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HQ FULL OF EXCITEMENT! Headquarters is a beehive of activity and full of excitement following Mr. Ted Armstrong's announcement Friday, the 7th, of plans for renewed church growth; that the Pasadena campus will now become HEADQUARTERS for all administrative and support functions of the Church; and the decision to move the undergraduate student body to Big Sandy, Texas! Of course, momentous decisions such as these tend to send shock waves throughout an organization that are felt by virtually everyone to one degree or another, but enthusiasm is running high here in Pasadena.

Meeting after meeting is being held to get the wheels in motion for the implementation of both Armstrongs' directives. There have been continuing meetings of executive personnel regarding further changes necessary for moving church and college departments; changes in college and church personnel; plans for the new graduate school of theology in Pasadena; the ministerial education program here; and the myriad details that the undergraduate student move to Big Sandy will entail.

Mr. Ted Armstrong requested that his talk before the special employee-student assembly last Friday be tape recorded so that all churches around the world could hear his comments during Sabbath services. So be on the lookout for the tape.

CHURCH COORDINATING TEAM UPDATE The Church Coordinating Team has assigned me the task of reporting to you each week the results of our meetings. As you know, the team has been designated the responsibility of implementing Mr. Herbert Armstrong's and Mr. Ted Armstrong's desire to make the Church more visible, and to build a system by which the Church can more broadly preach the gospel as evidenced by growth.

After several meetings of the Church Coordinating Team, we have realized the tremendous value of bringing together into one group representatives of the various aspects of the Work. This has allowed the needs of the Church to come into sharper focus. This need to focus on the Church's primary objectives is brought out in the purpose statement of the Coordinating Team, which follows:

"The primary purpose of the Work is to preach the Gospel. The ministry, while bearing the responsibility of that goal, is also directly responsible to harvest those whom God calls as a result of this commission. It is the major goal of the Church Coordinating Team to facilitate the development of Church growth. To do this, we must first identify those activities that will achieve the Church's goals through a thorough analysis of the entire field ministry and its responsibilities and duties. All emphasis must be placed on productive efforts and appropriate placement of priorities."

The Church Coordinating Team will function as a staff unit, to Mr. Ted Armstrong for the smooth functioning of the Church Division. It is now my responsibility to chair the meetings and act as coordinator. Steve Martin will represent the area coordinators in their absence and function as secretary. We intend to keep the area coordinators, and each of you, fully informed of our progress via weekly reports. The area coordinators will receive minutes each week of our meetings (they will actually function as part of the Team when they are in town), and the Pastor's Report will bring a summary of the work of the committee to you each week to keep you informed of our activities.

As with any endeavor, we can become so involved with individual activities that we lose sight of the overall purpose. Therefore, it is necessary to be constantly reevaluating the work being done. We are attempting to refocus on the Work's primary objectives so that we may emphasize those functions that are most critical.

For too long many of us in the ministry and among the membership have been barely allowing our candles to shine out from under our bushel baskets. We have not allowed our light to properly shine to the world, but rather have tended to live in a closed society. All too many of you have lived a role of "maintenance men" in regard to your duties in the Church, while the membership (to a degree) has passively been waiting for Christ's return. Yet, as we view our collective responsibilities squarely, we see in the fullness of our commission a responsibility that is incumbent on all Church members to promote the Gospel of the Kingdom through their personal lives and own effort too.

We want to be sure that what we develop here in the Church Coordinating Team is balanced and orderly. We want to view, in a proper perspective, the changes that we know must be made in our priorities in order to fulfill the clear commission that Jesus Christ has set before us. Thus, there is a great deal of research and evaluation yet to be done in order to develop programs that we will be bringing to you in the near future.

We intend to provide a program concept directed toward growth and development as it reflects the Gospel being preached powerfully from every resource at our command. Examples of ideas now in the planning stages are: The reestablishment of local church Bible studies under a program that will utilize the expertise of our college faculty and HQ ministry. The goal is to make Bible studies an even more effective educational tool for stimulating member growth and development. Other ideas center on approaches you can use to stimulate growth in your areas, including such practical steps as church-page newspaper advertising of Sabbath services and Bible studies, special church meetings, evangelistic meetings, and lectures in various areas, and so forth.

As a follow-up to Mr. Ted Armstrong's sermon tape, you will be receiving a sermon outline which will expand upon the concepts given by Mr. Ted Armstrong. This outline begins what will necessarily be a process of development for the Church as we recognize the full weight of our responsibility to fulfill the commission that we have been given. We wish to have you give the concepts in this sermon outline to the Church sometime during the spring Holy Days.

Also, you are going to be receiving a survey to elicit your suggestions on successful programs you may have had in your areas to stimulate Church growth. Since member drain obviously blunts growth, this survey will also seek information to help us understand who is leaving the Church and why.

Many exciting things are happening here at HQ, which we will be reporting to you week by week. We want to keep you as fully informed as possible, and we will do our utmost to help you understand the steps we are taking, and the full reasons behind them.

--Ted Herlofson, Church Coordinating Team

WAYNE COLE TO ASSIST BOTH ARMSTRONGS Mr. C. Wayne Cole, who has served in numerous key positions since his graduation from AC in 1954 (most recently as director of the Canadian work), has been asked by Mr. Herbert W. Armstrong to serve him as his personal assistant in Pasadena. "I'll be acting as a liaison for Mr. Armstrong in coordinating and helping carry through with things Mr. Armstrong wants done," Mr. Cole said. Mr. Ted Armstrong subsequently asked Mr. Cole to also serve on the newly created ministerial management team established to assist GTA in his direction of the ministry.

GTA ATTENDING NAB CONVENTION Mr. Ted Armstrong and several others from HQ, including some of our TV staff, are attending the National Association of Broadcasters convention in Las Vegas through Wednesday of this week. The convention is an opportunity for Mr. GTA to renew acquaintances and meet new radio program managers. Hopefully, this will lead to more favorable times and stations for the World Tomorrow radio broadcast.

NEWSSTAND UPDATE: NEW GROWTH & CHALLENGES Growth of the Plain Truth newsstand distribution has been snowballing at an unprecedented rate over the past several weeks. We are finding it increasingly more difficult to keep up with the overwhelming demand for additional magazines and display racks. In fact, our allotment of June magazines has been completely allocated two weeks ahead of schedule! Consequently, we have already had to begin promising increases for the July-August issue.

It seems that the longer a Church area participates in the newsstand program the more adept our volunteers become at obtaining new and higher class outlets. However, we would like to caution our areas of distribution against making any commitments which would require substantial increases in shipment of magazines and or display racks without first making sure that we can supply the necessary materials.

As I have mentioned in recent issues of Pastor's Report, we are in the process of expanding into new airports on a regular basis (four more are scheduled to open in the immediate future). This, coupled with the intense enthusiasm of those helping with the Plain Truth distribution, has caused us to use up our supply of display equipment much faster than we had anticipated. We now have a backlog of orders for almost every type of display rack. This means that delivery of racks will be delayed approximately 3 to 4 weeks. We would like any areas that have racks or magazines that they are not presently using to get in contact with us immediately. Hopefully we will be

able to re-allocate some of these unused materials to areas unable to wait for us to catch up with our backlog of orders.

Nevertheless, the response to the newsstand program from first time readers shows that the concentrated efforts of our volunteers is paying off in a big way. Mail processing is now receiving in excess of 3,000 newsstand responses per week. This is roughly double the amount we were receiving 6 to 8 months ago, meaning that response has been increasing at an even faster rate than the distribution! We are expecting even more dramatic increases in response in the near future as a result of improvements in the format of the newsstand magazine. Also, a new insert card and advertisement have been designed to first appear in the June newsstand issue.

It is our hope that the program will be able to continue to grow at a steady pace throughout the upcoming fiscal year. As you can see, so far the results have exceeded our expectations.

Please communicate the information in this report to those most deeply involved in Plain Truth distribution.

--Mark Armstrong, Director of Newsstands

NEW MILESTONE IN CO-WORKER NEWSLETTER LIT RESPONSES Since the inception of the "Coworker Newsletter," Subscriber Development has striven to maximize literature responses as much as possible. It is our belief that the more we can get solid information about God's truth into the hands of our readers, the more spiritual growth we will eventually see, as God "gives the increase." It has been our goal to surpass a 15% lit response from coworkers and a 10% response from donors.

Both goals were achieved with February's Newsletter which advertised Are We Living In The Last Days?, together with some help from TV and radio. Coworkers turned in a 16.0% response and donors 10.6%. Simultaneous television and radio advertising of this booklet undoubtedly helped boost the record response. Now, with this accomplishment behind us, our long-term goal will be to obtain a response of 20% for coworkers and 15% for donors.

Mail & WATS Update: A total of 171,000 letters and 45,000 telephone registries were received in the month of March. This brings the yearly mail count to just under half a million, and phone registries to a little over 144,000.

There has been a sizeable response to the Sabbath discrimination survey form sent to the church membership by the legal department. Many members have written notes and letters in addition to the form, giving us their opinions and feelings about this situation.

--Richard Rice, Mail Processing Center

EDITORIAL SERVICES UPDATE The long-awaited new lesson 12 of the current edition of the CC has at last been completed--and it "covers the waterfront"! It deals with Christianity as a way of life, the weekly and annual sabbaths, tithing, overcoming and various aspects of soteriology. It's at least twice the thickness of a normal lesson. I'm sending it to press right away and it should be available in

about 6 weeks. This will take a load off Mail Processing as they have been sending "lit-out" letters on it for several months.

The cover of the May PT should be a winner. Mr. Ted Armstrong approved it yesterday. It was done by Jack Davis, an internationally known cartoonist who has done a number of covers for Time magazine. It depicts Pierre Trudeau and Rene Levesque pulling apart a maple leaf (Canada's national symbol). Should really be a winner.

I'd like to take a little space to explain the psychology of some of our new covers. According to a telephone survey Larry Nelson has been conducting on PT readers, we still have a rather "old" audience. The average age of the Plain Truth reader is 52. Our basic appeal has been to the older, more conservative elements in the country (U.S.). Yet, in the United States, it is estimated that some 50 percent of the population is under 30! Those over 65 represent about 10 percent. The people who watch religious television shows number about 6 percent of the population. So you can see that our appeal is rather limited--and limiting.

We are hoping that the modernization of the PT graphic image will help attract a younger, more flexible reading audience. We would like to see more young marrieds on our list and more single people. The whole list needs revitalizing. We are hoping that the use of more dramatic, attractive covers with "now" themes will help accomplish this.

--Brian Knowles, Editorial Services

PASSOVER DATE IN PT In the Question and Answer section of the April '78 Plain Truth the question "Would it be possible to print the times of the holy days this spring?" gave an answer that the Passover is on April 21. We neglected to clarify that Passover services are held in the evening of April 20. We felt you should be aware of this in case some of our members or co-workers would be confused about this date. We hope we have caused no one any inconvenience.

--Editorial Services

ADDITIONAL STP NOTEBOOKS In about two weeks STP notebooks will be sent to all U.S. and International ministers (including Local Church Elders) who did not receive one at the January Ministerial Conference. The notebooks are heavy and may have to be sent via surface mail to lessen postal expense. Please allow ample time for delivery.

--Bernie Schnippert, STP Project

LETTER COMMENTS

Literature Comments

I was at a friend's house and I picked up a magazine called PLAIN TRUTH. I am very interested. I would like to have this magazine for my home. I also would like to have the booklet called THE PLAIN TRUTH ABOUT CHILD REARING. My sister just got one and she was telling me about it. I think it's just what I need to help me. It seems to have changed her life for the better. They are a lot happier. This is what I want. This little booklet has been their answer. I would like to find the same answer. Please send these to me.

--Mrs. Sandie Simms (Turlock, CA)

I have just read a copy of DILEMMA OF DRUGS. In a word: Excellent. I am anxious to share this fine work with my students. I realize the book can neither be bought nor sold. I don't know your policy concerning bulk orders. Once previously while I was an instructor at Prince George College you sent me several FAMINE booklets. So on behalf of the students, may I beg your kind indulgence and consider sending approximately 50 copies of the DRUG booklet.. I assure you the students will be required to read these chapters carefully and they will be notified that this fine work comes courtesy of Ambassador College Press.

--Lawrence Walsh (Belmont, NC)

We are publishers of the world's largest matrimonial catalog since 1958 and provide contacts for lonely people worldwide. We would like to educate and help our members by sending them complimentary copies of your booklet MODERN DATING, which we think is wonderful. Please advise if you would consider to send us a few hundred copies of this publication.

--Bill Veitas (Fort Lauderdale, FL)

Recently I have read THE PALE HORSE and THE WHITE HORSE. I am not committed to any particular religion but am a confused person in search of the truth and these booklets have really opened my eyes and inspired me to seek further. They explain things so well and it's amazing how informative such a few pages can be.

--Joyce Crawford (Okmulgee, OK)

Your booklet, IS SEX SIN? was truly great. It really educated me on sex and I'm 26 years old. Thank God for people like you, who write booklets like these and make them free on request. It's absolutely fantastic. One of the really great things to happen in my life, because for the first time, in a very long time, I really get something that is true.

--Anthony Gendrew (Cincinnati, OH)

Thank you ever so much for sending me your literature which enables me to consider many aspects of the Bible in a more clear and less confusing way. Your reading material, unlike most others, provides fresh and thought-penetrating nourishment for my mind and soul. Your literature has helped me to understand the nature of God. Thanks.

--Allen Cote (Alexandria, VA)

I have truly gained in knowledge and received much pleasure from all the materials you have sent me. I am a Southern Baptist and I was never so surprised to find I have always been taught the exact opposite from what I have learned from your booklets.

I am also surprised that all this material is sent to me free and postpaid and I have never been asked for a single dime from you. You will never know how grateful I am for completely clearing my mind on a lot of things, which just aren't true.

--Harold K. Smith (Akron, AL)