspondence Course graduates in the Metro Manila Area. Very recently we also instituted weekly open bible forums for all past seminar participants to give them opportunity to clear up questions which may have arisen from their attending the seminars.

So far we have had very successful Bible seminars and forums. To date around 300 new people have already attended the seminars. Attendance in the open forums, on the other hand, ranged from 15 to 25 per meeting.

This year we will extend these Bible seminars and forums to most of the districts. Already we have scheduled a Bible seminar in Naga City, San Fernando (La Union), Legaspi City, Iloilo City, Dagupan, Cebu City, Davao Clty and Metro Manila. These seminars will be followed-up weekly by open forums to be handled by our district coordinators. The Bible seminars will be conducted jointly by Mr. Colin Adair and Mr. Pike Mirto.

Development Programs

In brief the following are our latest development programs we hope to implement this year. Towards our subscribers we have what we call the Development Subscribers Program. This program aims to provide our subscribers to the Plain Tauth and students of the Correspondence Course the

best service our office, particularly the Administrative Services Office, can offer. Our goal in this program is to see to it that most, if not all of our subscribers become graduates of the Correspondence Course.

We also designed a development program for our Correspondence Course graduates. This program which will be supervised and coordinated by our Coordinating Center has for its main activity the conduct of Bible seminars and open forums throughout the country.

We also now have a program of development for our members in all local congregations. The basic goal of this program is to strengthen the involvement of our members in the Work and in the activities of every local church congregation. We want to see our members taking the initiative and active participation in church undertakings.

In order to carry out the projects and activities included in the Member Development

Program, we have established a program for developing Leaders in all church congregations. Our aim in this program is to develop a core of potential leaders who can assist the local church pastors in administering the Member Develoment Program, festival activities and ministerial and pastoral responsibilities.

In the succeeding issues of the CONTACT we will give you some more updates on the details of these different programs. We will also include in this section a regular report on the progress as well as results of all these areas of development.

We hope that we have not given you an overdose of what is going on inside God's Work in this part of the world. To us this is just the beginning of what we expect to be a very exciting and fruitful 1977. In the meantime, keep in touch with us through this section. Remember, keep in CONTACT

(Rey Taniajura)

(continued from page I)

He was ordained a local elder in bureau was founded in September. the spring of 1966 and remained in 1958, at the express wish of Garner Edmonton until entering Ambas- Ted Armstrong and was at first called sador College, Pasadena, in the fall the News Gathering Department of 1968. After two semesters of study (The Worldwide News, April 30, at Ambassador he was ordained a 1973). Its original purpose was to preaching elder and assigned to pas- funnel news clippings of prophetic tor the Tulsa, Okla., church and start significance to Mr. Armstrong for a church in Ponca City, Okla.

While serving as a field minister, broadcast. Mr. Knowles began a writing career. managing editor two months before now is news editor of the PT. the magazine was discontinued. In addition to working on Tomorrow's World, he also carried a full load of college classes at Ambassador, Middle East, Asia and India. His Pasadena, and assisted in teaching theological journalism.

magazine he worked with the Booklet Department, producing and updating literature. He still works with the program in addition to his current responsibilities.

He is a native of Winnipeg, Man., and is married to the former Marie Leduc. The couple has three sons.

Mr. Knowles, who worked as a commercial artist before being employed by the Work, lists his hobbies as art, weight training and Bible archaeology. He still paints and loves to doodle and draw cartoons. He has sold dozen's of paintings over the years through galleries.

News Editor

Gene Hogberg, in addition to servthe Work's News Bureau. The and Derek William, 8.

use on The World Tomorrow radio

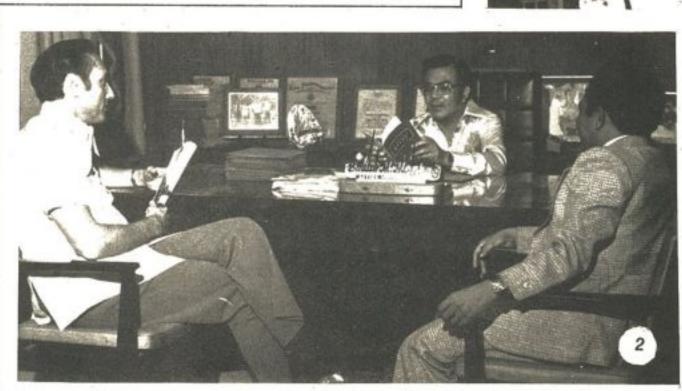
A few months following the incep-In 1971 Mr. Knowles returned to tion of the News Gathering Depart-Pasadena to become an associate ment Mr. Hogberg began working editor for Tomorrow's World (a for it and was named director in theological magazine formerly pub- 1961. However, according to Mr. lished by the Work) and was named Hogberg, his "principal function"

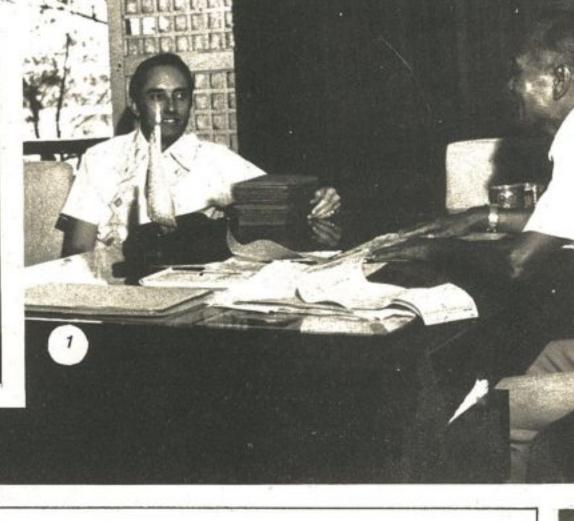
He has traveled extensively in Europe, including communist East Europe, as well as areas such as the most recent travel took him and his family on a 41/2-week fact-finding After the cancellation of that trip to southern Africa, where he worked on a forthcoming series of articles for the PT [The Worldwide News, Oct. 25, 1976].

"I love to travel - obviously especially by rail," he said, referring to himself as "somewhat of a rail buff." He "thoroughly enjoys exploring other cultures" and "dabbles in languages." His other interests include news, sports, history and the already mentioned "railroadiana," as he calls it.

He was born in Chicago, Ill., and lived there until enrolling in Ambassador College, Pasadena, in 1956. Mr. Hogberg, a 1960 graduate of Ambassador, married the former Barbara Ruth Sipe in 1966. He and his wife live in South Pasadena with ing as PT news editor, is director of their two sons, Neal Hamilton, 10,

TARLAC







DZIC

Mr. Adiar and PR Man Nap Acebron on their courtesy calls on: 1. Governor Eliodoro Castro: 2. Mayor Emilio M. Magbag of Tarlac: 3. President Jack Smith of Tarlac College of Technology. 4, 5, 6. Mr. Adair during the Tarlac PT Lecture which was covered by Radio DZTC Remote Coverage 7. Mr. Adiar before the Tarlac Public School Teachers' Association 8. before Faculty and Student Body of Tarlac College of Technology during his "Dating and Marriage Lecture."

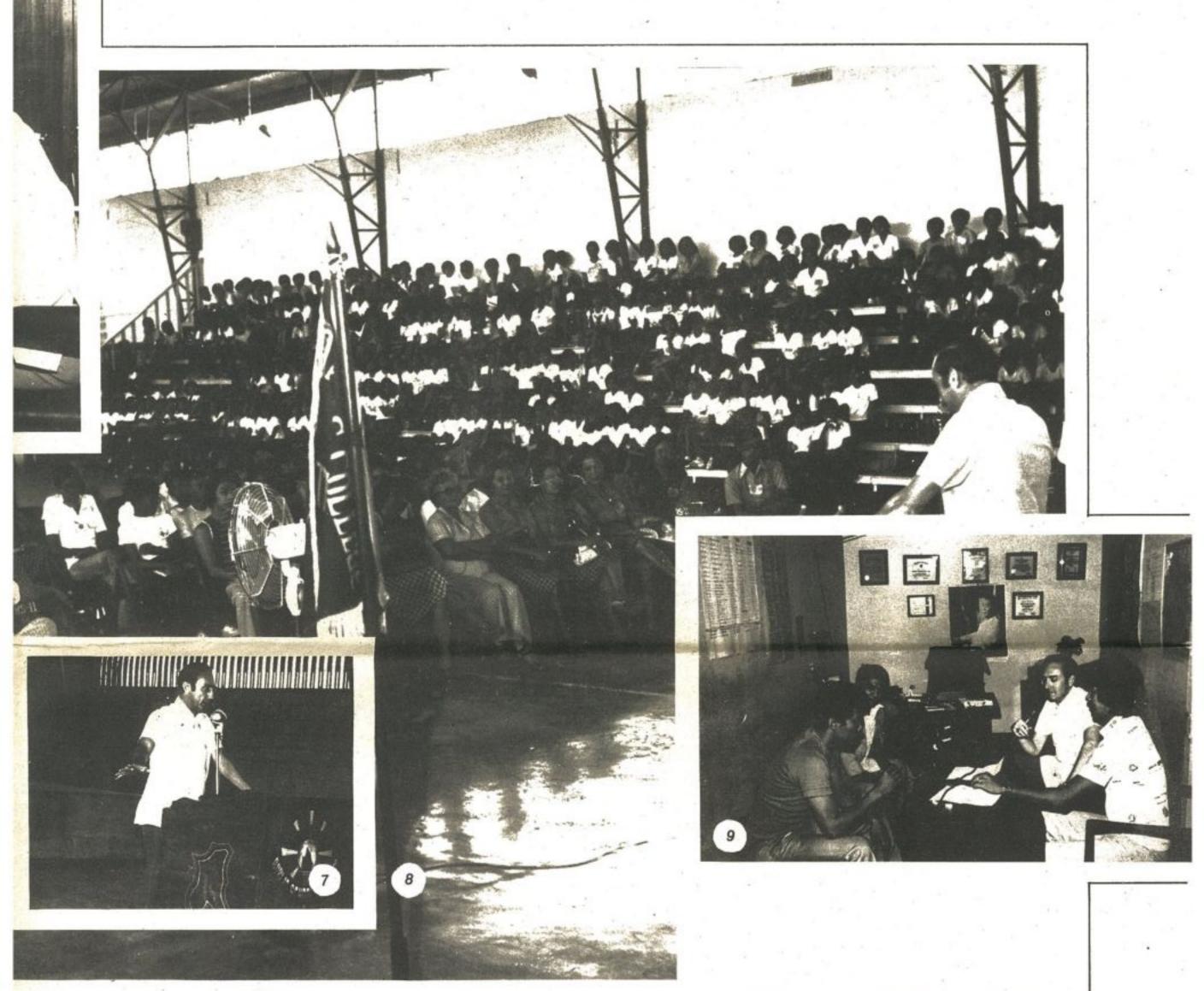
9. DZTC Radio Interview 10. Tarlac PT Lecture Promotion Group. 11. Bible Seminar audience







CTURES







"I WAS MIRACULOUSLY SPARED"

by Jose F. Raduban

1 killed, 2 hurt in airport mishap

Editor's Note: Mr. Raduban was on his way to Bicol (see CONTACT Dec 1976) when the accident happened. Quoted at the beginning of his personal account is a report in the Daily Express, Dec. 25, 1976.

A PHILIPPINE Air Lines maintenance man died yesterday while two passengers were seriously injured when a PAL plane collided with a ground maintenance unit while taxing for takeoff at 9:50 a.m. at the Manila domestic airport.

The casualty and the two other victims were all hit by flying debris from the plane's left propeller, the blades of which were thrown in different directions after hitting the maintenance unit.

The aircraft was a PAL YS-11 RP-1415 with 49 passengers on flight 263 for Naga City.

KILLED instantly after being hit by a flying propeller blade on the right face was Benjamin Arca, 27, driver of the maintenance unit. He was moving his truck away from the plane when the accident happened, witnesses said.

Injured were Jose Casile, hit on the left chin by another piece of the propeller that pierced through window No. 7 of the plane where he was seated, and a certain A. Kueng, who was seated at Window No. 3.

PAL vice president for public relations Domingo Abadilla said the plane, piloted by Capt. Geronimo Amurao, was taxing for takeoff when the ground truck cut into its path. Some eyewitnesses said, however, that the plane's engine has just started when it hit the truck underneath it.

I am writing this account to add some details to the news report above. The date of the plane mishap was December 24,

I was one of the passengers on that PAL YS-11 RPC1415 airplane with 49 passengers aboard bound for Naga City. Those who were injured where seated along Windows Nos. 3 & 7: I was seated on Window No.

This was how the accident happened: At exactly 9:50 a.m., all passengers were aboard the aircraft with seat belts fastened already. As I looked through window No 5, the left propeller was just a little to my front. I thought to myself, "If one of those blades broke and flew off, I would be directly in its line." However, it was just a momentary thought and I didn't bother much about it.

Through the window I saw the ground checker giving a go-signal to the pilot, Capt. Amurao, who had just been introduced to us as the commander of the aircraft. The right propeller started to whirl to full speed. Then the left propeller started also to revolve. I could still see the ground checker waving both his hands across each other to signal OKAY!

Then the plane started to move forward. Maybe, just a minute or so passed from the starting of the engines to the time when the pilot turned the plane to the right to taxi to the runway. We had barely covered several meters when I heard loud shattering sounds from our side of the plane. I became aware that the plane was being pelted at our side by objects from without. I saw to my right side (inside the plane) the plastic interior of the plane falling off to the passengers to my right. Pandemonium broke loose! There were shoutings here and there and the passengers were quickly on their feet.

Then I saw that the man infront of me was injured. His face was bleeding badly and he was holding his face. I think I tried to help him - one way or another. As I turned around, I saw another man bleeding also on his face. I even asked him, "Is it painful? "

By this time some PAL employees had arrived and they brought the injured men out of the plane to a hospital. I began to check what caused the accident. I peered through the window and there I saw a vehicle with its front bumper and engine badly cut up and smashed. About two "thirds of the propellers' original length were left - badly twisted. I said to myself, "Káya pala!" ("No wonder")

Since the two injured men were seated very close to me, I realized that it was a miracle I didn't get hurt or hit by broken glasses and flying objects. I stood

away from my seat to survey the damage on the plane. True enough, there were gaping holes on the plane near windows nos. 3 & 7. But window No 5 where I was seated was intact! . Indeed God had spared me!

I investigated the damage on the plane's ceiling to my right.

There was a big hole in the plane's ceiling with piece of steel plate 1/4" thick and 4" x 5" in area embedded in it. Apparently, this was from the bumper of the maintenance vehicle hit by the plane's propeller blades. Had this piece of metal hit one of the plane's passengers, there would have been a fatality inside the plane. Who knows, who it could have been!

The plane's passengers were allowed to leave the plane a little while after the injured were brought out of the plane. As I

stepped down the plane's ramp, I could only thank God for deliverance.

The flight to Naga City was cancelled because there was no other aircraft available. So as usual, I had to take the south road to the Bicol region exactly as I had done the previous two Decembers '74 & '75 due to very unusual circumstances. This present one, however, was probably my most nerve-shattering experience yet. I don't know, but I feel there is something wrong with the Bicolconnection!



of Science

On, time conquerors! "Men of science"! They hectic reign hast overlooked the boredom of our times.

Thou, from whose cunning search mankind retraats to despair ... nearly

losing his endurance to face postevity.

Thou, from whose hasty minds nature trembles

.... burdening mankind in endless apprehensions,

Hast thou lost they grace, Oh, "men of science"? Art thou nature's lovers? Or

her philanderers? For which science hat lost her

wonders? Art thou enslaved by the vices of violence?

Shalt thou wait for true love to perish?

The love mankind hath cherished and hath

Kept him alive !!!

Shalt thou wait for such a time? Claimest thou that thou hast

sought facts?!!! to behold!!!

Crises are here! Horrors are near! Pollutants, terrorists, profligates, Missiles, H-bombs, nitro-bombs!!!

Search her glamours and not her terrors!

That the wonder science hath once possessed may be restoved ... that these night-

mares be stopped and dreams may begin

to bear fruit. And remember that science is not what she seems!

She is meant for creativity and not destruction!

For glory, not corruption! For preservation, not extinction! And this is, what the Divine Power hath meant

Her to be! So, in a careful manner, must

thou fullfill the destiny science was truly designed for.

Begin now! Begin a true endeavor! And the seeds of peace will grow! And the streams of happiness will flow!

It can be done! It shall be done! Then ... and only then with great Pride can we say that science is for men.

the Men And what horrible, facts are here milestone

Local Church Member Passes Away

On November 28, 1976, Mr. Pedro Ortiguero officiated the morning funeral service for the late Mr. Patricio Mendoza at the municipal cemetery of Sablan, Benguet.

Mr. Mendoza, 56, died last November 25, after suffering from acute ulcer for about 8 months. He is survived by his mother, his wife Filomena Mendoza (baptized member), his five children and some grandchildren,

Being a native and resident of Sablan, Benguet, he attended the Benguet church and the with Worldwide Church of God for about 8 1/2 years as baptized member. Brethren who know him personally remember him as a smiling and friendly individual who enjoyed sharing lively conversation - with (Sci omon Mol 110)

The Worldwide News offers short course in journalism

By Clyde Kilough

"You'll run out of articles after two issues," warned observers in the planning stages of The Worldwide News.

Since then issues have gone to press, one every two weeks, and any forebodings of a copy drought have long since been dispelled.

Reader response has been absolutely fantastic, and the WN has been inundated with enough articles, ideas and stories from around the world to keep the staff supplied with material for months to come.

As more copy is received from local areas, however, the need for consistency and direction in writing news stories becomes increasingly evident.

This consistency and direction have been a traditional source of trial and trouble for publishers. The late publis' ... r and 'numorist Bennett Cerf told of one editor who faced such problems in sending a rookie to cover the famous Johnstown, Pa., flood.

The first flash of the 1889 disaster, according to Mr. Cerf, reached the nearest big-time newspaper office late at night when only the newest addition to the staff, a droopy youth just out of school, was on tap.

The editor hustled him to the scene of the catastrophe and spent the next hour in a frenzied effort to get his veteran reporters on the job.

By then, however, it was too late. All the wires were down and the valley was isolated. For 24 hours the only reporter in the devastated area was one green beginner.

The press of America waited feverishly for the lone reporter's first report. Finally it began to trickle in

over the telegraph:

"God sits alone upon a lonely mountaintop tonight and gazes upon a desolate Johnstown. The roar of swirling echoes waters through . . ."

The editor tore his hair and rushed a wire back to his poet laureate:

"Okay. Forget flood. Interview God. Rush pictures."

While it is a humorous exaggeration for effect, Mr. Cerf's anecdote is an example of what budding reporters sometimes produce in a valiant effort to write an interesting news article.

Like the reporter's editor, the staff of The Worldwide News has recently received articles which with a little help could have been much more effective and readable.

Since this is a paper for the Church and a growing portion of it is written by Church members, some basic principles of journalism, standard newswriting, technique and style will markedly improve the quality and consistency of the News.

The following tips are not intended to be used as the supreme source for successful writing; neither should they be considered the steppingstone to editorship in the nearest UPI regional office. (Of course, many of you may never write more than one article for the paper.)

They are, however, pointers

which if used will make your articles, and the job of the WN staff, much easier, more professional and more enjoyable.

Straight News

First of all, there are mainly two basic types of stories you will be writing: straight news and feature.

A straight news story tells the facts of the situation with no editorializing, personal observations or presentations of facts aimed toward a conclusion by the author. It's merely the recounting of the facts as they happened.

A feature, on the other hand, is a story which is often undated general-interest material written from a certain angle or point of view. Nearly all the articles in The Plain Truth, for example, are features. There is a point to make, and the facts presented lead to the point or conclusion the writer wants to get across.

For WN purposes, most of the articles you write are news shorts from your area, and for that reason the primary concern of this article is how to write a news story.

Making Your Entrances

There's an old Spokesman Club saying: "By your entrances and exits are you known."

The same holds true for writing. If you don't make your entrance (the introduction, opening thought or, in journalism jargon, "lead") interest-grabbing yet informative, the reader will simply pass on to the next story on the page.

What technique is used in writing effective news leads?

Tradition has it that back in the U.S. Civil War newspapermen often had trouble receiving articles from their correspondents in the field because the telegraph wires were cut in the middle of a story.

They then developed of necessity what is termed the inverted-pyramid style of writing, which has since come to be the most used and most effective way of opening an article.

The inverted pyramid is "the mold that separates facts in diminishing order of importance," defines John Hohenberg in his book, The Professional Journalist.

In the inverted pyramid the most important parts of an article are at the beginning; they take the headline and attract attention. The less important parts are at the end, where they can be chopped off at will to fit the demands of space, time and editorial operation.

The inverted pyramid is formed by answering in the lead the questions: Who? What? When? Where? Why? How?

For example, in the lead article of one edition of the WN the first sentence read:

"ATLANTA, Ga. - [Who?] Herbert W. Armstrong arrived [Where?] here [When?] Friday, July 13, for [What?] a three-day stay [Why?] in which he was able to see a summer special campaign telecast and speak to 1,200 brethren at a

combined Sabbath service."

How he got there - which is of lesser importance in this specific article - is mentioned two sentences later.

For variety and interest you may wish to open with quotes, questions or striking statements, but the thing to remember is to put the main information in the beginning and quickly answer the six questions.

Look through and study articles written by major news services such as the Associated Press, United Press International or Reuters; notice how various leads are written and try to incorporate these ideas into your next article.

By the way, when you reach the conclusion of your news story, simply stop. As mentioned earlier, you're known by your exits too, and a weak conclusion can leave a bad taste from an otherwise interesting article. There's no need for summaries, recapitulations, onwardand-upward exhortations or "A good time was had by all."

Short and Sweet

How long should a news article

According to one modern axiom: "like a skirt - short enough to be interesting but long enough to cover the subject."

Many articles are received that cover the subject in great detail but are so long they kill any interest for the reader. They must be drastically edited because of overwriting.

The feelings of the WN staff are best summed up by Hohenberg, whose advice is to "adhere to the one rule that will never make trouble for any journalist: 'Keep it short!' "

Pick the Right Words

One reason articles often turn out too long and uninteresting is choice of wording and phrasing. This is where building a strong vocabulary will greatly improve one's writing.

Strike out the trite, say-nothing phrases and dull, passive expressions and replace them with words and expressions that will enable you to say what you mean in a more succinct, clear, striking manner.

A large vocabulary storehouse of common, understandable words is desired much more than complex, hard-to-pronounce, highfalutin, pedantic locution.

Ready to Write

Now that you're organized and

have built a smashing vocabulary and incorporated various other subtle techniques into your style, it's time to sit down and write.

the New York Times and the Detroit Free Press.

You have to write smoothly to be read smoothly, and the best way to do that is just to sit down and write your article straight through without stopping to labor over wording and sentence structure.

After you've done so, then go back and clean it up. This will produce a smooth-talking effect which is much easier to read.

Sometimes a story can be too good. A writer struggling for a great lead, an impressive string of words or catchy sentence structure will strain for effect and will come up with nothing but an awkward, bulky article.

A point to remember is, just sit down and write as you talk; then doctor it up.

The Key to It All

No matter how many books you read on the subject or how much instruction you receive, the main key to success in writing, as in practically anything, is practice.

If you have aspirations for writing, read newspaper articles not only for the content but for technique and style. Note both the good and the bad; incorporate the good and correct

If an expression or choice of words is particularly catchy, or if a lead strikes you as being unique and grabs your interest, remember the idea and use it yourself later on.

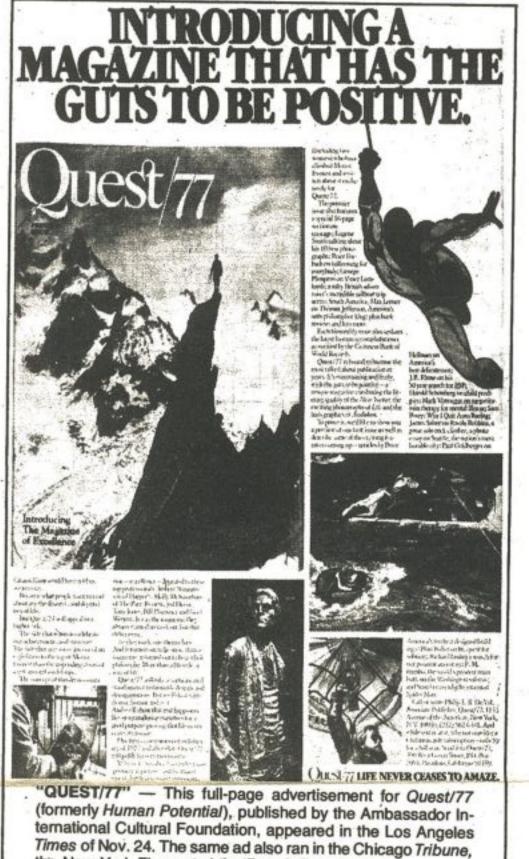
For additional, more detailed information, some sources you can refer to are The Professional Journalist (used as the journalism textbook at Ambassador College. Big Sandy), the Associated Press and United Press International stylebooks and the accompanying boxes of pointers and rules that apply especially to The Worldwide News.

Follow these suggestions and your articles, and your newspaper, will continually increase in quality.

The Worldwide News.

ABOUT PHOTOGRAPHS

- 1. All photographs should be accompanied by typed captions (double-spaced) clearly identifying all persons and explaining what is taking place in the photograph
 - 2. After the caption, write "Photo by . . ." and insert the name of the photographer. 3 Ideally, photos submitted should be 5-by-7-inch black-and-white low-contrast prints.
- 4. All photos submitted become the property of CONTRACTOR and in most cases are not returnable.



Current Events

(Cont'd from page 1)

workers are now members and

Philippines wish to extend best wishes to the Lukers on their reassignment.

Last but by no means least, we have the return of an exile Lionel Gonzales is here from Toronto and will be staying for about one month. He said he was happy to get away from the Canadian winter for a while temperatures when he left Toronto were hovering at - 15 degress farenheit! Now that's what I call cold! I noticed from today's paper that yesterday morning was the coldest day. this year in Manila - a cool 66.7 degrees F! As I said last month, 66 degrees or thereabouts is considered the beginning of summer weather in the United Kingdom!

A Very Good Year

Looking back over 1976 quite a lot was accomplished just by the monthly lectures, apart from our normal promotions of booklets and correspondence course. A total of almost 7,000 people were reached by, the Plain Truth lectures we had. Almost 6,000 teachers heard about the missing dimension in education and the keys to teaching moral values. During my trips to the various towns we received air time (both radio and television) totalling nine hours and fortyfive minutes. Most of this was the live coverage by local radio stations of the lecture itself. In the colleges, I spoke to nearly 3,500 students and faculty on modern dating. If you, are wondering how almost 7 000 people were reached by the Plain Truth lectures I might add that this included the two Manila lectures when Mr. Armstrong failed to turn up. Those two were for me the most exciting of all. We hope we will have good turn-outs in the coming Manila lectures although we will not have as big promotional coverage as we bad this past year.

Yes the year was very good - except for income. As of this writing we are still behind in our projected income and right now the trend is downwards. This time last year over 1974 we were running at 20% increase. Right now our income increase over 1975 is only 2%. Once again we have had to adjust our budget for the final six months of the fiscal year. The percentage increase given by the membership has steadily decreased since the Feast time from around 14% over last year to something like 4%. And our co-workers are giving less than cey did last year by 10%. We ha 4 been trying to analyse why th ... One reason is possibly sc of our co-

we have not added very many new co-workers. Hence the number of co-workers has decreased which will account for less income from them. However, I'm sure that some co-workers have not been remembering God's Work this year as they did before. We will be reminding them of the situation. Our membership in this country has grown by approximately 7.4% over last year and yet our increase in income is only now 4%. I realise that just because our numbers grow by 7.4 % doesn't mean we should receive the same increase percentage in income. Not all new members are working (some are students) and of course not all new members are earning the same amount. But actually the amount of increase should probably be more. The only possible answers is first the worsening of the economic condition in the nation and the ever-present in inflation eating into our incomes. Some of sheer necessity have had to cut back some on offerings because of added personal expenses. This is understandable yet unfortunate forthe Work. Secondly, some must not be remaining faithful in their tithes to God. It is to this second group that I appeal to you to trust God and be honest with what belongs to Him. Do you want to be the cause of hurting the Work of your Creator who has called you to sound the warning to your people? As I told the Manila church last sabbath, If severe cutbacks have to be made they will be made in the area of church expenditure. We might have to curtail services in some provincial areas or cut back on ministerial visits. But we will continue to funnel the money God gives us into the preaching of the gospel to this nation. The Plain Truth must continue. So must the lectures and campaigns and Bible Seminars. To give you an idea of what costs we face, the Plain Truth will from February be costing us an a additional P7,000 per printing due to the increased size to 48 pages. Every month we will be paying P30,000 just to print our present 45,000 copies! This will give you an idea of what expenses we face. Brethren, the Work of God in the Philippines is a P1/2 million plus per year work! Yet there is much more to do and the cost of doing it, like everything else, mounts every year. We here in the planning side are doing everything we can to get the most out of every peso we receive. We aredoing more than ever on less income out of

necessity. Think how much

more we could be doing if our income was well up on last year. Are you doing your best not only in giving but in your prayers to God to add more fellow-helpers? I hope you are. Let's go into 1977 with godly confidence and "sound the trumpet" louder than ever. That is our calling.

Mr. Dennis Luker, outgoing Regional Director of the Australian Office, before the Manila Congregation last December 25. He and his family stopped over the Philippines on their way to the United States.



(Photo by Arman Madrid)

tarlac lecture...

teachers and educators of the City Schools Division. Mr. B.D. Cerezo, whom District Superintendent Alberto Talens deputized, was on hand to welcome Mr. Adair.

In the lecture the guest speaker deplored the sickening conditions of the educational systems in the West particularly those of the United Kingdom and the United States, "Our job is to help you prevent or if not minimize the influx of this wrong influence of Western education into your country." He concluded by saying, "Unless we put back the questions "Who are we?, 'What are we?, Where are we going? ' into our educational system, I'm here to tell you that mankind doesn't have much chance to survive into the 21st century! "

From the DEC lecture we proceeded to a 45-minute radio interview hosted by Nap Aglubat, DZTC Station Manager. The usual questions were asked and Mr. Adair explained at length the philosophy of Ambassador College He also announced to his audience the Garner Ted Armstrong TV program now shown on GT.V-4 and eventually Channel 7. When asked for his final word, he challenged his audience to focus their attention not only to what is going on in Tarlac, but to the big issues of the day like "the oil price increase, the war in the

Middle East, the coming Ten Nation Union in Europe. All these will affect your life." Then he invited the listeners to the PT lecture the next day.

The following day at 6:30 p.m. the 20th PT lecture took place at the Social Hall of Urdu Restaurant. A total of 156 people crowded into the 120-seater Social Hall to see two movies- "Herbert W. Armstrong-

Ambassador for World Peace" and "The Hunger Bomb" prior to Mr. Adair's lecture which was covered by DZTC and replayed at 9:00 same evening. In a 15-minute newscast prior to airtime, the lecture was made a headliner.

In his lecture he warned his audience that the problems of Nuclear War, Hunger, Population Explosion and Pollution defy any human solution. Quoting Gen. Douglas MacArthur, "There must be a change in the spirit, if we are to save the flesh."

At the Bible Seminar the following day 53 people attended, 37 pf whom were non-members. The GTA TV Special "What is a Real Christian?" delighted the audience After the movie, an open forum followed where a lot of sincere and mature questions were asked by the newcomers. As a result of the excellent response from those who came, a possible Bible.

Study in Tarlac may come up soon,

At the end of the seminar Mr Adair asked Jerry Ortiguero to thank all the Urdaneta Church brethren who did a lot of footwork for a successful PT lecture year ender.

Out of Contact

Occasionally we receive strange literature titles at the Mail Processing Section. Here they are:

"Read the Booklet"

"After Birth then What?"

"The Diminishing Dimension in Sex"

"Our Wholesome Universe"
"Your Marriage Soon
Absolete"

"Cherry of the Bird"

"Glory for the Birds"

"Was Christ Born Busy?"
"All About Water Baptist"

"Young Marriage Can Be

Happy"
"Managing Your Financial

Success"

"Managing Your Financial

Worries"

"Ending Your Personal Allowances"

"Free Womanhood"

"Just What Do You Mean"

"Seven Laws of Rigid

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