

PASTOR'S REPORT

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PREACH THE MEANING OF THE FESTIVALS

by Herbert W. Armstrong

Fellow Ministers, you who will speak at a Festival site, be sure to bring out the following:

The MEANING of these Festivals is of supreme importance to God's Church, to keep reminding us, year by year, of GOD'S MASTER PLAN for the SPIRITUAL HARVEST of MAN.

God's creation of MAN is a DUAL creation. The physical stage began with Adam -- the spiritual phase with Christ.

In Adam MAN cut himself off from God -- and God sentenced man to be cut off from Him for 6,000 years -- except the comparative VERY few God called to special service in preparation for God's KINGDOM.

Man, since Adam, has been CUT OFF from contact with God, who, only, has salvation and eternal life to give. Those called specially by God are, on real repentance and faith, reconciled to God by the shed blood of Christ, the Lamb of God.

God called prophets, and He called the children of Israel, under Moses, to be His separate and peculiar nation. But God gave His Holy Spirit ONLY to the prophets. God gave ancient Israel SUBSTITUTE animal sacrifices, and also, as a SUBSTITUTE for His Holy Spirit, He gave Israel physical rituals and a ceremonial law through Moses. But animal sacrifices could not pay the penalty of human sin -- they were only a reminder of sin. When the Holy Spirit came, their substitute was abolished.

God's annual Festivals are built around the physical harvest in the Holy land, as symbolic of His SPIRITUAL harvest of HUMANS.

The Passover pictures the first step in the spiritual phase of Man's creation. Upon repentance granted by God to those He specially calls, and their faith in Jesus Christ, their sins are remitted by the blood of Christ, and they are thereby RECONCILED to God -- no longer cut off! Jesus was slain on the Passover day.

The following seven days of unleavened bread -- when no leaven may be eaten or found in our houses -- picture the putting of sin out of our lives -- keeping God's commandments instead. There are two annual Sabbaths -- on the first and seventh days of this Festival.

The Feast of First-fruits, called Pentecost in the New Testament, pictures the coming of the Holy Spirit -- which came on that day in 31 A.D. -- as the time -- between then and Christ's second coming -- as the comparatively small FIRST HARVEST in man's spiritual creation -- as it came at the time of the first agricultural harvest in Judea.

The Feast of TRUMPETS, coming on the first day of the seventh month of God's sacred year, reminds us yearly of the coming of Jesus Christ as KING of kings and LORD of lords, to rule and offer eternal salvation to all nations -- ushering in the KINGDOM OF GOD -- which is the FAMILY of God ruling the earth.

The Day of ATONEMENT pictures the event making it possible for humanity to be "AT-ONE-ment" with God, by the putting away of Satan.

Then the Feast of Tabernacles represents the glorious millennial reign of Christ and BORN saints in the Kingdom of God, ruling all nations. Satan will be gone. ALL then living will be called. The first day of this seven-day Festival is an annual Holy Day.

The very following day is a separate Holy Day, picturing the Great White Throne Judgment, after the thousand years. All who ever lived and were uncalled shall then be resurrected MORTAL. They shall then be called, with eternal salvation to those who repent, believe, and receive God's Holy Spirit.

That COMPLETES the SPIRITUAL phase of God's creation of MAN -- reproducing Himself. After that shall come the final resurrection of the incorrigible wicked who were called, but neglected, resisted, or failed in being reconciled to God and developing the holy, righteous character from God.

After that comes the GLORIOUS ETERNITY finishing the creation of the vast UNIVERSE.

WHAT A GLORIOUS MASTER PLAN! You are here to imbibe a foretaste of the peaceful, happy WORLD TOMORROW!

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ANNOUNCING PLANS FOR RESTORING GOD'S COLLEGE TO
A FULL, FOUR-YEAR INSTITUTION

by Herbert W. Armstrong

EDITOR'S NOTE: Tuesday, September 19, Mr. Herbert Armstrong took the Forum to speak to the students of Ambassador College. He rehearsed how Ambassador came to be founded for a definite purpose. He explained once again that he is not against higher education, but that there is something essentially wrong with the education of this world. God's college, therefore, of necessity had to be different -- truly unique. Unlike other colleges, Ambassador College was designed to "Recapture True Values."

Mr. Armstrong explained that in order to really understand the purpose for Ambassador College, one needs to go right back to the beginning. He reviewed how Lucifer rebelled against God and then later wasted no time in the Garden of Eden. Adam cut himself off from God and all of Adam's progeny has followed blindly in Satan's ways. Man's mind, cut off from God and His Holy Spirit, is confined to the physical and the material. Thus higher education is based 100% on the carnality of human reason -- tempted and deceived by Satan, the god of this world. Man's system of education is therefore cut off from knowledge of the spiritual things of God. The huff and puff and vanity of this world's limited, physical, material realms has no place in God's college which is to be a bastion of spiritual truth, true values and God's way of life in Satan's darkened world.

Immediately following are excerpts from that part of Mr. Armstrong's talk which deals specifically with his plans to make God's College a four-year institution. Mr. Rader also spoke to the students for a few minutes after Mr. Armstrong concluded his message, and so we are also including his brief, but interesting comments.

* * *

My son wanted accreditation. I didn't. He kept after me and kept after me. I said, "This is God's college. It will not be if we get accredited and if the world speaks well of us. God says, 'Woe be to you when the world thinks well of you.'" But he said, "Dad, we can get accreditation and still keep this God's college." And he kept saying that and saying that. Finally I said, "Well, look, if you can do it and keep this as God's college, okay." Now he says to the public press I wanted accreditation. That is not true! I never did want it. He wanted it. I finally acquiesced and let him go ahead with it.

So they started loading this college with PhDs from other universities who had all this very thing this college was created to be different from, and to cast out and to see that it never crept in. But it crept in and it came to the place where this was no longer God's college.

Now this year I have had to start all over with one freshman class, like we did in 1947 -- one freshman class. Now we're going to teach you things that God revealed. That's what we're going to teach and hope that it will make sense to you. If God does not open your minds to understand it, I can't help that.

But we've had to start all over. You can't take something that is ruined like this college was and turn it around with the professors that were in here who didn't believe what we believe and didn't believe what God believes and teaches, and who don't believe God. Maybe they believe in God. That's something else again. That's believing there is a personage. But believing God is believing what He says, and obeying what He says.

God is back in this college and it is not like other colleges. The way of life in this college is different and going to stay different.

Now we haven't been able to do it all at once. Perhaps some of you students having come right from high school may still want to go along with this world. But you have come to a college that is not of this world, and is not going to be of this world! We're going to, as far as possible, enforce God's way in this college. On the other hand, we're not going to come to the place where you have to get permission to go to the prayer room and someone keeps tabs on how many minutes you spend in the prayer room, or where you have to get permission if you need to go to the toilet. We're not going to legislate quite that far, if you know what I mean. But this is going to be God's college. And we've had to restart it with the one freshman class only.

The only reason I originally needed a college was that God had called me into His Work. I was holding evangelistic campaigns up in Oregon and Washington six nights a week and very often for six whole weeks in a campaign. Some of them were shorter. But in every case, God (well, shall I say in Bible language) gave me "fruit" -- there were converts. And I baptized people. Now perhaps I baptized some that weren't as thoroughly converted as I thought. Maybe I didn't understand it as thoroughly then as I do now. Nevertheless, I felt they were converted and they certainly accepted the truth. So I tried to form them into little churches, but there was no local minister to take care of these people. And not one of those churches ever lasted more than about six weeks. Most of them didn't last that long. I came to see that we had to have a school to train not only ministers, but also to have an educated personnel for all of the administrative jobs that were becoming necessary in a fast-growing Work that has now grown worldwide -- a great worldwide Work.

Did you know that the sun never sets on the offices of this Work? Somewhere there are men in our employ at all hours of the day and night because where it's night here, it's day somewhere else such as in the Philippines, in South Africa or in some other part of the world where we have an office. It has grown into a very great Work.

Now then, you are the "pioneer" students. And a whole lot of what goes on from here depends on how well you students do this year. If you still love the world, if you still love Satan's way, and if you still want to go that way, you would probably get expelled before the year is out anyway. And I mean business. Don't think I don't now, because I tell you, I'm not pussyfooting around and kidding any longer. On the other hand, we're not going to rule with such an iron fist that we try to legislate character into you. You have to develop your own character.

Here's what I want and what we will have, unless you students want to go ahead in the wrong way. This would be just another college like they have in the world if you won't yield yourself to God's way. But this college is going to be built God's way unlike any other college on earth -- totally unique. There is no college on earth like this college.

Now then, I'm going to give you a little shock. I'll tell you what I have in mind, if you students do well.

Ambassador College started in 1947 with one class -- the freshman class. In 1948, we added another freshman class, but the freshman class of 1947 then became a sophomore class. The next year we added another freshman class. Now we had three classes. And the first students then became juniors. And then the next year they became seniors. Then we added more. Starting out with only four students, I was able to build a college God's way. Now we have over a hundred of you that are freshmen this year and I don't know whether we can do it or not. It depends on you. There are some things I cannot force you to do. But there's one thing I can do. I can close this college down 100%, completely!

Now one professor in the barbershop the other day told the barber, "Well, if this thing doesn't go right, it can't be God's college and Mr. Armstrong will close it." He continued, "Well, if one man has the power to close the whole college, that is wrong." You see, he had been educated in the colleges of this world where no one man could have that power. Well, God has given me that power and let me tell you, Jesus Christ has that power and delegates it to me. I can close this college down. Now that isn't what I want to do. So I'm going to show you what I hope we can do.

I hope that next year we can add another class and you who are now freshmen will then be sophomores. The year after that I hope we can add another freshman class and we'll then have three classes just like the college in the early years. I hope we go on till this is a four-year college once again. But it must be 100% God's college. And I'm determined that Satan is not going to be in this college. If you want to go along with Satan, you have to get out to be with Satan because he's not going to be in here.

Let me give you just a little outline of what I hope we will be able to have in the way of possible courses. One is speech. We need a speech course. One is journalism, but I tell you, the journalism of this world is absolutely wrong. It will have to be the kind of journalism that God has shown me. I know a lot of them don't think I'm a very good writer, but when they write, nobody pays any attention to what they write. They write and nobody answers. I write and there are results. Now I think that's the proof of the pudding. It's in the eating.

We need a course in home economics or domestic science. Now we happen to have, I think, the best home ec teacher in the world available to us. And we need a course in history, especially connected with biblical history and with the prophecies of the Bible. We need to get back to that once again. And we are well equipped with those who can teach it from that point of view.

We need a course in international relations. And we happen to have a man here who understands the ways of God, who understands what is wrong in the world, but who devotes his time to keeping up with what is going on in the world -- as an observer, not a participant,

but an observer and who has the teletypes clicking away 24 hours a day just like in any newspaper office or television news departments. We have the big three -- AP, UPI and Reuters. We have the news coming in right here on campus just as quickly as any newspaper does. We have a man, Gene Hogberg, who is a real genius in that, and he understands God's way too.

Then we need a course in practical psychology, but one that's totally different from the psychology they're teaching in this world's universities. (I'm going to inspect that one myself, although I know I can't teach it.) But if I can't get the right kind of a course and someone that can teach it from God's point of view, we won't have that, but I hope we can.

Then I want a course on a survey of the arts. But one that looks at it from God's point of view. It should address what are the arts in the world and how much of them is right in God's sight and what is not.

Then we ought to have something on health, diet, and nutrition. That's something that I would say very few know much about. A few years ago, a doctor who was one of the pioneers of the local church here in Pasadena said, "Well, we doctors have been so busy curing people that are already sick, we haven't had any time to study foods and diet or the causes of what makes them get sick in the first place."

Well, now, for about the last ten or twelve years or so, doctors have been studying diet and nutrition to some extent. My personal view of it is they have not progressed very far. I don't know of anybody who is an authority on it, frankly. And doctors still don't generally believe in anything like fasting. And yet God has put fasting as one of the things that He has taught us that we ought to do. Jesus Christ did fast. Daniel and others fasted. (There are two reasons, of course, for fasting. One is spiritual and the other is physical.)

Now I want to start a chorale once again, and a music department. We had a fine music department and I worked with that department for many years. Then we need to teach basics in business and law.

We don't have physical education this year. We want to have it again, but competition is one of the things that Satan introduced, so we are not going to have intercollegiate competition. I never was for that in the first place, and until my son was taking over and he wanted it, we didn't have it. That's out and it's going to stay out.

Foreign languages: I don't think we will try to have a major in Spanish or French or German, which will be the three languages that we probably shall teach, as we have in the past. We're coming to the place that we might even give consideration to Japanese too. But in any event, a minor in language should be available.

Then natural science: I have wanted the basic sciences taught (such as physics and geology). We should make this field cover as much

as a layman ought to know to be a well-educated person. But Ambassador will not train on a major scale in the sciences.

We need something adequate on family relations, too.

Well, those are some of the courses that I am hoping to add and that I want to see. That is what I am outlining for the future. If you have not read one of the older catalogues get one and read the Foundational Policy written by me (I don't think that's even been in the catalog in the last year or so -- it came to the point they didn't believe in anything that God believed in). I believe God established these guidelines, but others wanted to take that educational philosophy out. Get one of the older catalogues containing "the missing dimension in education." Read those things, if you haven't done so already. I'm giving that as an assignment to you students.

Now you're on trial -- just as man has been on trial, just as angels were -- to see if Ambassador College can go on. You will have to be the backbone. If we're going to have a college next year, you have got to take the new freshmen in and steer them our way instead of going that other way. Ambassador College will never go Satan's way again, I promise you that. And if I find it tending to, I will close it down.

Now here we have been recognized as the most beautiful campus in the United States for two years running (which is the limit that they've established). We have received the award for being the most beautiful, best-landscaped, and best-maintained campus in the United States of America. And I'll tell you, if they ever had such a thing in England, we would have gotten that over there, too. I would say that probably the second best is the campus in Big Sandy, Texas. And some might even put it first because it's altogether different from this and has many, many acres down there, whereas we're right in the city here. We have a totally different setting over there.

I don't get to talk to you too often, but I'm going to try to get here for these forums once in a while this year. These forums were originally begun so I could talk to the students in order to keep this God's type of college.

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MR. RADER'S COMMENTS

This College is definitely, as Mr. Armstrong said, God's College. Now I assume no one was sent here against his will -- that everyone came because they wanted to be here. There was a time when everyone who was associated with the Work, whether they were students, faculty, employees, or administrators; they wanted to be here. They didn't want to be any place else.

As other elements began to creep in, that attitude began to disappear. Some people were here for other reasons. They certainly were not all here with the same kind of zeal that was manifest on this campus and within the confines of this area here in Pasadena in the earlier years.

Now Mr. Armstrong talked to you today about the college and, coincidentally, from ten o'clock this morning until 10:45 I was having a very similar conversation with our bank which, of course, has been very much interested in what's happening. Now we've had a very interesting relationship with the bank, and I think it's worth telling you about, and that's why I asked Mr. Armstrong if I could take a few moments.

Back in 1961, the college was some 14 years old, and at that time Mr. Armstrong envisioned everything that we now have here in terms of our completed physical facilities, and the kind of school he wanted. At that time we were very, very small. It was all still pretty much a dream, but Mr. Armstrong told me that it was all going to happen and he told me that he wanted my help to bring it about. He told me I shouldn't be afraid to make representations to people because God would see that it took place, and based upon that I went out and began to talk to the city of Pasadena on behalf of the college. I began to talk to the lending institutions, including the bankers in this area, about Ambassador College. I told them what Mr. Armstrong had planned, and I began to tell them this with a certain amount of fervor, so they began to think for a while that I was pretty crazy. Our financial data at that time contradicted that possibility. Besides, banks and insurance companies don't want to lend money to children and they don't want to lend money to churches because they don't want to foreclose on either children or God.

We were a small "denomination" living in conservative Pasadena, and in that sense it made it pretty awkward to get along with our neighbors. And here I had to go and present to the city grandiose plans which included the closing of five streets which is not an easy thing to do under the best of circumstances!

And so these gentlemen here -- the Deputy Chancellor, Mr. McNair and the Dean of Faculty, Mr. Meredith -- both know how much hostility there was back in the late 40s and 50s and 60s toward everything we were trying to accomplish. If our people ran out on the track at 6:30 in the morning, they would call the city attorney's office and see if they couldn't get some kind of injunction to stop us from exercising. It was a very difficult situation with citizens in the neighborhood all up in arms about this small, religious denomination that had planned to "take over the neighborhood."

So, finally, as it all came to pass, I was able to convince the city that what was good for the city was good for Ambassador, and that the city would find out what was good for Ambassador was good for the city.

And the banks began to lend us money, and they began to really put their trust, you might say, and their faith and their love where their treasure was, and a very wonderful relationship developed over a very long period of time. And oddly enough our debt today is at a low water mark. We owe less money today than we have owed at any time, probably since 1961. The man that I was dealing with at United California Bank in 1961 went on to become the Chairman of the Board of the bank. At the time I met him he was simply a supervisor of about 10 or 12 banks in this particular geographic region. But today this man who placed his faith in Mr. Armstrong is Chairman of the Board of one of California's largest banks. In the same 16 or 17 years we have grown into a completed physical facility and we have also become, as Mr. Armstrong said, a worldwide organization. This man who had the faith to put his bank's money with us and to allow us the tool to get our work done, became Chairman of the Board. I think it is kind of a remarkable thing....

At any rate, with all of the publicity that we've had and things of that nature, he was somewhat concerned. But he didn't call, because now he's the Chairman of the Board, and he is greatly elevated and he has various branch managers and regional people working under him. So they called me and wanted to know what Mr. Armstrong had planned for the college. And just to sum it up, I told them basically what Mr. Armstrong said today, that we're going back to the kind of college Mr. Armstrong originally envisioned -- God's college. We're going back to recapturing those values which were here when Mr. Barker, who is Chairman of the Board, first met us. We will probably grow eventually to that magic number of 550 students which is the number Mr. Armstrong set some time ago. We're starting with a freshman class now, and next year we will have a sophomore class, along with the freshman class and so on. We have all of those people who have been here for a very long time who are committed to God's way of running the school, and we expect it to become the kind of institution that we were for a great many years -- the kind of institution that the bank and others have placed their trust in.

I think you are all very fortunate to be here. I think you know the kind of person Mr. Armstrong is. I would like to mention this, however. He told me this, and so I can share it with you. There are many people who unfortunately mis-perceive Mr. Armstrong from time to time. They might think that Mr. Armstrong is that person that they have in their minds and they think that maybe that person is the same person that Mr. Armstrong was in 1950 or 1952 when they first became aware of Mr. Armstrong.

Well, first of all, reality is very difficult to perceive anyway. And if I were teaching a course in metaphysics we could spend a whole semester talking about what reality is, but these people don't realize Mr. Armstrong is learning every day. And I am very fortunate because I spend most of my time with him, so I learn something new every day too.

I can assure you that Mr. Armstrong has grown in knowledge and in spiritual truth (he will tell you this himself) since 1947, and consequently, anyone who has a misconceived idea about what Mr. Armstrong might have been like 25 years ago ought to take a look and trace what Mr. Armstrong has written and what he has done over these last 25 or 30 years and he will find that he has never deviated from God's truth. But you will also find that he has, as he himself will tell you, matured spiritually and in knowledge.

And if someone asked me today, "How could I sum up Ambassador College?", it's very simple. Our students here will learn all about God and they will learn about the universe. They will learn about society and they will learn about themselves. And that is the whole principle of education. We used to do a very good job of teaching these things here and I'm sure that under the leadership Mr. Armstrong has put back into the college, we will do it again.

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MINUTES OF MEDIA COORDINATION TEAM MEETING

2:15 p.m. - 4:50 p.m.; September 14, 1978

Participants: Stan Rader, Wayne Cole, Richard Rice, Dexter Faulkner, Roger Lippross, John Lundberg, Dick Quincer, Ellis LaRavia, Art Mokarow, Larry Omasta, David Antion, Les McCullough, Brian Knowles, Robert Kuhn, Ted Gould, Jack Martin, George Birdwell, Ed Bodo, Fred Stevens, Jack Bicket, Henry Cornwall, Ted Herlofson, Joanna Pilkington, Ralph Helge, Sherwin McMichael.

Roger Lippross began with a formal flip chart presentation on the PT newsstand program. Initiated in Kentucky in 1976, today 900,000 magazines are distributed every month through roughly 5,000 outlets in the United States. These outlets are organized through 350 newsstand coordinators, most of whom have ten or more people working for them. This means that well over 3,000 people, all of whom are church members, are directly involved with the PT in their local communities. For so many members to be so actively involved in helping preach the gospel is a tremendous source of church-wide enthusiasm and high morale. Many area coordinators and ministers have aggressively stated that the PT newsstand program is the most highly supported activity of the church, and the constant cry is for more magazines.

The Direct results of the newsstand program since 1976 shows 200,386 responses, 2,334 donors, 20 co-workers and at least 9 members. At present we receive 5-6,000 new responses per week, which is approximately 80% of all new adds to the PT, a startlingly high figure and a dramatic historical shift for the Work. The conversion response (those renewing for the first time) is 25-30% which yields a cost of \$17.00 per renewed subscriber, which compares very favorably with other media. This renewal cost is a critical factor in judging the cost effectiveness of programs, and should now be used as one primary standard in inter-media and intra-media analysis. The total cost of magazine production combined with the operational cost of the newsstand program is 13.06¢ per copy (for the special 32 page newsstand PT), breaking down as follows: Film, .4; Printing, 8.58; Freight, .15; Display Equipment, 1.5; Rental Space, 1.0; Subscription Cards, .68; Salaries, .4.

Current findings show a 3% response rate overall in the PT newsstand program, which works out to a \$4.35 cost per response. The vast potential for PT newsstand circulation was discussed. Many areas are barely scratched. With existing staff and newsstand network personnel, 3-4 million PTs could be distributed. With increased staff and newsstand network personnel, up to seven million could be successfully handled in the United States alone.

Flexibility was stressed as a major benefit of the PT newsstand program. We do not have contracts or permanent obligations, and can therefore move and switch according to varying needs.

The 3% response in the U.S., though good, is still substantially less than the 6% achieved in the U.K. newsstand program. Testing with various improved insert cards as well as determining the very best outlets will be utilized to improve our response rate. Extra emphasis needs to be placed on the magazine cover, which is a factor in both reader pickup and continuing reader involvement.

Jack Martin stressed the need for financial planning for a 3 to 5 year period into the future since publishing costs (printing, paper, postage) are increasing at rates well above the normally high inflation rates. The prospect of such increasing costs per unit will multiply the total cost of the program, especially with a goal of dramatically increasing circulation. We do not want to disappoint the church in the future with cutbacks.

Airports are favored newsstand outlets since the high traffic assures that a greater percentage of new people will be exposed to our message. (On some regular newsstands, up to one-third of the people are "regulars," picking up the PT every month.)

Mr. Rader offered an idea of creating a "sweepstakes" to increase the response rate to the PT, much as Readers Digest does. The concept proposed a free trip to Southern California to see the college, etc. We can determine the feasibility of such an idea, as well as its cost effectiveness to increase response and bring more people into the Subscriber Development system which is intended to lead readers into a keener awareness of our teachings via our literature and greater involvement in God's Work.

Mr. Rader reviewed the history of the newsstand program which goes back about ten years. Mr. Armstrong had been constantly concerned in those days that a high pressure approach was wrong. Since the early sixties new ways of circulating the PT, for example Family Circle's techniques, were presented to Mr. Armstrong. He first approved it for England since there was no radio or TV there. In the last few years the PT newsstand program has contributed to a dignified image for the Work as well as gained increasing visibility. Our overall PT renewal rate is about 25% for (first time) conversions and 65% for subsequent renewals.

Further ideas discussed for future consideration involved new ways to utilize church member help to promote the PT -- yet always maintain the proper dignity set by Mr. Armstrong.

Roger Lippross presented a report of a preliminary direct mail test for the PT. Modeled on techniques learned through Quest and conducted last winter, 10,000 subscribers to Prevention magazine and donors to humanitarian causes were offered a six-month PT subscription. The initial response was 5.5% -- quite good with a cost per new response of less than \$2.00 which is also extremely good. Furthermore, the promotional package sent was quickly put together and better packages should pull better in the future. Tracking of the 552 people who responded showed a higher than usual rate of movement towards becoming donors and co-workers. More tests are required considering the small sample size, the changing PT, time factors, different packages, lists, etc. Great potential is available in using outside mailing lists, but there is a saturation point in these too.

Mr. Rader updated everyone about his conversations with Mr. Armstrong since the last meeting. Mr. Armstrong wants the PT to be the major vehicle to bring people onto our list and keep them progressing. Subscriber Development filled a void left by the change in the PT and the demise of Tomorrow's World. Mr. Armstrong has been talking about improving the CC; he feels it should be expanded in function and variety. He is very pleased with the PT newsstand program.

Mr. Armstrong wants the PT to be the finest magazine in the religious field, just as Quest is the finest magazine in the secular field, and to follow the guidelines set forth in the Pastor's Report several weeks ago. Mr. Armstrong wants us to apply all the knowledge gained through Quest, using innovative techniques to promote circulation such as direct mail and inserts in Sunday newspapers, etc.

Other new concepts for the facilitation of the follow-up include using the WATS lines to answer questions, give professional spiritual counseling, etc. Sabbatical ministers can be used to man the phones, giving them new opportunities as well as offering our people new services. This should be studied, including the advertising of these services.

Mr. Armstrong wants to utilize the PT to promote church literature, and a coordinated effort between the various departments is necessary to accomplish this. Additional ideas presented to Mr. Armstrong include new ways of using the local ministry such as in local Bible classes to back up the Correspondence Course.

Mr. Rader discussed the current television program; with the current series being completed we have a powerful vehicle to shift around the country. Mr. Armstrong likes TV spots, but we must present the best booklets. Mr. Rader discussed the idea of new formats for Mr. Armstrong -- such as a dialogue/interview style with Art Gilmore. Dick Quincer presented ideas for six TV specials, all oriented toward major visual presentation: the incredible human potential; the existence of God; Christ and His Message; prophecy; life after death; why marriage.

Mr. Rader concluded by announcing that Jack Martin will become his staff assistant functioning in several areas including PT circulation, Quest and church books.

Assignments for Presentation

- 1) Formalization and approval for next PT Direct Mail test. (Lippross, Martin)
- 2) Current television and radio responses. (Rice, Lundberg, Bicket, Birdwell)
- 3) Cost effectiveness comparisons between our present agency (Ed Libov Associates) versus previous arrangements. (Bicket, Birdwell)
- 4) Future TV formats and programing. (Quincer, Omasta)
- 5) Subscriber Development Update. (Rice)
- 6) New Subscriber Services: WATS lines manned by ministers; PCD analysis. (Rice)
- 7) Data Gathering and Tracking. Analysis of procedures. (Rice, Lippross, Bicket, Birdwell)
- 8) Correspondence Course: Present analysis and future considerations. (Knowles, Sedliacik)

COMBINED FINANCIAL STATEMENT TO BE PUBLISHED We thought all of the readers of the PASTOR'S REPORT would be interested to know that we will be publishing a combined financial statement of income and expenditures of the Church and College. Please look for it in the next issue of the GOOD NEWS.

--Stanley R. Rader

MINISTERIAL SERVICES ANNOUNCEMENTS

Mr. Rader's Video Cassettes -- There are approximately 100 video cassettes of Mr. Stan Rader's presentation still in the field which have not been returned to the television department. The value of these cassettes is about \$1,500. We would appreciate very much your taking the time to get your cassette in the mail, if you should still have one. These cassettes can be recycled and will save the Work money if they are returned and used again. Please return them to Television in care of John Hicks.

Printing of Local Church Bulletins -- An item that is having a greater and greater impact on our budget is that of local churches printing announcements or church bulletins. This is one of those items that we do not budget for and therefore wish to keep as a local church expense. They could be and probably are helpful to those churches that use them, however, they are the type of item that would cut us short in some other area if we were to include it as a regular item in our budget. We appreciate the need but just cannot afford to pay for local bulletins from Headquarters. So please, in the future, take all such expenses out of your local church funds.

Insurance Review -- It was brought to our attention that you might want to review your home owner's or tenant's insurance coverage to

insure that the limits are sufficient. With the spiraling cost of housing, it is important to be sure that your coverage meets the present replacement cost of your housing and/or furnishings.

--Ted Herlofson, Ministerial Services

PUBLISHING SERVICES UPDATE Every year about this time activity here in Pasadena really picks up momentum. It seems that every printing job becomes very urgent and must be done before the Feast of Tabernacles. We're happy to say that Mr. Armstrong's new book, The Incredible Human Potential, is now at the printers and we expect to deliver it on schedule at the Feast sites. We are also offering the book free to all co-workers and that offer is about to be mailed. Production is also well under way on Mr. Armstrong's new revised book titled The World Tomorrow. This will also be hard-cover and will be available at the bookshops in the spring of 1979.

As you will recall we had our own printing presses until 1974 when we sold out. Since then we have had the PT printed by outside commercial printers. We did, however, keep our own typesetting and film assembly areas. This gives us maximum flexibility. I mention this because we are presently installing a totally new, up-to-date computerized typesetting system which we ordered in January of this year. The system, which is costing several hundred thousand dollars, is well worth the investment as it will speed up our turnaround time and enable us to give the editorial department much better service in both magazine and book production. We will soon be setting complete pages at the touch of a button!

--Roger Lippross, Publishing Services

ON THE WORLD SCENE

PEACE IN THE MIDDLE EAST -- FOR A WHILE? The 13-day Camp David Mideast Summit ended late Sunday evening, September 17, with a dramatic and largely unexpected announcement of the signing of two important agreements by Israel and Egypt. The first agreement, called "A Framework For Peace in the Middle East at Camp David," sets forth an interim arrangement for limited Palestinian self-rule in the West Bank and Gaza Strip and partial Israeli military withdrawal from those areas over the next five years. It is viewed as a potential basis for long-sought peace treaties between Israel and her Arab neighbors.

The second Camp David agreement provides for the signing of a formal bilateral peace treaty between Egypt and Israel within three months, along with Israeli withdrawal from the Sinai within a year. Once these two terms are met, this second agreement calls for the establishment of full diplomatic relations between the two principal Mideast protagonists.

At a White House news conference immediately following the conclusion of the summit, President Carter declared that the negotiations had been successful "far beyond any expectations," representing a "substantial achievement" toward Mideast peace. One commentator termed the outcome "a minor miracle."

Israeli Prime Minister Menachem Begin likened the Camp David settlement to the Congress of Vienna which redrew the map of Europe in 1815 after the Napoleonic Wars and lasted until the eve of World War I. Both Mr. Begin of Israel and President Anwar Sadat of Egypt praised Mr. Carter for his tireless mediary role in the talks -- an effort which, as had been hoped, should serve to boost his sagging popularity among the American populace.

Observers caution, however, that the fate of the Middle East will not be decided solely on the strength of the optimistic declarations and euphoria of Camp David. As Carter himself admitted: "The questions that have brought warfare and bitterness to the Mideast for the last 30 years will not be settled overnight."

The question of Israeli settlements in the Sinai, for example, was not fully resolved at Camp David. Egypt asserts they must be dismantled and removed as a prerequisite to the bilateral peace treaty; Israel states that the issue should be resolved during the peace negotiations. Begin faces a tough time selling the dismantling of the Sinai settlements to the Israeli Knesset.

Even more difficult to resolve, however, will be the issue of the ultimate fate of the West Bank. The two key issues here involve the political future of the Palestinians and what is to become of over sixty Israeli settlements located there after the 5-year transition period.

Observers are hopeful that Sadat will be able to enlist the support (at least tacitly) of the moderate states of Jordan and Saudi Arabia in the Camp David deals -- though even their backing is by no means certain. A major effort will be made by both sides to bring the government of Jordan into full negotiations over the future of the West Bank. Jordan's participation is deemed so critical to the entire West Bank transition period that the first treaty specifically states, as one of its objectives: "To conclude a peace treaty between Israel and Jordan by the end of the transitional period."

An even bigger problem will be convincing more radical states such as Syria and Iraq to participate in the plan. They view any separate Israeli-Egyptian peace pact as a "betrayal" of the Arab cause by Sadat, and the transitional West Bank agreement as totally unacceptable.

It goes without saying that the Palestine Liberation Organization (PLO) was insensed by the Camp David deals. Months ago, following Sadat's Jerusalem visit, Palestinian radicals declared that the signing of any such deals by Sadat would, in effect, be the signing of his own death warrant. Security around the Egyptian president is certain to be tighter than ever in the wake of Camp David.

The Camp David documents, which are only now being released in detail, will be studied and analyzed for weeks to come. What is obvious at first glance is the determined effort on the part of Israel and Egypt to continue, despite their differences, the historic initiative launched 10 months ago with President Sadat's visit to Israel.

The agreements are also careful to avoid raising obstacles on other matters which obviously could not have even been approached at this

time. For example, there is no specific reference to the Israeli-occupied Golan Heights region, or to the future of East (formerly Jordanian) Jerusalem.

The agreements also do not mention what may have been the major American contribution to the Israeli willingness to agree to cede control of the Sinai back to Egypt. On this point, Mr. Begin told reporters the day after the Camp David conference ended that the United States agreed to build two new air bases for Israel in the Negev Desert to compensate for the bases it will give up in the Sinai under the Camp David Middle East agreement. Mr. Begin said the Negev air bases would be located just a few miles from the international border line marking Israel's original frontier and will be of equivalent strategic value to the bases being surrendered in the Sinai.

According to former Secretary of State Henry A. Kissinger, who made numerous trips to the Middle East in search of a peace agreement during the Nixon and Ford administrations, the Camp David advances are so great that the situation in the region has changed for the better, no matter what happens in the coming months.

"Everything in the Middle East has a fragile quality, but this is a major achievement," Kissinger said on NBC's "Today" program. He said Carter "deserves the gratitude of the American people and the gratitude of the world."

What is clear now is this: if both Israel and Egypt are able to live up to the terms of the agreement, if Mr. Begin is supported by his own parliament, especially over the volatile Sinai settlements issue, if Jordan supports the new initiative, if Saudi Arabia lends its tacit support, and if President Sadat miraculously escapes an assassin's bullet, we could see peace -- or rather a state of "non-war" (except for bloody guerrilla attacks) -- in the Mideast for the next five years at least.

A key factor, unseen by all the parties involved -- Egypt, Israel and the United States -- is the Work that God may yet want to accomplish in Israel and the Middle East!

But in the meantime it would also pay us well to note the admonition given in I Thessalonians 5:3 -- "For when they shall say, Peace and safety; then sudden destruction cometh upon them."

--Gene Hogberg, News Bureau