

PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE
WORLDWIDE CHURCH OF GOD



VOL.7, NO.21

PASADENA, CALIFORNIA

MAY 24, 1985

FROM MINISTERIAL SERVICES

By now you have probably received the May 13 edition of THE WORLDWIDE NEWS, which features an article by Mr. Aaron Dean covering in detail the first part of Mr. Armstrong's current trip. Encourage the brethren to read Mr. Dean's account, and point out the importance and value of these trips as Mr. Armstrong walks through the doors God has opened to him. God has made it possible for His end-time apostle to reveal to many of the leaders of this world the causes behind the staggering problems facing their nations. The Gospel is indeed being proclaimed as a witness to top governmental officials around the world and, as God opens the doors, to their peoples as well.

Help the brethren in your spiritual care to understand their part in what God is doing, and the fact that God has called them to support Mr. Armstrong in proclaiming Christ's Gospel. Remind them that God has called them as His Firstfruits to prepare them to become rulers and teachers in the soon-coming government of God that will solve the problems facing all nations today. Nothing in our lives can be more important than God's great purpose and plan for us. Encourage God's people to immerse themselves in their special calling, which will ultimately benefit all people everywhere.

We are very encouraged by the tremendous opportunities God is currently opening before His Church for preaching the Gospel. As Mr. Armstrong often tells us, when we please God, He will bless our efforts. We need to be continually reminding God's people of the seriousness of the times we are living in. We need to stir them and ourselves to draw close to God, putting His Kingdom first so He will continue to bless us in doing His work. Be sure to relate to your congregations the exciting news reported in this issue of the PASTOR GENERAL'S REPORT by Mr. David Hulme, Director of Media Purchasing.

Here are some figures you might find interesting regarding the size of the ministry and number of congregations around the world as of Pentecost 1985:

	<u>Full Time Ministers</u>	<u>Local Church Elders</u>	<u>Totals</u>
United States	371	496	867
International	212	127	339
Worldwide	583	623	1,206

	<u>Weekly Churches</u>	<u>1985 Feast Sites</u>
United States	409	22
International	316	67
Worldwide	725	89

We have members in 120 countries, churches in 57 countries, and Feast sites in 49 countries around the world! God has truly blessed His end-time

Church! But let's realize that the best is yet to come. Each of us must more fully commit ourselves to God's purpose in calling us. We all need to be striving to overcome and to develop a deeper, richer personal relationship with God. Be diligent in setting such an example for your congregations, and in stirring up God's Firstfruits to keep up the pace Mr. Armstrong is setting for us in doing God's work!

Commencement exercises were held Wednesday, May 15, in Big Sandy and Friday, May 17, in Pasadena for the 1985 graduating classes of Ambassador College. A total of 241 students received two-year degrees and 144 received four-year degrees. In addition, 153 of the two-year graduates have been accepted for the four-year Bachelor of Arts program in Pasadena. (Mr. McNair comments further about this year's graduation in his report.)

Now that the college year is over, many continuing students will be going home for the summer. Some of them may want to counsel for baptism while they are home. In the past, we recommended that local ministers go rather slowly in baptizing Ambassador College students. When and where possible, it was considered advisable to have the students wait until they returned to Ambassador in the fall so they could counsel with one of the ministers in the College. This was because the ministers in the College would normally know the students better and could verify what their "fruits" actually were. They could more readily determine if the students had "brought forth fruits of repentance" than could a minister who would have much shorter contact with the student during the summer break.

Normally, if a prospective member is passing through another church area, he should not counsel with the local minister concerning baptism. He should rather counsel with his own local minister, who ought to know him better--who is familiar with his background and his fruits. This is similar to the situation with Ambassador College students who are prospective members. Normally, the ministers in the College will know them better--understand their backgrounds and their fruits--than can a local minister who may have had very limited contact with that student as a prospective member.

This does not mean that we think you local ministers aren't qualified to counsel with and baptize students. It's just that in most circumstances we feel it would be wiser to tell the student to wait until he returns to Ambassador in the fall so he can be counselled by a minister in the College who knows him.

Let's keep up the good work, and the momentum from the spring festivals, as we press onward toward the fall Holy Day season. Thank you for your diligent prayers for Mr. Armstrong and the work God is doing through His Church, and thanks for your part in submitting yourselves to God as instruments for His use in serving His people.

Recent Ordinations

On the first day of Unleavened Bread, April 6, two more men were ordained local church elders. Mr. Ray Jones, of the Somerset, Kentucky congregation, was ordained by church pastor Mr. Dennis Diehl, and Mr. Robert Stewart, of the Augusta, Georgia congregation, was ordained by church pastor Mr. Keith Thomas.

International News

From Dr. Roy McCarthy The work of God's Church in Southern Africa is growing by leaps and bounds! We thought 1984 would be difficult to emulate because last year we added 169,000 new PLAIN TRUTH subscribers to our mailing list. But God has again richly blessed our promotional efforts. During the first three months of 1985, we have already added 56,900 new subscribers!

Our present circulation figures are: Republic of South Africa--261,341, Zimbabwe--18,643, Mauritius--6,227 and Zambia--6,657, for a total of 292,868.

The advertisement in the February 1985 READER'S DIGEST gave us a response of 18,201. Another READER'S DIGEST advertisement in April has thus far resulted in 9,869 responses.

A selection of direct mail packages will be tested here soon. These packages are similar to those used recently in Canada.

Our Feast of Tabernacles arrangements are progressing very well. Instead of the previously announced five sites, we will now have six. The majority of our coloured brethren will now attend at Sonesta near Hermanus, about one and one-half hours by car from Cape Town. This will greatly relieve the economic stress of more distant travel. We are very happy that Mr. and Mrs. Les McCullough will be visiting us for the Feast and we look forward to having them with us. It is hoped they will be able to visit three sites during their stay.

Mr. Peter McLean, presently pastoring the Burleigh Heads church in Australia, will be transferred to South Africa, where he will pastor the Johannesburg Central church.

Reflecting the heavy volume of mail being received in the office, the number of letters requiring attention by the Personal Correspondence Department has been considerable. It is interesting that there have been 35 visit requests in the last six weeks. A number of these expressed a desire to attend Church services or be baptised.

Two of our ministers will have the opportunity to attend the Camp Directors' Conference at SEP Orr, Minnesota. This conference is scheduled for July 1 through 8. Mr. Robert Klynsmith, pastor of the Harare, Zimbabwe congregation, will attend prior to going on to Pasadena for the Ministerial Refreshing Programme. Mr. John Bartholomew, pastor of the Durban, South Africa congregation, will fly over specially for the conference. He has been camp director for our local Summer Educational Programme for the past ten years.

Both men will observe the closing of the first session of SEP at Orr and the transition, orientation and beginning activities of session 2; attend various lectures and activities; and be addressed by Mr. Armstrong during his visit to Orr. It is Mr. Armstrong's desire that we become more united in our overall camp philosophies and activities.

The income has given rise to some concern. Southern Africa is still very much in the throes of an economic downturn, involving many factors: much unemployment, smaller salary increases in the face of the general sales tax increase from 10% to 12%, a fuel increase of 40%, an inflation rate of about

14.5% coupled with a very poor exchange rate of just over 50 U.S. cents to the rand, U.S. disinvestment, and a low gold price of just over 300 U.S. dollars to the ounce. As a result, there has had to be some belt tightening.

Our year-to-date income in all accounts at the end of April shows an increase of 9.5%. In the operating account, which excludes Festival and Assistance Funds, we have a 4.19% increase. Should this trend continue, we may have to reevaluate our promotional programme and the servicing of our existing subscribers.

Beginning with the August issue, The GOOD NEWS distributed in South Africa will be printed by Ambassador Press in England. This will save an appreciable amount in printing, and our shipping costs should also be less.

There is military conscription in South Africa, and presently our members appear before a Board for Religious Objectors. Prior to the establishment of this board, our members generally opted for non-combatant military service. The board now grants exemption from military service in category III, which entitles the successful applicants to be placed by the Department of Manpower to do six years of community service. Since the inception of the board, we have had 15 men apply. All have been successful. A further eight have been called up and are waiting for their applications for exemption from military service to be considered. We would appreciate your prayers for these men, some of whom are married and have small children.

--Joseph Tkach, Ministerial Services

MEDIA PURCHASING UPDATE

Our efforts to advance the true Gospel through the various media opportunities open to us continue to bear fruit. It has been some time since I gave you an update on this area due to pressures of travel and routine maintenance of the massive commitment to television broadcasting in the United States. There are many new developments to report.

Domestic

Media Purchasing began the year with a 17% increase in budget to maintain and also modestly improve U.S. television coverage in the top 50 markets. So successful has our negotiating team at BBDO/West been, that we have already committed our 1985 allocation. Stations have opened up time faster than predicted, others have upgraded our time sooner than anticipated and new stations are now calling us asking for "The WORLD TOMORROW." Last week, Rex Humbar's continuing financial problems resulted in 100 or more stations having available time. While some openings would provide no improvement over current schedules, others are a real benefit and have already been contracted. In short, "The WORLD TOMORROW" is perceived to be "on a roll"--we are succeeding, and word gets around. Success breeds success.

Following is a list of stations that have accepted the program or given additional times or improvements during the last few days:

WCIU	Chicago, Illinois	Sunday, 12:30 p.m. (addition)
WKEF	Dayton, Ohio	Sunday, 11 a.m. (new station)
WENY	Elmira, New York	Sunday, 11 a.m. (improvement)

WFRV	Green Bay, Wisconsin	Sunday, 9 a.m. (improvement)
KHGI	Lincoln-Hastings-Kearney, Nebraska	Sunday, 9:30 a.m. (improvement)
KHJ	Los Angeles, California	Sunday, 12:30 p.m. (improvement)
WKRN	Nashville, Tennessee	Sunday, 9 a.m. (improvement)
WOR	New York, New York	Sunday, 11:30 a.m. (addition)
KTVU	Oakland, California	Sunday, 6:30 a.m. (addition)
KOCO	Oklahoma City, Oklahoma	Sunday, 7:30 a.m. (new station)
KSTW	Seattle, Washington	Sunday, 10 a.m. (new station)

We now have over 280 stations carrying the telecast in 193 markets. Mr. Armstrong's program can be seen by 97% of the U.S. population. In addition, many communities are now cabled (44% of the nation has access to cable TV) and can receive the program several times on the weekend. All of this multiplies the impact of "The WORLD TOMORROW."

For those with cable television, the following times and stations will be of interest:

WTBS	Atlanta	Sunday, 6:30 a.m. (ET)
WGN	Chicago	Saturday, 7:30 a.m. (CT)
TNN	Nashville	Saturday, 7 a.m. (ET)
LIF	New York	Saturday, 10:30 p.m. (ET)
WOR	New York	Sunday, 11:30 a.m. & 11 p.m. (ET)
KTVU	Oakland	Saturday, 8 a.m.; Sunday, 6:30 a.m. (PT)
SPN	Tulsa	Wednesday, 1 p.m. (ET) (beginning June 5)

BROADCASTING magazine, the trade journal of the industry, began carrying a series of four ads highlighting "The WORLD TOMORROW" the week of May 12. The ads, placed by BBDO, focus on the differences between Mr. Armstrong's program and those of other religious broadcasters. The four ads are headlined:

"We're Not Looking For Followers."

"God Doesn't Play Politics. Neither Do We."

"We Don't Ask For Contributions."

"We Don't Hide From the Real World."

As the ads appear, we will feature them in THE WORLDWIDE NEWS for your interest. BROADCASTING magazine has a circulation of 38,000 and is read by leaders in the television and radio fields.

Reader's Digest

As you are aware, we ran a double-page spread in the April U.S. edition of READER'S DIGEST advertising The PLAIN TRUTH. To date, we have received almost 100,000 subscription requests, at a cost of \$3.19 each. This is a very acceptable return and corresponds with response levels in other countries with similar levels of PLAIN TRUTH penetration.

International

A number of exciting opportunities have developed in diverse areas. Norway now has "The WORLD TOMORROW" Sunday mornings at 10 a.m., following the only news program of the day. A cable company in Oslo accepted the broadcast, which began May 5. Norwegian subtitles should be added some time during the summer.

The French government recently moved to deregulate the broadcast industry. Private television should come to France next year. 1985 is proving to be a watershed year for broadcasting in Europe and we could see significant changes in government control beginning next year.

A recent visit to Monte Carlo and Luxembourg indicated further opportunities in the making in southern France and Germany by early 1986. There is the strong possibility of satellite delivery of "The WORLD TOMORROW" in Europe.

Last week we signed a contract with JCTV, an English language cable television channel in Tokyo. Although the service is limited to offices, hotels, apartments and embassies in Tokyo, it is nevertheless an important beginning for us in Japan. The station carries CNN (Ted Turner's Cable News Network) for the majority of its programming, some BBC documentaries and now on Sunday at 5 p.m., "The WORLD TOMORROW."

As you can imagine, all of this increase in opportunity and activity puts considerable strain on budgets. The problem we now have is not opportunities to disseminate God's truth, but funds to be able to continue walking through these doors. Please continue to encourage the brethren to pray in this regard.

--David Hulme, Media Purchasing

AMBASSADOR COLLEGE UPDATE

(Pasadena Campus)

Another fantastic college year has just ended. Many of us on the faculty believe this has been one of the best years ever in the history of Ambassador College!

On Friday, May 17, we held our annual Commencement Exercises. This year, as last year, graduation ceremonies took place in the beautiful Ambassador Auditorium, which seats over 1,200.

This year we gave out tickets to the faculty, ministers and wives on the Ministerial Refreshing Program, and graduates' guests (relatives or close friends) to attend graduation in the Auditorium. The previous year, some of the parents of those graduating did not have seats in the Auditorium. To make certain this did not happen again, each graduate was given tickets for his or her guests.

We knew, however, from last year's graduation exercises, that we would have an overflow crowd, so we had the entire program relayed by video to the Imperial Gymnasium, where several hundred viewed the proceedings on a large screen.

Regrettably, Mr. Herbert W. Armstrong could not take part in the Commencement Exercises this year. (As you all know, he was away on another important trip to Europe and the Mideast.) In his stead, Dr. Herman L. Hoeh gave the Commencement Address, titled "The New Lost Generation." In his inspiring address, Dr. Hoeh explained how the new generation (from the mid-60s onward) has grown up without the right family connections. As a result, many young people have turned to alcohol and drug abuse simply because there have not been the proper bonds between them and their parents. Many parents have not spent much time with their children, loving, teaching, training and encouraging them. In all too many cases, these children have had very little contact with their parents. As Dr. Hoeh pointed out, this abysmal failure of parents in general has spawned a generation of children who do not understand what it is like to have a well-knit family. Dr. Hoeh gave a similar address at the Big Sandy Commencement Exercises on the Wednesday preceding our Friday graduation.

Mr. Joel Meeker, Student Body President, gave the Discourse before Dr. Hoeh's Commencement Address. His very fine address was titled, "Ich Dien" (I serve)!

I heard many of the people who attended the Commencement Exercises comment to the effect that they were inspired and very impressed. Overall, I felt everything was well-organized and went very smoothly.

This year, we conferred a total of 227 degrees! First the 44 Associate of Arts and the 39 Associate of Science degrees were conferred. Then we conferred the 144 Bachelor of Arts degrees. My hand was a bit sore after shaking hands with 227 graduates!

We were happy that we could invite all of the ministers and their wives who were attending the Ministerial Refreshing Program to attend the very enjoyable end-of-year activities in Pasadena. This included Ambassador's annual Field Day on Wednesday--at which seven new all-time A.C. records were set --followed by a pizza party. Then on Thursday, the annual Graduation Ball was hosted by the Junior Class--the soon-to-be seniors of the 1985-86 college year. They provided the best entertainment program I have ever seen, which everyone thoroughly enjoyed.

We are eagerly looking forward to the return of Mr. Armstrong and his party from their present trip. From what we have heard, all has gone well--with a number of important meetings having taken place. Unfortunately, some of us ministers who usually go out to greet him upon his return will not be able to do so because of traveling to outlying churches for Pentecost weekend. We ministers at Headquarters always look forward to our visits to the local church areas scattered over the U.S., and pray that our visits are always encouraging, inspiring and edifying in every way.

Thank you for your continued loyal support of God's College!

--Raymond F. McNair, Deputy Chancellor

UPDATE FROM MAIL PROCESSING

Recent Telecast Sets All-time Record

The prophetic program, "Mystery Babylon the Great," which aired the weekend of May 18-19, brought in a record 18,050 calls! This eclipsed the former

record of 17,585 calls, set in April when "The Plain Truth About Easter" was shown.

When "Mystery Babylon the Great" was televised in May 1984, it brought in 12,250 calls. At that time, it was the third highest WATS response ever received. Prophetic programs have consistently pulled an above average number of calls.

Listed below are several other factors contributing to this latest record:

- "The WORLD TOMORROW" is now televised on over 280 U.S. TV stations--the most ever. The program is available in every major city.
- The program was shown on a non-holiday weekend, when a greater number of people were watching and could more easily reach us by phone. In contrast, the previous Sunday was Mother's Day, when many long distance lines were filled to capacity by people calling relatives and friends. A similar program that weekend brought in 9,446 calls.
- Near the end of the program, Mr. Armstrong displayed the May PLAIN TRUTH, which features the article, "The Plain Truth About Abortion--Why So Little Understood." This article attracted considerable attention and many viewers specifically asked for the May issue.
- Many who called in response to this program had a strong interest in prophecy and said that no one had ever explained the book of Revelation so clearly.

Following are some of the comments callers made:

I am a new viewer and have been reading in Revelation and I have had great difficulty in understanding the symbols. Several people have tried to explain it to me, but it still didn't add up. Today, Mr. Armstrong explained it and it rang true. I could see he had the truth.

Mrs. D.G. (Salyersville, KY)

Mr. Armstrong preached a good sermon. I enjoyed it so much! I had asked others about this information and Mr. Armstrong finally answered my questions. The others had told me that all these things had come to pass and not to worry.

M.R. (Greensboro, NC)

I was highly impressed with Mr. Armstrong's authority, power and content this week! It was one of the greatest broadcasts ever! I have viewed the telecast regularly for years.

J.H. (Los Angeles, CA)

I just tuned in accidentally. He's a tremendous speaker. I especially appreciated what he said about abortion and Revelation. I have been trying to read Revelation and found it difficult to understand. Mr. Armstrong does such a good job of explaining it.

G.S. (Milwaukee, WI)

--Richard Rice, Mail Processing Center