

The Bulletin



of the Worldwide Church of God and Ambassador College

VOLUME 1, NUMBER 1

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DECEMBER 18, 1973

News Briefs

Highlights of news from division reports in this issue

ACADEMIC

Ambassador College at Pasadena is presently seeking a fall 1974 initial accreditation, according to Dr. Michael Germano, Dean of Faculty. Joint, or closely timed accreditation for Big Sandy may be in the offing. A desperate need for new faculty members at Big Sandy is voiced by Mr. Ronald Dart, Deputy Chancellor of the Texas college.

BRICKET WOOD

Exciting experimentation in several phases of the Work in Bricket Wood are discussed in Mr. Charles Hunting's report. A new promotional program to acquaint the public with as much of our literature as possible is producing encouraging results.

CHURCH ADMINISTRATION

Conducting a personal appearance for the first time is an entirely new experience, according to Mr. David Antion. He was especially encouraged by the very fine turnout for the first follow-up Bible study after his two-night personal appearance in Tulsa.

FINANCIAL AFFAIRS

Few realize how diversified the Financial Affairs Division really is. Mr. Brown introduces the various departments in Financial Affairs, along with their managers.

INTERNATIONAL DIVISION

The raising up of new churches and Bible studies in Canada are discussed by Mr. McCullough.

Details of Mr. Guy Ames' transfer from Australia to a new responsibility and an interesting report on the Dutch Work are also given.

MARKETING AND SUBSCRIBER SERVICES

The Mail Processing Center, one of several departments under Mr. Hill's direction, reports that the total mail received through November of this year has increased considerably. The number of new co-workers being added every month is expected to rise *dramatically* in the next few months as a direct result of stimulation from the new GN.

MEDIA

Mr. Norman Smith reports that Mr. Ted Armstrong is now outlining a new schedule of programs with a more current series in mind. Plans for *daily* radio and *weekly* TV are also under consideration.

PERSONAL APPEARANCES

Speaker assignments for newly selected cities given in the last Bulletin have now been made and are listed by Mr. Portune. Three more sites for Mr. Ted Armstrong's personal appearances were selected. The foiling of Satan's attempts to halt and hinder the personal appearances in Australia and New Zealand is also recounted.

PUBLISHING

There is a great deal that goes on behind the scenes in producing the beautiful and effective literature that pours from our printing plants in Pasadena, Bricket Wood and Sydney. Mr. Wayne Cole, head of the Publishing Division, begins to relate the interesting and exciting story of what it takes to edit and print our publications by giving you a quick "tour" of the Publishing Division.

Marketing & Subscriber Services

DAVID JON HILL

This division is still in a formative stage because a comprehensive effort has not previously been made to put all the marketing functions of the Work in one division.

The creation of a PLAIN TRUTH renewal system worldwide and the establishment of a highly selective group for the circulation of the expanded GOOD NEWS are successful beginning examples of the function of this division. In addition, we are conducting a testing and analyzing program to achieve an in-depth analysis and understanding of the best mixed-media package to achieve the greatest effort for dollars spent.

In future issues of *The Bulletin* I will describe more fully the functions involved in this division (which includes Mail Processing Center, Data Processing Center, Direct Marketing, Marketing Information Services and Advertising), but this will have to suffice for now. Following is a report from the Mail Processing Center department of this division which I would like to include this time.

— Jon Hill

MAIL PROCESSING CENTER

Mail Increase

The amount of mail received over the last several weeks has been quite encouraging. Our records show that through last Wednesday (December 12) the Mail Receiving Section received 3,423,432 letters year to date. This is a 61.0% increase over last year.

Another good indication of growth has been the increase in "media" mail which includes responses to the radio broadcast, the telecast, *The PLAIN TRUTH*, and all printed media responses such as placed ads and booklet coupons. Through December 12, 1,115,658 responses of this type were tallied. This represented a 32.4% increase over last year at the same time.

The circulation of the expanded GOOD NEWS magazine has taken a healthy upswing since we began to offer it to nonmembers. For example, 125,000 (approximately) new subscribers who are not members are now receiving *The GOOD NEWS*. This represents an initial response of over one-

The
Bulletin

of the Worldwide Church of God and Ambassador College

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third of all those offered *The GOOD NEWS*. (The total GN circulation now stands at 247,500. Of this number, 33,000 are members.)

Co-Worker Activity

At the present time co-workers and donors provide approximately 30% of the Work's total yearly income. Members' tithes and offerings supply the remaining 70% of the budget. It is estimated on the average that co-workers contribute \$250 a year in freewill offerings, while members give on the average of \$1000 to \$1200 a year in tithes and offerings. With the new GOOD NEWS gaining in popularity among nonmembers, we could expect a significant upsurge of new *tithe-paying* co-workers in the months ahead. After a solid three months' circulation of *The GOOD NEWS*, the Co-Worker Section expects to begin adding new co-workers at the rate of 750 to 1000 per month! These are donors who have demonstrated their desire to have a part in the Work by voluntarily contributing their money on a consistent basis. At present, only 150 to 200 co-workers are being added per month.

Personal Services

Since the Personal Correspondence Section was dissolved in September, letters normally processed by PC are now handled by a staff of four full-time men known as Personal Services. Though Personal Services is no longer answering letters, every request is adequately and efficiently handled to serve our readers' needs. Instead of writing a personal response to each incoming letter, we now either send the inquirer some literature which will

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WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG
PRESIDENT and PASTOR

OFFICE OF
GARNER TED ARMSTRONG
Vice President

December 20, 1973

To all ministers and key supervisory personnel in God's Work:

GREETINGS!

With this first enlarged issue of the new Bulletin, I'm very happy to welcome all of you new readers to this medium by which all of the major divisions of God's Work can keep a constant stream of much-needed information coming to all people concerned.

My father will be arriving tomorrow, and I am looking forward to catching up on the many details of his recent trip -- including a momentous audience with the Emperor of Japan -- even though I will have to be gone over the weekend. We're hoping to be in Chicago for a visit with about 40 of the ministers and over 2,000 brethren during the sabbath, and then, for a regional basketball tournament. You'll no doubt read of this in the Worldwide News.

Obviously, the Bulletin is going to include the most vitally necessary information concerning all facets of the Work, but it should not be expected to include every conceivable detail, reasoning, logicity, argument, or input which leads up to certain essential decisions and policies, nor the total "explanation" for any bad news which we may feel essential to pass on to you all.

Frankly, I utterly reject the totally erroneous notion that every one of the men in God's Work has the "right to know" all of the reasons behind every decision made by those in positions of authority at Headquarters, or that they have a "right to know" all of the terrible personal sins or problems of any individual who may be, for whatever reasons, brought into Headquarters for further training. There have been statements made of late which have indicated a dissatisfaction on the part of at least a few (and I am encouraged to believe that it is only a few!) that they were not being told "all" in the pages of the Ministerial Bulletin, and therefore have been somewhat dissatisfied and unhappy. There were even those who began to call the former Bulletin the "Mini-Bull," with the obvious connotation that term implies. Anyone who did this, or was in such an attitude, so far as I'm concerned, was guilty of a SIN before God -- and since God does not categorize sin, it means an attitude which personally, I feel, should be deeply repented of!

FRUITS being born. Millions are being reached; tens of thousands are being reached in personal impact through the campaigns; many hundreds are requesting baptism and really wanting to change their whole lives, beginning to serve and live for their God! Jesus' statement about "fields white with harvest" and the terrible "shortage of laborers" was never truer than now!

Personally, I am absolutely overwhelmed with the fantastic fruits Jesus Christ is bearing through my own personal life! I am grateful and thoroughly thrilled with those fruits almost beyond belief! I praise His name and thank Him daily for using me in His mighty hands for His great purpose! To me, that anyone could have the slightest doubts about "qualifications" or "fruits" is to virtually look up toward God in heaven and to ask God and Jesus Christ just "what in the world They think They are doing?"

I myself cannot, and dare not, "wonder" about the fruits that I see all around me!

Those who have wondered about my "fruits" ought to look at the absolute avalanche of things which have happened in God's Work in these last two years! A whole stream of new booklets, some of which I have written myself, and all the other things I have already mentioned are "fruits"! The fruits are so great at this present time that the CAD budget is overstrained beyond belief to even begin to harvest the many little ones who need personal attention and who are coming on into God's true Church!

Frankly, unless we sharply curtail our "fruits" in reaching the world with the gospel of Jesus Christ of Nazareth in some other "gray" areas, such as West Africa and India, and in other ways (including special advertising ideas, such as TV commercials, five-minute programs, TV Guide, newspaper ads, etc.), then the harvest will literally be SO GREAT we "should not be able to receive it all" and could not AFFORD to give away the massive piles of literature demanded by these additional hundreds of thousands and millions of people, nor could we, as a ministry together, BEGIN to provide the vitally necessary personal service and ministry these many new ones would require!

I sincerely hope that the broad majority of all the rest of you are 100% solid, as so many dozens of you have expressed via your notes, letters, telephone calls, and through friends and in many other ways! I am encouraged to believe that it is somewhere more than 98% of all of you people in God's Work who are faithful, solid, and sound!

As for the rest -- if they wish to continue to swim around in a morass of rumor, suspicion, carping, griping, and constant muck-raking over old and buried (or imagined) problems of the past, then may they enjoy their swim through the flotsam and jetsam, the putrid stench and vomit of old problems long buried or never existent

-- but for the rest of us, let us do as God Almighty commands, knowing that we are "children of the day," and while it is yet day, WORK, because "the night cometh when no man can work"!

At no time will you find me speaking in "hard-to-be-understood" or "double-minded" fashion, where you are left wondering what I am saying! I shall try to make my letters in this Bulletin plain!

Until then, let's get on about our Father's business!

In Jesus' name,

Barnes Ted Armstrong

Personal Appearances

ALBERT J. PORTUNE

Greetings again from all of us in Personal Appearances!

We wish it were possible to show all of you our campaign "war room," which is beginning to take shape. It is in this conference room where all campaign planning originates: cities selected; speakers, emcees, and soloists assigned; unit managers designated; and a basic advertising program outlined.

Campaign planning represents a real team effort as the many discussions needed to produce a campaign in any one city are staffed by personnel from CAD, Advertising, Marketing, Information Services, Data Processing, and our own department, P.A.D.

Action taken in these meetings is then presented to Mr. Ted Armstrong for revision or approval. The results of his approval take shape in the many campaigns now scheduled throughout the United States, Australia and Canada.

Since the last *Bulletin*, three more sites where Mr. Ted Armstrong will speak have been selected for 1974:

Sydney, Australia — May 2, 3, 4. (In Sydney, Mr. Armstrong will speak in the new Opera House which has received worldwide acclaim. By booking an early date in May, Dennis Luker expects a capacity crowd of 2,600.)

Nashville, Tennessee — October 25, 26, 27.

Buffalo, New York — November 15, 16, 17.

Also, Mr. McCullough would like to reopen the campaigns in Canada — so we will be in touch with all of you north of the border shortly!

The speaker assignments for the newly selected cities listed in the last *Bulletin* have now been made and are as follows:

St. Louis, G. T. Armstrong, Jan 25, 26, 27

Raleigh, D. J. Hill, Jan 27, 28

Kingsport, C. W. Cole, Feb 1, 2

Columbus, A. Portune, Sr., Feb 2, 3

Dayton, D. L. Antion, Feb 23, 24

Knoxville, C. S. McMichael, Feb 22, 23

Cincinnati, G. T. Armstrong, Mar 1, 2, 3

Wichita, A. Portune, Sr., Mar 9, 10

Houston, G. T. Armstrong, Mar 30, 31, Apr 1

We are already beginning to schedule into the autumn and winter of 1974-75, but more about that next time.

The results of our most recent campaigns (Indianapolis, Tulsa, and Honolulu) are in and most encouraging.

City	Date	Attendance		Study
		1st night	2nd night	
Indianapolis	Nov 17, 18	1,224	1,007	51
Tulsa	Nov 18, 19	1,350	750	110
Honolulu	Nov 24, 25	291	297	12
Spokane	Dec 1, 2	735	671	40
Memphis	Dec 2, 3	1200	756	25
Orlando	Dec 8, 9	1100	705	19
Portland	Dec 9,10	1860	1450	85

Attendance at the first service following a campaign is always interesting, but the ultimate fruit of any one campaign is a cumulative growth over six to twelve months. These figures show we are certainly getting a good *start* in the right direction.

By the time you receive this issue of *The Bulletin*, Mr. Ted Armstrong will have completed the first two campaigns (Bakersfield, Seattle) of a new series of Personal Appearances. Presently, he is also scheduled to visit St. Louis, Cincinnati, Houston and Sydney, Australia through May 1974.

The Bakersfield campaign produced an *overflow* crowd all three nights. Attendances for Friday, Saturday and Sunday nights were 1768, 2120, 1914. Friday night we had to turn away approximately 200 people. By the following evening an adjoining hall was acquired to accommodate the overflow. At least they were able to hear the message.

The crowd in Bakersfield was the smallest of the new series (averaging 1940), but provided a warm, enthusiastic audience for this "warmup." This campaign was particularly important as it provided a live audience rehearsal before beginning television taping in Seattle, St. Louis and perhaps Cincinnati for the summer specials.

For those families interested, the college chorale and band members are as follows:

Chorale

1st Soprano

Marsi Gordon, Big Sandy
Anna Helmuth, Pasadena
Virginia Hockwald, Pasadena
Debrah Kraemer, Pasadena

2nd Soprano

Karin Gab, Pasadena
Arika Pendry, Big Sandy
Cindi Woollaston, Big Sandy

1st Alto

Kathy Batchelor, Big Sandy
 Louise Rubin, Pasadena
 Julie Wills, Pasadena

2nd Alto

Jan Peterson, Big Sandy
 Pat Porter, Pasadena
 Pam Redd, Big Sandy

1st Tenor

Sandy Gordon, Big Sandy
 Mike Isaac, Big Sandy
 Kent Wilson, Pasadena

2nd Tenor

Harold Barksdale, Big Sandy
 Mike Eash, Pasadena
 Mike Hale, Big Sandy

Baritone

Gary Pendergraft, Big Sandy
 Rex Sexton, Big Sandy
 Jim Tuck, Big Sandy

Bass

Jim Bates, Pasadena
 Bob Grace, Big Sandy
 Bronson James, Pasadena
 Phil Perkins, Pasadena
 Fred Whitlark, Pasadena

Band

Tim Butz, Big Sandy
 Mike Cox, Pasadena
 Creighton Miller, Big Sandy
 Larry Carlson, Pasadena
 Harold Reimann, Pasadena
 Dean Wheelock, Pasadena
 Bruce Clausen, Pasadena
 Gary Briggs, Big Sandy
 Leonard Zola, Pasadena
 George Pendry, Big Sandy
 Charles Vinson, Pasadena
 Norman Rowe, Big Sandy
 John Payne, Big Sandy
 Fran O'Neal, Big Sandy
 Houston Wheeler, Pasadena
 Ron Barksdale, Pasadena

I think it will be interesting to relate how Satan attempted to halt, or at least tried to spoil, the campaigns in Australia and New Zealand which Mr. Hill conducted and Mr. Steve Martin emceed. It began before Perth when a series of strikes

occurred. The mail strike made it impossible to get advertising materials to the Sydney office. This was alleviated by using an air parcel service. It was doubtful the letters to subscribers would make it, but they did. The brochures and lit cards had to be delivered via personal baggage to Perth.

Then wiring problems developed in a projector unit which had operated perfectly for three years until just before the campaign. An audio problem also developed which was finally solved an hour before the first meeting.

In Melbourne, an electric strike occurred three days prior to the campaign. When such a strike occurs, public meetings are banned. However, our men were able to locate several generators and were able to light the house, projectors and most of the stage lighting. They were also able to send a letter to the mailing list and add a sentence to the newspaper ad notifying the people that the campaigns would still be held despite the strike.

Of course, you also heard about the hall in Auckland burning down. Other smaller things happened, hampering things slightly, which had not occurred before. As a whole, however, all went well and the meetings were successful as they were in Perth and Melbourne. The Sunday night total attendance in Auckland was 736, and on Monday night 600 attended. A total of 350 new persons attended each night.

That brings you up to date on campaign news! Again, all of us here want to thank you for your efforts in helping us get this far. But there is one other way in which you can help us immeasurably — particularly after a campaign has been held in your area. Bury us with ideas and suggestions. We can use all the help in every facet of the campaigns we can get.

Several of the ministers have already made some strong contributions in this regard. Following his experience in Minneapolis, Bob Jones sent us some very helpful ideas about scheduling. Just recently Ray Pyle made a comment concerning providing transportation for those otherwise unable to attend which we intend to use in the future.

What may be obvious to you very well may *not* have yet occurred to us! So please "keep those cards and letters coming in."

With your help these campaigns will be successful. The whole program is now beginning to gather momentum at a time when world events seem to be hurtling us toward the end of this age as never before. There is much yet to do! Please continue to remember us in your prayers.

— Al Portune and Sherwin McMichael

Church Administration

DAVID L. ANTION

A cheery hello to the ministers of God!

I say "cheery" in spite of the rain in Pasadena today. The weather has been cool here, especially in the evenings, or else I just notice it more now since we've turned our thermostat down.

Tulsa Campaign

Since I last talked with you, I have been to Tulsa for a very major experience in my life. I was there to conduct a two-night campaign on the 18th and 19th of November. We had wonderful cooperation from our whole team which included Al Portune, Jr., Buddy Marino, Leslie Reed, John Beaver, Jim Redus and wife, and the dedicated people of God's Church — especially the Tulsa chorale and their director, Carl Fritz.

The Tulsa Church was alive with enthusiasm and service in that campaign while doing the ushering, setting up the literature displays, and myriad other tasks. It was a comforting feeling to know that so many dedicated people were helping during the campaign.

Needless to say, I was quite nervous. I usually am a little nervous before any speaking engagement — even Sabbath services. I think every speaker tends to be that way. However, in a situation like this — with a strange hall, stage lighting, informal remarks with no podium or lectern, and an outside audience — it is even more intense and stressful.

But under stress — with adrenalin flowing freely — the mind tends to be sharper, more alert and all functions of the body seem to perform more at a peak than at other times. So there is an advantage if the nervousness is controlled into proper channels.

I hope that many of you will have the opportunity to experience a campaign in the future, for it is truly an *experience!*

Thirteen hundred and fifty people were in attendance on the first night — which was Sunday. On Monday night, the audience was down to approximately seven hundred and fifty to eight hundred. However, on the second night, we estimated that less than one-third were members, which still gave us a very fine outside attendance.

It was the first follow-up Bible study which was

the most encouraging of all. I just heard from Jim Redus today regarding the attendance at that first Bible study! He estimated that about one hundred and fifty new people came to the study.

Jim took the second study during which he explained the Sabbath day. Sixty-one new people were in attendance. This was considered excellent in my opinion since it was pouring down rain in Tulsa! Jim promised to keep me informed as to the progress of the follow-up studies.

Potpourri of News

The Land Sabbath write up has been completed and duplicated and should be on its way to you now. Most of you will probably receive it even before you receive this issue of *The Bulletin*. As stated in the write up, it has been approved by Mr. Herbert Armstrong and Mr. Ted Armstrong. We are very happy to be able to cover this subject at this time. Even though it isn't one of the major subjects or doctrines of the Church, it still has affected many members over a period of years.

We also plan to go into the subject of firstlings, first fruits, etc., in some of our administrative study group sessions. Mr. Dale Schurter and the Big Sandy Agricultural Department will also participate in some of the studies and give us information they have on hand. We hope to be able to get some firm policies on this to you as well.

Mr. Armstrong's new booklet on *Marriage and Divorce* has been printed. The press had to rerun one signature as a result of a misprint, but it should be in your hands by now. It is available to members upon request.

A package for conducting follow-up Bible studies has recently been completed. This package was mostly a result of an assignment given to one of our regional directors, Ken Westby. He counseled with many of the pastors in his region and they came up with very fine recommendations for the follow-up studies. So with their input, we have a nice package which we will look over for final approval and then mail to all of you as overall recommendations for follow-up studies.

By the way, this is the first edition of the new *Bulletin* which will go to not only ministers, but to department heads, certain supervisory personnel and other administrative personnel. Mr. Sedliacik will continue to see that *The Bulletin* gets out on time and to see that it gets distributed as soon as possible.

Mr. Ted Armstrong is conducting the campaign in Seattle this week end (Dec. 14-16). Mr. Herbert Armstrong plans to stop there before returning to Pasadena. We here are eagerly awaiting Mr. Arm-

strong's return — desiring the news of his latest trip to foreign countries and witness to high officials.

Since you have all heard about the Shreveport-Texarkana situation, I will not mention anything further except to say that if any problems arise in your area as a result, please contact your Regional Director and Headquarters immediately. Thank you.

New Reimbursement Procedure

A new system of expense reimbursement, operated by Traveletter Corporation, of Connecticut, is under study by the Accounting Department. If adopted, it should prove very helpful to the field ministry. Since there is a reasonable possibility that the new system may be put into use, I thought it might be helpful to mention the system to you and at the same time alert you to the possibility of the return of your present allotment amount.

Several experiences with men who have moved from the field to other areas have shown us that there is a tendency to mix expense allotments with personal funds. It is easy to understand how this can happen if separate accounts are not kept.

The current system of reimbursement, as it presently operates, was started in 1970 and is based on a reimbursement of a *cash advance allotment*. This allotment is the amount that generally covers the minister's expenses for a month and one-half. However, it is possible that some of the allotments may not adequately cover your expenses, because the allotments have not always been updated as responsibilities or living costs have changed.

The reason for the month and one-half allotment is best explained by example. If a man's average monthly expenses are \$150, then the cash advance would be \$225. In theory, the \$225 would be advanced before expenses would have to be met. This means that a minister would never have to operate out of his own pocket, because the extra half month's expenses would cover him until a check could be returned to cover the amount of the month's expenditures.

Whenever a check is received which equals the expenses of the previous month, this check does not pay the man for expenses he has already incurred, but rather it brings the allotment back up to its normal level so that he will be able to meet expenses of the coming month.

The allotment is an asset on our books — it does not belong to you, the minister, but rather to the

Church. The total amount of all the allotments in the field is presently over \$60,000.

Actually, there is a twofold need for any man with an expense allotment to keep exact records of his cash advance. One is for our own accounting records, and the other is for the IRS requirements. At any given time, he should be able to balance his account and be sure it is all there. That is, he should be able to take the total of all unreimbursed expenses, add it to the amount of his allotment that is left and arrive at the total of his full cash advance. It is a process very similar to the balancing of a bank statement.

The Traveletter system under study has as its primary objective to reimburse you in the field more frequently and on a more rapid basis than is possible with the present system.

Basically, it means that you will be able to receive reimbursement weekly for *that week's* business expenses while only having to report on a monthly basis. This will be accomplished by being able once a week to go into a local bank, hotel or other business establishment and receive cash immediately.

The one major departure from the present system that most of you will note is the recommendation by Traveletter that there should be no, or very few, permanent cash advances. This approach should cause no hardship on any individual, however, because most of you use credit cards for most of your work-oriented purchases. Since you will be receiving reimbursement weekly and paying bills monthly, you will actually accumulate enough to keep you "ahead of the game."

We in CAD are in favor of the Traveletter system. We have studied it with our Accounting Department and feel that it is a much more sophisticated and usable system. It is felt that controls will be just as effective as any other system and with much more flexibility.

However, if adopted, *you will be notified* in advance when the system is ready. Also, detailed instructions of how to use the Traveletter system will be given to you. This is just a preliminary discussion to acquaint you with our planning.

D & R Cases

I am pleased to report that evaluation of divorce and remarriage cases is almost brought up to date. Memos regarding all cases received prior to November first will be in the mail by December 7. Out of the backlog of over 100 cases, all but two dozen have been finalized. The unfinished cases are being held until we can personally review certain principles with Mr. Herbert W. Armstrong

after his return from Asia. We hope to clear out these cases soon after his return, but will write the minister concerned to let him know which specific cases are being delayed.

If you have not received word from Dr. Zimmerman about any case in your particular area, please communicate with him to see whether the write up may have gone astray.

After counseling with Mr. Armstrong, Dr. Zimmerman hopes to be able to pass guidelines on to you which will simplify and make more uniform our handling of this delicate and important part of our ministry. He reports, however, that most of us are in unison already and he is thankful for your cooperation.

Tithe Envelopes

The following announcement comes from Mr. Richard Rice of the Mail Processing Center. It should be read before all congregations in the U. S.

"Apparently some members are unsure when they should request additional envelopes for sending in their regular tithes.

"For the record, we do not send out tithe envelopes at regular intervals to the entire membership since we have no way of knowing when their supply runs low. (The only exceptions are the special Festival envelopes.) Therefore, members should request more tithe envelopes for themselves when they need them.

"Be sure to request more envelopes *before* you run out. Allow at least a couple of weeks for your request to get to Pasadena, be processed, and the envelopes to make the return trip to your address. In addition, from now until January it would be wise to allow an *extra* week for delivery because of the clogged holiday mail."

Ministerial Journal

Again we would like to remind you that material for the Journal is welcome. If you have outstanding sermons, titles, jokes or reprints that would be useful; original writings on various subjects regarding the ministry, the Bible, or pastoral administration, please send them to us via your regional director. We depend greatly upon our regional directors' staffs to help us streamline our work as we have cut down to a relatively small staff here at HQ.

Thank you very much for your cooperation. Please don't hesitate to call on us for whatever we can do to be of help to you.

Until we hear from you, or write you again, God be with you in your work for Him.

—David Antion

BABY NEWS

Michael and Dorothy Allamby (Cleveland, Ohio): Dorothy and I wish to announce a most fruitful blessing bestowed upon us in the form of a 9 pound, 5 ounce girl on October 22, 1973 at 8:50 a.m. For now you may call her *Audrey Lonell*.

Larry and Linda Smith (Mobile, Alabama): Twelve hours of labor yielded our first fall harvest — an 8½ pound girl named *Autumn Lynn*. She was born October 20. Mother and father are happily enjoying the "fruit of their labor." □

MARKETING — MPC

(Continued from page 2)

answer his question, or send one of our form letters to explain that questions are no longer answered directly from Headquarters. The P. O. box number of our minister closest to him is given in the memo should he desire to contact the minister regarding his question or any other help he may desire.

If our men in Personal Services feel the question is of a serious enough nature, the letter is forwarded to the minister nearest to the inquirer to handle as he sees fit. The inquirer is then notified of this action by form letter and the box number of the minister and a WATS line number are given. Should the individual *not* desire to have any contact with the minister, he is instructed to write to him in care of his box number or call Headquarters.

These procedures are being coordinated by CAD and are presently being implemented in our letter handling system in Personal Services.

— Richard Rice

LETTER COMMENTS

THE GOOD NEWS

We have received numerous and varied responses to the new GOOD NEWS. The majority are favorable and glad to be able to receive this material. A few are critical, and suggestions have been received. Examples of typical responses follow.

Some Want It All

"Thank you for the November 1973 issue of *The GOOD NEWS*; I'm very pleased with it.

"I note that this is issue number 4 of Volume

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Financial Affairs

FRANK BROWN

Greetings once again from the Business Office, and a special greeting to all our department heads here at Pasadena and at the other campuses! Certainly, having a larger audience to write to expands the scope of news from this area.

We are presently in the throes of budget preparation for '74, as I mentioned previously, but we are now in the final stages of preparing an overall summary for Mr. Ted Armstrong before final approval is given.

As I write this today, we are going through a second look at requested expenditures for 1974 with a view to completely balancing the budget. This should be ready within a week for final approval. All the resources of the Business Office have been thrown into this monumental task.

Our first look at summary totals indicated that we were going to miss our target by a considerable amount — if we were to give every department what they asked for. Much careful and selective reduction in expenditures has already been made. Once again we are looking at a year of retrenchment in 1974 and will not be able to do as much as we would like to in the area of radio and television. We will *not* cut back over 1973 levels — in fact we will have a fairly healthy increase... but, the really big push may have to wait another year! A coordinated effort between all elements of the first commission is vitally needed, and much work is being done to that end. Naturally, our priorities have to be established with our mainline activity of preaching the Gospel first and Church support second. This, of course, will mean a certain amount of reduction in service and support activities here at Headquarters. We may find, for instance, that we will be emptying our own wastebaskets and dusting desks — a small price to pay for freeing up dollars for more important functions of the Work! With inflation eating away at our buying power, the Work lost over *two million* dollars from this cause last year! And, with the energy crisis looming darkly over 1974, I think you can realize that there may not be too many years left to do a really effective work. By the time we produce the next Bulletin, perhaps I'll be able to give you more details on the plans for 1974 and how they will affect *your* area of responsibility.

In the meantime, there is no reason for pessimism or "expecting the worst." On the contrary, the

staff here in the Business Office (and that includes our "resident conservative" Dennis Stauffer!), as well as all the division heads, are very *optimistic* about 1974 being a good year for the Work all around! Frankly, despite the bad news we read in the newspapers and see on television, the climate has never been better for doing an effective job in reaching people!

Since this is the first Bulletin to an expanded list, I thought it might be good to give all of you a little insight into the workings of the division known as Financial Affairs. Basically, the division falls into two distinct areas. The first concerns operations and services, and the other concerns administrative services. Under financial services, we have Accounting, Personnel, Property Management and Purchasing. Administrative services include such activities as Plant Maintenance, Transportation and General Services (Custodial, Landscape, Office Services, and Security departments).

The following is a brief synopsis of each department's activity:

ACCOUNTING DEPARTMENT

Moving a mountain of paper work is the daily task of the 50 full-time and part-time employees who staff the Accounting Department. The Accounts Payable section alone (just one of eight sections comprising the Accounting Department) annually processes over 97,000 vouchers and invoices, 9,500 purchase orders and 48,000 checks, not to mention the paper work involved in state sales tax reporting; mortgage, contract and loan repayments; and the proper classifying of all transactions for budget and general financial reporting purposes.

Mr. James Johnson heads the Accounting Department. Under his direct jurisdiction is the Administration Section which provides financial information for management, performs special cost studies, reports to government agencies, assists management in preparing budgets, and supervises the intricate workings of the other sections.

In the Fixed Assets section, personnel gather information concerning cost, location and disposition of our 65 million dollars' worth of land, buildings, equipment and furnishings. The Data Base Manager section maintains the accuracy of all computer-generated budget and general financial reports, and Cost Accounting provides data regarding the cost of each activity performed by the press, the TV and radio studios. In the area known as Cash Receipts and Tabulation, employees tabulate, record and bank all funds received at

Headquarters, and they are also responsible for the maintenance and reconciliation of our bank accounts and income reports. The Payroll and Accounts Receivable section collects and records all payments on student accounts, maintains a computerized payroll system for 2,000 employees on three payrolls, and issues over 50,000 paychecks annually. Under the direct supervision of Mr. Jack Bicket is the International Accounting section which coordinates reports from all offices, colleges, feast operations and Imperial Schools outside Headquarters. Recently organized, this section is expected to facilitate decision-making and the use of funds when it is fully operative.

GENERAL SERVICES

The General Services area, headed by Mr. Ellis LaRavia, includes the Custodial, Landscape, Office Services and Security departments. It is a diverse group of departments, but, as indicated by the names, all have one basic goal: SERVICE.

The Office Services Department is the newest of the four. Just ten months old in its current organization, the department was officially established January 22 of this year under the management of Mr. Fred Gilreath. This one department coordinates the activities of eight service areas: Campus Mail, Communication, Duplicating, Machine Maintenance, Microfilming, Office Equipment Pool, Office Supplies (Central Stores) and Records Retention Center. The combining of these eight areas into a single department permit centralized control of scattered service functions, the standardization of procedures and equipment, and the securing of cost-control data on office overhead.

Ensuring the beauty and cleanliness of the Ambassador College complex is the responsibility of the Landscape and Custodial Departments. Directed by Mr. LaRavia, the Landscape Department employs 28 full-time men and 35 part-time students "to dress and to keep the Ambassador College campus and grounds as beautiful and as natural as humanly possible." The department is divided into three major sections: (1) Campus Maintenance which oversees the care of thousands of trees and shrubs, a campus irrigation system, and new landscaping such as the auditorium project that will include the planting of 150 large trees and 5,000 shrubs; (2) Area Maintenance which handles all routine mowing, edging, watering, weeding, fertilizing and clean-up of all areas; (3) Departmental Services which maintains over 1,000 indoor plant containers, 91 flower beds, propagation of thousands of plants in the greenhouse, and all disease and insect control.

The Custodial Department is staffed by a battery of full-time employees, Ambassador College students and Imperial High students, whose goal it is to provide all other operating and service departments with a clean and cheerful environment in which to accomplish their work. Mr. Marvin Lindsey supervises the Custodial Department. His crews wash approximately 239,000 square feet of window glass; vacuum and shampoo 37,000 square yards of carpeting; maintain over 400,000 square feet of hard-surfaced flooring; clean and sanitize 28,000 square feet of restroom, shower and dressing room space. The men also prepare and bottle the cleaners, shampoo and liquid hand soap used on the job.

The prevention of crime and vandalism within the boundaries of Ambassador College properties is the prime responsibility of the Security Department. Operating under the direction of Mr. William Sprouse, a staff of eight full-time personnel and four student employees works in shifts around the clock to patrol college properties and to handle secondary responsibilities of regulating traffic conditions, rendering emergency assistance, and maintaining the master lock systems. The women employees assist in the office duties while the men serve as patrolmen and dispatchers. The college locksmith is also a Security Department employee and is responsible for setting proper lock combinations, cutting all keys, and maintaining all lock hardware.

PERSONNEL DEPARTMENT

The latter half of 1973 has been a period of major change for the Personnel Department. Operating under a redefinition of departmental goals and purposes, Personnel has been able to reduce its staff by over 50 percent through the elimination of testing and training programs. In-depth testing of employees and prospective employees is now being handled by outside agencies. The training of secretaries, receptionists, and middle management personnel is now under the auspices of each department.

Personnel's work force currently numbers eight persons, including George Warner, Department Manager; Bob Seltzer, Compensation Manager; Morgan Olsen, Benefits Coordinator; and John Walker, Employment Officer.

Mr. Paul Royer, formerly the Personnel Director, is now engaged full time in writing for *The PLAIN TRUTH* and other college publications.

The more specific goals and services of the Personnel Department will be spelled out in future issues of *The Bulletin*.

PLANT MAINTENANCE

This department was recently added to the administrative services area of the Finance Division and is headed up by Mr. Robert Ashland. It is basically responsible for the physical and mechanical maintenance of the Ambassador College plant, and is also structured to undertake certain small remodeling and construction jobs. Mr. Ashland coordinates the work of the campus architect, the plant engineer, the interior decorator, and the fire and safety inspector. He also oversees Mr. Jim Snook who is in charge of the mechanical maintenance areas.

Expect to be hearing more news from this area in future issues of *The Bulletin*.

PROPERTY MANAGEMENT

The purchase and sale of real property is handled out of the Financial Affairs Office by Mr. Gene Michel. It is also his responsibility, as Property Manager, to prepare property tax exemption reports for city and county officials and to schedule the payment of taxes on all college and Church-owned properties in the United States. He is assisted by Mr. Bill Evans, who locates housing for ministers and key personnel transferred to Headquarters. A licensed real estate agent, Mr. Evans also assists employees in their housing needs when he is not out of town making security arrangements for the Personal Appearance campaigns.

PURCHASING DEPARTMENT

Purchasing is the service arm of the Financial Affairs Division which aids all departments on campus in acquiring capital equipment and supplies. Backed by the total buying power of the Work as a whole, the staff buyers are able to negotiate and effect savings in the hundreds of thousands of dollars annually. Major savings are realized in buying direct from the manufacturer whenever possible, in standardizing equipment and furnishings, and in obtaining maximum cost effectiveness by thoroughly researching which equipment will deliver the most for the money.

A continuing program of training and education enables the buyers to keep abreast of the latest technological advances so that they can act as an advisory unit, as well as the purchasing agent, for each department.

It is also the Purchasing Department's duty to keep informed on current laws, rules and regulations affecting the purchase and delivery of required materials.

The purchasing staff of 12 full-time employees

and one student employee is headed by Mr. Gordon W. Royer.

Among the department's more recent activities has been the rendering of assistance to those making technical arrangements for the Personal Appearance campaigns. In mid-November, Mr. Bob Haydon of the purchasing staff accompanied TV studio's Tonny Vanderleeden to Seattle to finalize arrangements for the taping and telecasting of Mr. Ted Armstrong's upcoming campaign in the Seattle-Tacoma area. They negotiated with the Opera House for the rights to televise, and with Northwest Mobile Television (KING-TV) for equipment and personnel needs.

On the personal side, an assistant buyer in the department, Mr. Ernie Prociw, was married November 25 to the former Carol Holcomb. The ceremony was performed in Portland, Oregon. The new Mrs. Prociw is the daughter of Mr. and Mrs. Douglas Holcomb of the Portland Church, and her husband is the son of Mr. and Mrs. Steve Prociw of Big Sandy.

TRANSPORTATION

Situated on the corner of Pasadena Avenue and Green Street is the Transportation Department — a modern facility maintained by 35 full-time and 8 part-time employees.

This department has grown as the Work has grown. It started out with a couple of secondhand vehicles in the early 1950s until today it contains six different sections which serve the entire Work with over 500 vehicles of all types and descriptions.

The department head, Mr. Leonard Schreiber, came to the college to head the department in 1967, and, in the years since, has selected men of experience and ability to assist him. His administrative assistant, Mr. Stan Erickson, coordinates the activity of the other sections to enable the total output of the department to be channeled in the proper direction.

Another key man on the staff is Mr. Archie Hall, the service manager. His section keeps the wheels rolling on all the campus vehicles, ranging from battery-operated electric carts up to the giant tractor-trailer rigs which cover the U. S. A. from coast to coast.

Fleet section has as its primary function the task of keeping the ministerial fleet moving. The section head, Mr. Alex Kroska, gained his experience in buying and selling new and used vehicles by working in his father's dealership in Minnesota from age seven until he entered Ambassador College in 1963. With this background, Mr. Kroska is

able to soundly advise the men in the field when they need to exchange vehicles or to repair their fleet cars.

Heavy equipment section has been and continues to be the prime mover of large loads around the United States and parts of Canada. This section has transferred almost 100 families this year from the East Coast to the West Coast and from Canada to the Gulf Coast. They transport everything from booklets and magazines by the ton to the giant tents for the Feast in Penticton. The section head is Mr. Lyle Sell. His area also supplies temporary loan vehicles to the campus departments from the Motor Pool, and disposes of the tons of paper and other waste which the Press and other campus departments produce in getting the work done.

Need something picked up in Orange County immediately? Someone needs to be taken to Los Angeles International Airport at 1 a.m. Sunday morning? Mr. Merle May is the man to call in the Dispatch section. Day or night, the men of the Dispatch section are on the go to handle chauffeuring assignments, to pick up and deliver critically needed items for the Press, TV Studio, or to perform a hundred other varied assignments. Mr. May is perhaps the employee with the most years in the department.

Ever wonder how our radio tapes get to Guam or our TV video tapes to Canada? How about getting Mr. Plache's or Dr. Meredith's personal belongings to the Bricket Wood campus? This task is handled by Mr. Dave Simpson and his Shipping and Receiving section. They handle 85% of campus incoming and outgoing shipments of a great variety of goods. Mr. Simpson has headed this section since 1965, and although Shipping and Receiving has changed locations several times in the past few years, his section has continued to fill the needs for the Work in receiving and distributing goods to the departments and in getting the booklets and tapes out to their destinations.

As you can see from the foregoing synopses, the Financial Affairs Division is essentially a service division supporting the mainline functions of the Work, and, as such, is a conglomerate of many activities that were once carried out by individual departments to serve themselves. Under a program of centralization, many of these service activities have been unified with a subsequent savings in both money and manpower.

As time and space permit, we will be bringing you information from each area that will be of general interest to everyone.

— Frank Brown

LETTER COMMENTS

(Continued from page 11)

XXII. Can you supply all consecutive back issues from Volume I, number 1 through Volume XXII, number 3? Cost? I would very much like to have them and will gladly pay whatever cost, including postage.

"Thank you for your help."

— Paul E. B.

Blue Springs, Missouri

New GN Has Their Approval

"You asked for comments on the first issue of GOOD NEWS which you now make available to serious readers of *The PLAIN TRUTH*. We approve of the magazine and believe that you picked a most opportune time to enlarge the circulation. World and home conditions are forcing many of us to see, for the first time, that the "best laid plans of mice and men" etc. are not enough. And so minds are opening here and there to the fact that the Bible is well worth opening again. So be it."

— Mr. L. E. A.

New England, North Dakota

Disagrees, But GN Is More Than He Hoped For

"Having just received and read from cover to cover my first issue of *The GOOD NEWS*, I felt called upon to write to you expressing my appreciation of the high quality and interest value of this publication. It appears to provide the more specific doctrinal presentations that I was hoping it would.

"Although I find myself in disagreement with some of the beliefs propounded by the Worldwide Church of God — in particular, the question of whether believers go to heaven immediately upon their death — I find your teachings logical, even refreshing, and always based on your reading of the Word of God; not what you think God and His prophets OUGHT to have said, but what they DID say. Again, I find this refreshing.

"Keep up the good work on *The GOOD NEWS*."

— J. Scott S.

Oakland, California

Will Help Her Church Work

"How very wonderful of you to send me this copy, the November edition of the GN. How I shall prize every copy. I could scarcely lay the magazine aside in order to do my daily tasks of the

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Media

NORMAN A. SMITH

Greetings to all of the ministers once again, and special greetings to all of the new readers worldwide who have been added to the list to receive the expanded Bulletin!

The active conflict in the Middle East and the related cramp in the energy picture has focused our attention upon the need for a "new ball game" in Television Production.

Mr. Ted Armstrong wants a much faster delivery time between program concepts and taping date. To produce a program on "Family Relations" as planned several months ago somehow doesn't seem appropriate when the world is beginning to collapse around us.

Previous lead time for program production was 12 weeks and we are now targeting for four weeks. The old schedule has been thrown out and Ted is now outlining to the directors a more current series of programs. We hope that each program series can be a more custom-designed product with enhanced creativity being displayed by the team assigned to work with each director.

The discarding of the old schedule along with some of the work presently in progress will necessitate many *ad lib* programs by Mr. Armstrong on those subjects presently dominating his thinking.

When we get rolling with the new plan, film and graphics support material will be produced for the kickoff program or programs in each series and then Ted will follow through with his own direct on-camera warning and witness messages.

We will no longer be providing *TV Guide* and other publications with program descriptions where a five- or six-week lead time is needed. On the positive side, we will be purchasing in the "TV Week" section of Sunday newspapers starred listings of three or four lines describing the outstanding programs when we know their subject matter four weeks in advance of publication date. Not all newspapers have this service.

We are planning a campaign using these starred listings in January, and more heavily in February during the Nielsen and ARB rating month. We have also asked Marketing Division's assistance in outlining a rating enhancement promotion campaign in five selected markets which would employ print advertising and possibly radio and TV spot purchases. Here's hoping we can finalize these plans and that Terry Warren and his group will be able to produce the print ads.

Daily Radio and Weekly TV Under Consideration

Because of the somewhat longer TV program taping, editing, shipping and scheduling times, we are considering the value of returning to the immediacy of a live daily radio program. This would of necessity mean dropping the TV program back to perhaps once a week combined with several one-hour specials throughout the year. Let me emphasize that we are extremely cautious in our considerations since we don't want to discontinue an effective routine before the payoff comes. Fred Peace and the marketing research group are doing a study on the effectiveness of daily TV as compared to weekly TV. Results for the first five months of 1973 showed a substantially lower cost-per-response on stations where we were on weekly as compared to daily. However, we must remember that there are many more messages available on a daily basis and the people may be developed spiritually by the increased frequency of exposure, even though they do not write a letter and request a booklet every day.

The key objective is to select the best possible broadcasting plan which permits Mr. Ted Armstrong to comment on current subjects with minimum restriction and encumbrances due to production times, shipping times, etc. The utilization of leased lines for distribution to a key group of radio or TV stations is being considered. At the moment, the cost still seems prohibitive for TV and the figures are not yet in for radio.

Spot Commercial Test

Results from the first five stations during the week of November 11 were appreciably better than I expected. The most impressive statistic was the average age of 31.8 years for those responding. This highlights the telephone's capability of providing a response vehicle for the younger generation.

Markets were selected ranging from those with previous daily TV and summer special TV exposure to those having no previous TV exposure and inadequate radio coverage. The variation in cost-per-response was relatively minor between these extremes. Figures on the five stations were \$7.42; \$9.01; \$8.44; \$9.06 and \$8.35 with the average being \$8.46 per response. This is airtime only. I presume a dollar or so will need to be added for telephone and processing costs.

A more detailed analysis will be coming from Marketing, but initial observations indicate that

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International Division

LESLIE L. McCULLOUGH

Greetings from the International Division!

As you know, the International Division of the Work of God encompasses many departments. And with the new format of *The Bulletin*, we want to include as many reports from the various departments in this section of *The Bulletin* as possible. This particular Bulletin we will be highlighting the Dutch Department in a report from Roy McCarthy, which I think you will all find quite interesting.

For some more developments in the areas under the jurisdiction of this division, we have good news from Canada. Tentative plans have been approved for the raising up of nine new churches and six Bible studies in the very near future. Of course, opening up this many churches and Bible studies will require more ministerial trainees, and so this coming June we're tentatively planning to hire 20 graduating students for the Canadian area. This is good news for the colleges and the graduating seniors who should be encouraged to know there is employment available upon graduation.

With the campaigns in Australia already history, new campaigns are being planned for 1974. We have learned much from the experience of the two campaigns held in Perth and Melbourne, and we now know that this form of reaching people can be very effective in overseas areas. We are tentatively planning for a campaign in Sydney in May of 1974, and Mr. Garner Ted Armstrong has agreed to personally conduct it. Of course, Australia is ecstatic over this news and has been able to rent the new Sydney Opera House, which has been much in the news as it took 13 years to build and cost 100 million dollars. Originally, it was to cost around 10 million dollars and require only a few years to complete. However, the design of the building was so unusual they ran into many troubles and problems, and after much tribulation finally finished it. This past October, Queen Elizabeth of England went to Australia to officially open the Opera House, so considering all these factors it is quite an attention getter right now with the Australian public and press.

We also have good news for Singapore. Guy Ames will be transferring from the Adelaide area in Australia to raise up a church and Bible study

in Singapore and to begin a fledgling office. The growth in the Singapore area has been such that we have needed an office there for almost two years; however, with the past budget cuts we had to put such an office off until now. I know Guy will enjoy this responsibility very much, and we also know that his experience in the Philippines will be of great value in this new area of God's Work.

We would like to welcome those who have been added to the list to receive *The Bulletin* and we wish to express our thanks that we can keep all departments advised of what the International Division is doing and planning to do in the near future. As previously mentioned, I would like to take the rest of the space allotted to us for the report on the Dutch Work by Roy McCarthy.

— Les McCullough

DUTCH DEPARTMENT

We wish to make the following report for general information to everyone. A more comprehensive article is being prepared for *The Worldwide News*, which should be ready soon.

The Dutch language Work started with the publication of our first *PLAIN TRUTH, de Echte Waarheid*, in September 1968. Since that time we have grown to become compatible and current with the English PT (since January 1973).

We now have a total circulation of 41,000. We distribute 13,300 of these on newsstands in Holland and Belgium. With the October issue we had a 6.8% response in Holland and a 6.6% response in Belgium. Apart from requests to be added to our mailing list from those who have seen a friend's copy, newsstands are presently the only real door being used in Holland and Belgium.

In May 1973 we started with a PT renewal program. We sent renewal notices to about 5,000 subscribers who had never had an annual renewal before. Forty-three percent of these have expressed a desire to continue their subscriptions to the magazine.

We are also renewing all those subscribers who have been receiving the Dutch PT for more than a year, have had a renewal before, but are not members, prospective members, co-workers or receiving the Correspondence Course. We have sent out renewals to another 8,872 who are in this category. We hope the renewal response will be equally encouraging.

The renewal program is allowing us to add new

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Bricket Wood

CHARLES F HUNTING

Greetings to everyone from God's Work in England!

In this first report for the new expanded Bulletin, I would like to bring our readers up-to-date on the latest developments in the Work and on the campus here at Bricket Wood.

With the year-to-date income from British mail and offerings standing at four percent (the major part of this increase being the result of a 50% Festival offering increase), this past year has been one of exciting experimentation in several phases of the Work.

In April our Mail Processing Centre moved under the same roof with Data Processing and the whole became an entity which has resulted in increased efficiency. Most of the terminal and key-punch operators in the former Data Processing section were assigned to work alongside the mail readers, thus eliminating a great deal of duplication in mail handling. Straightforward requests for literature or PLAIN TRUTH subscriptions are now directed to the terminal operators to be entered into the computer, while the remaining more complex mail is handled by a reduced staff of 14 student mail readers.

Mail Processing's nine terminals are manned by 13 students, two part-time and two full-time employees. Not only do we save in costs, we are able to provide co-eds with useful training should they later become faculty secretaries.

This new arrangement enables us to process 40,000 requests per month. The IBM system 370 (model 135) computer also enables us to service the French (in Europe and Africa), German and Dutch PT files.

While we continue to receive a steady stream of requests from people who have come in contact with *The PLAIN TRUTH* through other readers, the main boost to the mailing list this year has come through newsstands.

The Circulation Department has also seen changes in the past year, with its original function as a central statistical service expanding into a valuable promotional effort. As well as handling renewals, the department has experimented with PT insert cards, booklet inserts and computerized letters.

The present promotional program involves mailing ten issues of *The PLAIN TRUTH* to new sub-

scribers — the tenth issue being mailed in a special "renewal" wrapper which is to be returned if the subscriber wishes to continue receiving the magazine. Two further issues are then mailed, the twelfth containing an insert card with a reminder that the subscription has now expired. Two months later we send a final reminder with a response card to give subscribers a last chance to renew.

We have also initiated a system of insert cards which is designed to lead a person step-by-step through our many booklets. In this way we are making booklets available systematically so that a firm foundation is laid for those whom God is calling.

The program begins with an insert card in *The PLAIN TRUTH* offering a booklet which ties into one of the articles. Response has been encouraging. An insert offering *Does God Exist?* pulled in a response of 4.2 percent, while *Managing Your Personal Finances* attracted a 6.5 percent return. The latest insert, offering *The United States and British Commonwealth in Prophecy* in conjunction with the special PLAIN TRUTH on the European scene, has so far brought in a whopping 15 percent! The method is enabling us to put literally tens of thousands of vital booklets into readers' hands.

With the requested booklet we insert a card explaining why *biblical* topics are dealt with by an *educational* institution. The card offers booklets such as *This Is Ambassador College*, *Does God Exist?*, *The Seven Laws of Success* and *This Is the Worldwide Church of God*.

Those responding to this receive an offer of booklets revealing God's plan for mankind — publications such as *Why Marriage!*, *Born Again* or *After Death, Then What?* We also send a card advertising the Correspondence Course to those not already receiving it.

Next we offer booklets covering strong doctrinal subjects. The card presents these as part of a *way of life*, not merely as "religious" topics. Finally, the fifth insert card simply informs the reader that there is a visiting service available for those who would like personal counsel.

The system is very much in the trial stages, but response to the introductory card is running at well over 30 percent. One thing we have found is that the inclusion of an envelope actually *doubles* response!

An exciting development in the press should boost the Work in South Africa considerably. The first four lessons of the Correspondence Course have been translated into Afrikaans, and these will

be printed during February. Lessons 5-8 will be translated by the beginning of March, and in April we plan to begin advertising the course to the South African people. The complete course should be available during October 1974.

The Afrikaans course will be virtually identical to the English edition, but it will allow many South Africans to study the Bible in their home language. Hopefully, this will assist many more in becoming acquainted with God's truth and progressing toward conversion and membership in God's Church.

As far as the British phase of the Work goes, we project a PLAIN TRUTH subscriber list of 500,000 by the end of 1973. This will rise to 642,000 by December 1974. We plan to drop some 170,000 readers (or rather *non-readers!*) through our renewal system in the coming year, adding 312,000 new subscribers. The net increase of 142,000 will produce 28 percent growth during 1974.

In addition to the 642,000 magazines mailed directly to subscribers, we will maintain our newsstand circulation at 285,000. This will give us a total of 927,000 magazines — just short of a million — in a year's time.

In October we sent 61,000 renewals to British readers. Up to the present, some 9,000 have been returned and we are receiving a good flow daily. We will be sending three renewal notices in all, so those who "put off" responding but really are reading the magazine will not miss out. Those who don't respond at all are culled out as "dead wood" to cut down on printing and postage costs.

Of those who have so far renewed, some 350 have sent in first-time donations, the average donation running at £2 (U. S. \$4.80). These first-time donors are sent an official computer-printed receipt and a courteous letter of thanks explaining more about the scope of the Work in the United Kingdom and Europe. An attractively printed card is also sent along offering several basic booklets. Response to date has been very good.

On the mailing side we also have some encouraging news. We are able to pre-sort *The PLAIN TRUTH* each month for the British Post Office in order to qualify for a 20-percent reduction in total mailing costs. The computer groups subscribers into districts and cities. The magazines are wrapped and placed in postal bags specially labeled according to post office requirements so that delivery is speeded and money saved.

One new class added to the college curriculum this year has been a two-hour per week Human Relations course. Based on the Bible, this course is

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LETTER COMMENTS

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evening, as it (the GN) was there in my mailbox to greet me on my return from an important meeting at church. I am a busy member of the First United Methodist Church of Reseda. I have really found such help in your PLAIN TRUTH, but the GN will certainly fill a need, as I am a Devotional Leader in an Adult Bible Class, and need all the spiritual help available."

— Florence W.
Reseda, California

Just What He Needed

"Please send us a copy of *How to Study the Bible*. We found our first copy of the new GOOD NEWS magazine filled with things we needed and wanted to know. Thank you."

— Charles R.
Cincinnati, Ohio

Glad to Receive GN

"I am writing this letter in regard to your GOOD NEWS magazine. I received my first copy Saturday, which was November 3.

"I must say that this is one of the best religious magazines that I've ever read. I don't think Ambassador College could get across to the members and supporters in a better way than this magazine about what really is happening inside and outside of the college among its leaders.

"I enjoyed reading every article, especially the ones entitled 'Update,' 'But Where Is God's Work Today?', 'Collections on the First Day of the Week?', and 'What our Readers Say.'

"I'm thankful that Mr. Garner Ted took the time to extend to me a chance to receive such a magazine and I'll be looking forward to a copy every month. May the staff at Ambassador College keep up the good work and may God bless all of you."

— Mrs. Loretta T.
Cusseta, Georgia

Gives Some Suggestions

"Just received my first issue of GOOD NEWS and you requested comments on what subjects we are interested in. Just thought I'd say I would very much like to see an article on the Great Pyramid and who built it. Also an article on the origin of the various races would be most enlightening."

— Fred B.
Adelphi, Maryland

Publishing

C. WAYNE COLE

Greetings from the Publishing Division. We are pleased for this opportunity to contribute to this inaugural issue of the new *Bulletin*, and we are looking forward to bringing you exciting news from the publishing sector of the Work in following issues.

We want to introduce ourselves this time and give you a quick "tour" of the Publishing Division. In subsequent issues we plan to "zero" in on specific departments, functions and events to give you detailed behind-the-scenes information we think you will find interesting.

But now for the "overview" — just what does the Publishing Division do? Naturally our end product is printed matter. For instance, here in Pasadena we take 350 tons of blank paper *every month* and transform it into a stream of colorful, vital literature that flows to every corner of the earth.

However, there is much that needs to be done before one drop of ink touches any of that paper. Most people think of publishing as nothing more than gigantic presses, reams of paper and pots of ink. But that is only a part of the story.

Actually, the Publishing Division is composed of two major functions — editorial and printing.

The editorial departments are responsible for producing a finished manuscript package. The printing department then converts that "copy" into a printable form and duplicates it many times over.

Sounds simple enough, doesn't it? But it isn't. Take the December PLAIN TRUTH as an example. We had to produce *five* different language editions for a total very close to 3,000,000 magazines worldwide. That would make a stack almost three miles high! Coordinating the whole operation is a massive job and that is the responsibility of the Publishing and International Divisions in Pasadena.

There are editorial departments and printing plants in England and Australia as well as Pasadena, and each is responsible for its phase of the overall publishing effort. England handles the Dutch, German, French and British publications. Australia prints literature for much of Southeast Asia and New Zealand as well as Australia. Pasadena prints Spanish, French and English PT editions for the Americas. Pasadena also prints all

GOOD NEWS magazines and much of the other literature for other parts of the world.

Let's look at the editorial function first. In Pasadena there are four separate editorial departments. Editorial teams in England and Australia as well as News Bureaus in Bonn, Brussels and Washington, D.C. work closely with Headquarters editorial and foreign language departments to make our publications interesting and understandable to our readers who live in a wide range of differing cultural, educational, religious and economic backgrounds around the world.

Each department acts as a team to produce a specific product. They are all tied into the overall thrust of this Work and work closely with the TV Media Division to coordinate subject matter and publication dates. Oftentimes they must work under terrific pressure to make sure the job gets done on time. Let me introduce each team at this time. We will visit them all in detail in later issues of *The Bulletin*.

Dr. Herman L. Hoeh, of course, heads up *The PLAIN TRUTH* editorial team composed of 18 researchers, writers, editors and typists.

In the second editorial department another 18 men and women under the direction of Mr. Brian Knowles produce the new expanded GOOD NEWS magazine, booklets and reprint articles.

Mr. Richard Sedliacik is the third team. Assisted by his secretary, Nina Provence. He is now editing *The Bulletin* in addition to his other duties connected with the Correspondence Course.

The fourth editorial department is not generally considered "editorial." However, since one picture is worth 10,000 words, I am including our Graphics Art Center in the editorial category. Mr. Allen Merager heads up a group of nine talented young men who are responsible for the excellent visual appearance of all our publications.

Two other departments are associated with editorial — Photo Services and the News Gathering Center.

Dave Conn and a staff of six work closely with the editorial and graphics departments to provide many of the excellent photographs used in our magazines and booklets.

Gene Hogberg's News Gathering Center has been around for a long time and his staff of ten regularly contributes to *The PLAIN TRUTH* magazine, as well as produce the *News Bulletin* and provide up-to-date news research for the Media Division.

That takes care of the editorial function of the division.

(Continued on page 23)

Academic

MICHAEL P. GERMANO
RONALD L. DART

PASADENA

For this first issue of the expanded Bulletin, I would like to bring our readers up-to-date on progress toward accreditation.

Dr. Donald Deakins, Dean of Faculty at A.C., Big Sandy, spent three days recently conferring with officials at the Pasadena campus. A number of common staffing and curriculum concerns were discussed. At the top of the list of topics was regional accreditation.

Special concern was given to the coordination of campus accreditation requests. This was, in part, due to the fact that Ambassador has been regarded as a multicampus institution requiring inter-regional accreditation.

As a result, the accreditation application of one campus impacts that of the other. For when an institution conducts a substantial part of its work in the territory of more than one of the regional accrediting associations, no action with respect to its accreditation will be taken except in consultation with all of the associations in whose areas it operates. Joint, or at least closely timed accreditation, may be the result of such consultation. The Pasadena campus is presently seeking a fall 1974 initial accreditation.

At the heart of the accreditation process is a self-study. This is an analysis of the institution's educational resources and effectiveness by its own staff. Every major aspect of the academic program, the governing and supporting structures, the resources and services, are appraised in relation to the college's self-defined objectives. The self-study is followed by a visiting team of educators which further examine all aspects of the college.

Such a self-study is to be the result of the combined effort of faculty, administration and students. A Steering Committee and a number of Task Forces undertake the formal self-study and prepare the written report.

The Steering Committee for Pasadena includes the Chairman of the Task Forces and two students, Dennis Hallingstad and Sanford Beattie. Task Forces, their chairmen and their tasks briefly outlined are as follows:

Task Force on Campus Mission (Michael P. Germano). What is the educational task of the institution?

Task Force on Governance (Joseph T. Hanson). Is the institution well-organized for carrying out its educational task?

Task Force on Institutional Resources (James M. Petty). Are the necessary resources available for carrying out the task of the institution and do they provide for the stability and continuity of the educational programs?

Task Force on Operations (William Stenger). Are the programs of instruction, research, and public service adequate in kind and quality to serve the purposes of the institution?

Task Force on Environment and Student Life (Gilbert Q. Norman). Is student life on campus relevant to the institution's educational task?

Task Force on Program Evaluation and Review (Lawrence J. Petersen). Are the stated objectives being achieved? Is the institution involved in a continuous program of self-renewal?

Will keep you posted of further developments and related Pasadena campus news in subsequent issues of *The Bulletin*.

— Michael Germano

BIG SANDY

Greetings from Big Sandy. Writing material for this Bulletin has proven to be one of the more difficult challenges I've had to face since coming to Big Sandy. The reason is that just about everything I want to say to you gentlemen can be said to the entire church through the pages of the *Worldwide News*. Operating a college from year to year has a sameness about it that doesn't lend itself to exciting news.

Nevertheless, we have been doing some long-range thinking which would be good for you who are in a management position in the work to know and which we wouldn't want to publish in the *Worldwide News* because it is, in many cases, speculation.

One of the things that motivated the broad expansion of the Big Sandy campus in recent months has been the problem of having to turn down so many young people — children of long-standing members of the Church of God — who might very well be qualified to do college work and conceivably could even surpass many of the students we are accepting. Where we had to limit enrollment so strictly in Ambassador College, it meant the admissions committee had to be well nigh perfect to avoid an injustice. Since we obviously are *not* perfect, many injustices were done. We've accepted students who have "bombed out"

their first semester in college while turning down someone somewhere who could have made a smashing success.

Since this is the case, we've tried hard to develop a program at Big Sandy which will give a chance — a fighting chance — to as many young people as possible.

I think this is mostly what's behind the junior college program in Mr. Ted Armstrong's mind. Expanding enrollment in Ambassador College is one thing. But it creates an enormous financial burden for us if we have to carry those students through four years of college. By going to the junior college concept, we're able to terminate students honorably at the end of their second year. Therefore, we can give a maximum chance to a broad number of students while only retaining the best of those for junior and senior classes. This way, we get the broadest look possible at the youth of the Church of God for potential usefulness in the work later on and for development as pillars in the local church.

Meanwhile, we are also increasing the earning potential of all the young people who come to Ambassador College, and there's no way that can hurt the church. Also, the young people we send back to a local church area can act as a kind of leavening to raise the educational and the spiritual level of the entire church. At least this is the hope.

With this same philosophy in mind, we are beginning a pilot program this summer to try to use our facilities for most of the year. This summer we have a six weeks summer school program in which students will have a chance to take one semester of college work. Other colleges and universities commonly offer two semesters in the summer and we hope to do this, too, in future years. This year we are offering admission to summer school only to our rejects and defers of last year. We plan to accept the best of them into a full time program in the autumn. In future years, we hope to broaden the offering to other young people who may be going to a vocational school for nine months while wanting to take Ambassador College Bible courses during the summer.

Needless to say, we are still brainstorming these ideas and many changes in philosophy or concept may yet take place. Comments from any of you would certainly be appreciated. The summer school does place a little added burden on us here, and we wish to extend an invitation to faculty members at both of the other campuses to teach in the summer program in Big Sandy. If you're interested, please contact Dr. Donald Deakins immedi-

ately by telex or telephone and make yourself available.

With the increase in enrollment that we hope will take place at Big Sandy — and in fact even without it — we have a sore need for the development of new faculty members. Time and experience have shown us that the undergraduate degree from Ambassador College means a lot to us in a faculty member. By this I certainly don't mean to downgrade our faculty members who have their B.A. and other degrees from other institutions. However, all of you will realize the uniqueness of the Ambassador College education and the importance to our goals and purposes of having the right kind of faculty members.

Therefore, I'm currently on a recruiting program to try to find new faculty members for Ambassador College Big Sandy. Our greatest need is for instructors in theology and speech. For the most part, these are going to come from the ministry and that's why I'm mentioning it here. In the past we have tended to call a man on the phone and say, "Here's good news, you're going to . . ." Mr. Ted Armstrong has set the pace in changing that approach, and now-a-days we are trying as much as lies within us to offer a man a shot at a job rather than forcing him into it.

In this spirit we wish to offer to the entire field ministry, and in fact to any qualified employee of the college, the opportunity to discuss a career in education with us here in Big Sandy. We hope to develop a faculty improvement program wherein we assist and encourage our future faculty members in the obtaining of advanced degrees (a necessity for accreditation). If you have an interest in young people, and would consider teaching an honorable career, then get in touch with us. Send along a resume of your educational and other experience and tell us what you think you could do for Ambassador College Big Sandy.

If we look around the field ministry and select our own Bible teacher, we could very easily overlook any number of men who would really like to be considered for the job and are just as well qualified as the man we select. It would then become a problem of "who you know" rather than "what you know."

By far and away the most important qualification for a faculty position at Big Sandy is *desire for the job*.

If this sounds like a "help wanted" ad, it is. We want and need help in every area of the faculty. As I mentioned already, our most pressing current need is in the theology and speech area, but if we are going to double the size of the college from its

present status, that means doubling the faculty as well. Virtually every department in Ambassador College will have need of "just the right man." Frankly, we would much rather select from a list of a dozen applicants who *want* the job than to have to sit down and scratch our heads and figure out who we can talk into it!

Let us hear from you.

— Ronald Dart

MEDIA

(Continued from page 16)

the news programs give us a much lower cost-per-response than movies, *Marcus Welby*, and the *FBI*. Apparently people are too engrossed in the story to leave it long enough to make a phone call. A notable exception to this trend was the spot commercial on "After Death, Then What?" placed in the movie *Brian's Song*. The emotional impact of this real-life story no doubt was a significant factor in lowering the cost-per-response to the news program figure.

The WATS-line phone number is now being announced on the radio program also.

That's all I have time to report in this first expanded issue of *The Bulletin*. We'll be keeping you posted on what's going on in The Media Division in upcoming issues.

— Norman Smith

INTERNATIONAL — DUTCH DEPT.

(Continued from page 17)

subscribers to the mailing list without increasing the overall printing and postage costs.

We have now printed the tenth lesson of the Dutch language Correspondence Course. Our total student enrollment now is 3,586.

In addition to the above, we have 25 or so Dutch language booklets and reprints available to offer as additional reading to our readers and students.

We have a rather unique situation in Holland. We actually had a church meeting in Holland in December 1967, almost a year before we had a Dutch language Work. The Church was meeting once every six to seven weeks, but since the Feast of Tabernacles in 1970 a weekly service was started in Utrecht, Holland. The average weekly attendance is 65.

There are now 40 members in Holland and Belgium; approximately 90 prospective members; 250 co-workers.

The October issue of the Dutch PT was used to make an experiment with Reader's Circle in Hol-

land. Owing to late distribution in Holland, the responses are just beginning to come in. More news on this later.

We are now awaiting the confirmation of our 1974 proposed projections. Together with everyone else we are praying for the Work worldwide that we shall have the power and the means to further and complete our God-given commission.

— Roy McCarthy

BRICKET WOOD

(Continued from page 19)

the result of three years' preparation and intensive study into principles discovered by industry in America and Britain, with consultation from top leaders in the field of human relations in industry. This course is proving particularly helpful to supervisors in our departments and to students and faculty here at the college.

Growth in the Church Administration area is very exciting. We have recently received permission from Mr. Ted Armstrong to begin two new churches — one additional church in London and another near Bricket Wood to take the overflow from our already sizeable campus church. The new church near the college should begin with an attendance of around 350.

In addition, three new outlying Bible studies are being raised up — Edinburgh, Southampton and Plymouth.

Personal appearance campaigns are projected for the nation's major cities in the near future. The first of these will be in Birmingham early in 1974.

Recently we baptized our first member as a direct result of the newsstand operation. And many more prospective members have begun to contact us asking for counsel.

Until next time, cheerio!

— Charles Hunting

PUBLISHING

(Continued from page 20)

After the editors and artists have completed their work, the Printing Department takes over. There is more to printing than press work, of course. The original copy must be set to type, plates must be made and the presses set up for the printing run. This is all very complicated and expensive. In fact, the very first copy of *The PLAIN TRUTH* magazine to come off the press each month costs about \$19,000. From that point on, however, the cost of each subsequent copy drops consid-

erably and the overall average cost of each magazine is only about ten cents.

In future issues I'll tell you of the ingenious equipment now in use by the press — computerized systems undreamed of just a few years ago.

You may hear of some of the headaches as well — such as the critical paper shortage we must contend with. But it is an exciting job and we look forward to bringing you more news from the Publishing Division in the future.

— Wayne Cole



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