

PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE
WORLDWIDE CHURCH OF GOD



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Dear Ministers of Jesus Christ,

By now some of you have received your copies of the special tribute edition of "The Worldwide News." I am personally pleased by the fine-quality job Dexter Faulkner and his staff have done on this remarkable edition. We are now looking forward to the May tribute edition of "The Good News." These outstanding memorial issues of the publications are beautifully fitting tributes to the faithful servant God used to raise up this era of His Church, and to lay the foundation of the Work of preaching the Gospel of the Kingdom to the end-time generation. Now our work is before us, to carry on to completion that task God started through him more than 50 years ago.

We had a profitable and inspiring meeting of the Council of Elders earlier this week. The unity and oneness of mind and attitude were most encouraging. God has richly blessed His people with marvelous peace and Spirit-led harmony for this final phase of His Work. As I have stressed before, this kind of peace is the product of submission and obedience to His holy, just and perfect law! God has granted us great unity, peace and strength around the world at what would be a difficult and uncertain time in any other organization. But this is not any other organization. This is God's Church led by His Holy Spirit! As we fully devote ourselves to doing God's will, letting His way of life (Jesus is our example) fill our time, our thoughts, our activities, our conversations, our whole lives, God will continue to lead us and bless us.

I also viewed this week the taping of Mr. Richard Ames' first telecast. It is evident that God is giving His blessing to these men in these first and therefore most difficult programs. Thank you for your prayers for them and I'm sure they would join me in urging you to keep it up. God wants His people to do their part in prayerful support of every phase of proclaiming the Gospel, demonstrating that our hearts and thoughts really are on what God is doing. As His called firstfruits, our primary interests ought to be on those things He is interested in.

Consider it from God's point of view. In a world of spiritual darkness, devoid of understanding of God's plan and purpose for mankind and His way of life, there are a very few specks of light. God has called out

a very few, as His firstfruits, to receive His Spirit, enabling them to really grasp who He is and what He is doing! No one else is capable at this time of really understanding His transcendent purpose for having created human life, and what the future really holds for mankind. Can you begin to see more clearly why the prayers of the saints are like sweet incense

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to God? And why Jesus said, "You are the salt of the earth; but if the salt loses its flavor, how shall it be seasoned?"

God enjoys our prayers. He wants to hear us! We provide the only continuous, righteous, God-oriented, meaningful conversation God hears from deceived humanity! Encourage God's people to do their part. The effectual fervent prayers of God's people do avail much!

I have asked Ross Jutsum of our Music Services Department to produce cassette tapes of appropriate music for Church dances that will be made available to all Church pastors in the next few weeks. These tapes will contain a wide variety of acceptable dance music for all ages and will be auditioned by several of our Ambassador College faculty members and Headquarters ministers before my final approval. Mr. Herbert W. Armstrong had made it quite clear for all the Church in the 1984 Festival film with the Young Ambassadors that most of today's modern music is literally filled with the glorification and acceptance of every kind of wrong influence, including drug usage, premarital sex, adultery, homosexuality, dishonor of parents, disrespect of authority, suicide, murder, property damage, theft and the occult, not to mention the confusion and discordant wails, moans and shrieks often inherent in the presentation itself.

In his book "The Incredible Human Potential," Mr. Armstrong stated the following on page 49 of the hardcover edition, speaking of Lucifer who became Satan the devil:

He was a spirit being--not human flesh. Great genius and skill in music was created in him. Now that he has become perverted in all thinking, acting and being, he is the real author of modern perverted music--of discouraged moods, squawks, wails--unhappy, discouraged moods. Think of all the supreme talent, ability and potential in a being created with such capacities. And all perverted. All gone out--all dissipated, turned to hatred, destruction, hopelessness.

Now today's world is a deceived world! And we, as God's people, though called out of it, are in the process of conversion, all at different levels proceeding at different paces. Some are more attuned to God's mind than others and can more clearly see the difference between God's way of give, based on godly love, and the devil's way of get, based on selfish desires and motivation, greed, self-gratification and vanity.

God has called all of us to be teachers of the whole world in the future. Right now, some of us, as His ministers, are already teachers of His firstfruits, helping prepare them for their roles as teachers later.

On this subject of music, we are teachers. We can point out the principles of God's way of life based on His law of love, and how those principles apply to music and all entertainment. Then, those who are desirous of becoming likeminded with God--that is, those who have submitted to God's will in their lives--will heed.

But realize this: It will be easier for some than for others. Some of these things are deeply ingrained in people. Your job, as a loving

shepherd, is to teach, exercising patience and understanding, but without compromise. And you are to set the example. You must see to it that no unacceptable music is played for any Church function or activity. And you must recognize the need in your own personal life to get totally away from a diet of that music that is even borderline. You, as an ordained elder or minister in God's service, ought to have the spiritual maturity and perception to see clearly the problems inherent in ungodly music. Don't deceive yourself!

Some of our teens use the excuse, "Oh, I only pay attention to the good songs even though I listen to the rock station." They deceive themselves. You must set the example. Don't compromise! And be positive about it. Teens respect and appreciate strength. Some younger ministers may think that they have to "relate to" the young by coming down to their level. That is nonsense! As God's minister, you should set the right example, so that the youngsters have the goal before them to rise up to a higher level. Oh, they may protest. But get this: If we do things God's way, we'll receive God's blessing. God will make it work out right. If we compromise, we'll get confusion, hurt, harm, bad results and problems.

Show the youth by your example that God's way produces right results. They can see the smile on your face, the concern in your voice, your happy marriage, your dedication to God and, above all, the love you demonstrate by telling them the truth and not compromising with it. Sometimes love must be tough. God did not pussyfoot around and compromise with carnal Israel, did He?

A minister, like a father, can do a child a great disservice by trying to be a pal or buddy, rather than being what he is--God's minister.

Mr. Armstrong wrote in the August 1, 1984 "Pastor General's Report":

God's Church cannot determine how much of Satan's kind of music is acceptable. As God's minister He leads me to steer completely away from that ground which is the "gray area." Let's see how CLOSE we can get to GOD, and how far away from Satan and his world. I have had to reject totally all the music that had accumulated through the years at Orr. I will be responsible for selecting music that is good popular music. Melodic, tuneful, enjoyable, uplifting. The "mod" electronic beat is not acceptable. Some say, "The kids won't like it." ...with proper instruction, incoming campers will learn a BETTER kind of music, as well as a better kind of "fun" than drugs, alcohol, smoking, premarital sex and other things they have "enjoyed"--or supposed they did.

So let's be teachers. And these tapes we'll be sending out will help you solve the problems of getting bands to cooperate with you, as well as the hours of sorting through records to arrange appropriate dance music. There is much other acceptable music besides what will be included on these tapes, of course. (And we do plan to send out several sets of tapes.) But you can play these with confidence that there will be nothing unacceptable on them. And also, realize that other versions

of some of these same titles may be totally unacceptable, depending on how they are played or arranged. In other words, these tapes are not an endorsement of any particular title or performer, but merely a selection of music that will set a right example and tone for dances in God's Church. Now I do realize that every single selection may not be absolutely perfect. But nothing in this world is absolutely perfect. I hope you understand that.

Remember our brethren in the Philippines, South Africa and Haiti. Thank you for your prayers for me and all of us here in Pasadena.

With deep love,

Joseph W. Tkach

FROM CHURCH ADMINISTRATION

MINISTERIAL FEAST TRANSFERS FOR 1986; PRAYER UPDATE;
INTERNATIONAL NEWS--Caribbean, Germany

Ministerial Feast Transfers for 1986 All ministers employed by the Church are required to attend their assigned Feast sites with their local congregations. The Feast of Tabernacles is considered a part of your routine responsibilities in serving the brethren, even though you may have no specific assigned duties at the site your congregation will be attending.

Only those who are requested to fill a need at another site will be permitted to transfer. However, if you feel there are special or extenuating circumstances in your case, please send a written request and explanation to Church Administration for consideration. Please also inform the Coordinator of your assigned Festival site that you have requested a transfer. All international ministers requesting transfers should send their requests to their Regional Director.

Note: All ministerial requests for transfer to U.S. or international sites must be received by March 21.

Prayer Update As you know, Mr. and Mrs. John Moskel lost their daughter, Molly, to leukemia late last December. They have asked that we share with you the following letter:

Dear Fellow Ministers and Brethren of God's Church,

Thank you so much for your kind gifts, cards, letters, prayers and phone calls of encouragement to us during our recent trial. It has certainly been a hard time for us, and we are deeply grieved at the loss of our sweet little girl. The pain and heartache don't seem to go away,

but we know that time can and will heal our loss. And we can eagerly anticipate hearing Molly laugh and talk incessantly, completely healed, in the second resurrection. The anguish we have experienced has helped us identify and empathize with so many others who have experienced a similar loss.

A local doctor has stated that our two oldest sons, Jesse and Benjamin, are doing fine and are out of danger now. Recent blood tests show that our youngest boy, Daniel, is not completely back to normal, but we are confident that in a short time he will be okay too. We are grateful for your prayers on their behalf.

We look forward to the wonderful world tomorrow, when leukemia and all other deadly diseases will be only distant memories, and all humanity will rejoice with robust physical health. May God speed that day!

John and Jolie Moskel

International News

From the Caribbean Office In early January the English-speaking Regional Office in San Juan hosted our annual regional conference. This year, in addition to having all the full-time ministers in the region and their wives, the business manager for Trinidad, Mr. Charles Bhagan, and our representative in St. Lucia, Mr. Lucius Joseph both attended. We were also privileged to have two guests from the Financial Services Department in Pasadena. Mr. Don Miller, Budget Coordinator, and Mr. Ritchie Gaston, Supervisor of General Ledger, both attended the conference and stayed afterwards for meetings with Mr. Weeks and me.

Topics covered at the conference included: a review of material presented at the Regional Directors conference in November, summary reports from each church pastor, instruction on budget and accounting procedures, implementation of our new donation receipting system and general information on the ministry and office procedures.

The donation receipting system we are implementing is an adaptation of IBM mainframe programming already in place for a few other international areas. It should relieve much of the tedious typing of receipts and provide an efficient way of keeping track of donations.

The information on budgeting and accounting was very useful in light of changes we are making in our bookkeeping. Mr. Miller began his presentation with a video tape of the financial services area of the Work. He then went on to give details in preparing budgets and was on hand to help in preparing budgets for local church areas. Mr. Gaston described how to properly report monetary transactions. The conference was very successful and a boost for all who attended.

(Submitted by Stan Bass, Regional Director)

From the German Office In January, my wife Esther and I attended the first session of the fourth series of Refresher Programs. I can say without a doubt that the Refresher Program keeps improving and this was the finest so far. It was on Thursday, January 16 at 8:00 a.m. that Mr.

Richard Ames announced at the beginning of his Refresher class that Mr. Armstrong had just died peacefully at 5:59 a.m. that morning. This sobering news on Thursday made everyone realize the seriousness of finishing God's Work. Everyone in the German-speaking area will miss Mr. Herbert W. Armstrong very much, but we have his fantastic heritage. Everyone here is happy that God so clearly designated Mr. Armstrong's successor and we are all looking forward to giving Mr. Joseph W. Tkach our wholehearted support.

In northern Germany, Paul Kieffer, pastor of the churches there, made the following observation: "The members seem to have accepted the news of the death of Mr. Armstrong well, having taken Mr. Armstrong's admonitions in recent months seriously. There is now a much greater awareness of Christ's leadership and inspiration in the Church, as evidenced by the transition in leadership."

Mr. Winfried Fritz, who pastors the Nuremberg and Munich, West Germany, and Salzburg and Vienna, Austria, churches, said, "After the death of Mr. Armstrong it was very encouraging to see that besides the initial 'shock' of losing our spiritual leader the people seemed to deeply understand that this is God's Work. So far, no one in any of the congregations I serve showed any doubt that God was leading in all of this. The brethren are in good spirits, ready to carry on with God's Work and fully supportive of our new Pastor General."

Mr. Grant Spong, pastor of the Bonn, Duesseldorf and Darmstadt churches, stated, "Everyone is sad to lose a loved one, as we all are. But the attitude is positive and the people are looking forward to Christ's continued blessing of the Church. They realize that this is the Work of God and that it will continue to grow. They are very excited and are anticipating what God will be doing with His Work."

Mail Report: In January the total German-language "Plain Truth" circulation reached 95,364. New subscribers requesting one of the seven language editions of "The Plain Truth" amounted to 3,922. Of these, 3,333 people requested the German edition. Most of our new subscribers came as a result of our ad in the December 1985 German-language edition of READER'S DIGEST. So far we have received 16,463 requests for one of the seven languages. That is 1.23% of the total circulation, giving us now a reasonable cost-per-response of \$3 per new subscriber.

(Submitted by Frank Schnee, Regional Director)

--Larry Salyer, Church Administration

EDITORIAL SERVICES

TV PROMOTIONAL LITERATURE; "GOOD NEWS" UPDATE;
"WORLDWIDE NEWS" UPDATE; "YOUTH 86" UPDATE; "PLAIN TRUTH" QUOTED

TV Promotional Literature Planning sessions to provide the new series of "World Tomorrow" broadcasts with promotional literature have generated a new category of brochures for television advertising. Actually, the contents are not new. Existing material will be reformed into brochure

size (8 1/4 by 10 3/4 inch) with new four-color covers to appeal more to the viewing audience. Since this is not new material, it will not be automatically sent out to the brethren.

Some of the subjects addressed are "Authority of the Bible," "What Is Man?" and prophecy. TV is also going to use the "Sexually Transmissible Diseases" brochure, and we plan to reprint the "Ten Commandments" booklet with the article "Thou Shalt Not!" as the introduction. The booklet will be retitled "Thou Shalt Not!"

"Good News" Update The May "Good News" tribute issue is coming along nicely and should be a treasured keepsake for brethren and other readers. This commemorative issue will be filled with historical photographs, including an informative eight-page photo essay on Mr. Armstrong. It will introduce Mr. Tkach to our readers, with photos and biographical information. Mr. Tkach's first "Personal" will also appear in this issue.

"Worldwide News" Update We hope you are enjoying the special tribute issue of "The Worldwide News." This was our first full-color issue of the paper and we feel the most momentous we have published. Our next regular issue will be February 24 and will cover the Festival coordinators' meetings and information about Festival sites administered by the British and French offices and the site in Cracow, Poland.

"Youth 86" Update We're now planning our June-July edition of "Youth 86." Articles slated for that issue include "Words Can Hurt," "Make Things Happen!" (article about leadership) and "Patch the Leaks in Your Wallet." In the "Reader By-Line" section we have an article by a teen who had been a runaway.

"Plain Truth" Quoted Don Schroeder, a "Plain Truth" senior writer, was quoted extensively in "Chemical Dependency," a book that is a part of the Opposing Viewpoints series. His article "Snow Fever" from the January 1985 "Plain Truth" was basically rerun under the title "Cocaine Use Is Not Sensationalized." This series' purpose is to present opposing viewpoints so that readers may analyze the positions of those well studied on issues, and considered as experts. We feel the research and work Mr. Schroeder has put into the "Sexually Transmissible Diseases" brochure make it the most informative and up-to-date literature available on the subject.

Also, regarding "The Plain Truth," Mr. Tkach has approved the cover for May. Featured are photos of U.S. President Reagan and Mikhail Gorbachev, leader of the Soviet Union, facing each other. Mr. Armstrong's lead article titled "Why Russia Will Not Attack America!" is the focus of the cover. Mr. Tkach felt the cover and article were of particular interest in today's news--timely yet positive.

--Dexter Faulkner, Editorial Services

PUBLISHING SERVICES

New PT Subscriber Sources for 1985 During 1985 nearly 1.8 million people requested a free one-year subscription to the "Plain Truth" magazine--an all-time record for new subscribers.

It's interesting to consider the source of these new "Plain Truth" subscribers within the United States.

- 3 1/2 1. Television: With about 265 TV stations broadcasting the "World Tomorrow" program it's not surprising that television viewers accounted for nearly 35 percent of all new U.S. subscribers added in 1985.

But what's most surprising is the second-highest source for new subscribers.

2. Pass-Along-Programs: One of every five new U.S. PT subscribers came from what we call "Pass-Along-Programs." This includes blow-in cards within the magazine, special envelopes that were stitched into the magazines and similar inserts in booklets offering free subscriptions.

3 1/2 These pass-along-programs have proved to be our most cost-effective way of gaining new subscribers.

The pass-along inserts are effective because they reach magazine readers--especially friends and families of regular subscribers. It is well known that most magazines have a pass-along readership of several people who read the publications in addition to the regular subscribers. "The Plain Truth" is no exception.

3. Newsstands: Third ranked among our sources for new subscribers is the newsstand program. In 1985 we added 345,000 new subscribers from this source--nearly 1 in 5.

1 1/2 Most newsstand readers of "The Plain Truth" seem to prefer to receive their copy anonymously by picking it up from a newsstand rather than subscribing through the mail.

Other categories accounting for new subscribers were.

9 1/2 Direct Mail: In 1985 direct mail added nearly nine percent or about 160,000 new subscribers. Direct mail is also one of our most cost-effective ways to add new subscribers. About one in every 10 people who receive our mailing, requests a free one-year subscription.

1 1/2 READER'S DIGEST: Our April 1985 U.S. READER'S DIGEST ad resulted in over 110,000 new subscribers. This amounted to over 6% of all new subscribers. We recently received a readership report by a national firm that indicated that 49% of all READER'S DIGEST readers saw this ad. Considering the prophetic content of the subject "What Next America?" this was quite a witness even to those readers who chose not to respond.

Overall, you can see God's abundant blessing on the increase. As He directs many millions to read the "Plain Truth" magazine, Christ's commission to preach the Gospel to all nations is being fulfilled.

--Ray Wright, Publishing Services

MAIL PROCESSING UPDATE

FACTORS AFFECTING TV RESPONSE

X **Factors Affecting TV Response** As Mr. Tkach mentioned last week, overall response to "The World Tomorrow" has been leaping ahead! The trend has been consistently upward for the past seven years. (Last weekend's response was 21,039.) Yet, the number of calls and letters may vary considerably from one program to the next. Following are some of the factors which can affect the response to a particular program:

● Subject of Telecast and Literature

The subject of a telecast and the literature offered have a major effect on the number of phone calls we receive. For example, programs and literature on prophecy usually pique audience interest more than doctrinal subjects. The instinct of self-preservation is one of the strongest, and people want to know what is going to happen and how they can escape harm! Seasonal programs on Christmas and Easter, as well as the offer of new literature, also pull some of the highest responses.

● Graphics and Film Footage

The use of striking graphics and film footage to illustrate and emphasize the message makes the program more real and urgent to the viewer. Thus, the use of graphics often enhances the desire to receive the literature. Some subjects, such as prophecy, lend themselves much more to these special visual effects.

● Superimposure

Another important factor that affects response is the extended use of the superimposure of our WATS telephone number near the end of the program. The track record has proven that the longer our WATS number is displayed on the screen, the higher the response. Of course, a long superimposure cannot always be adapted to certain types of programs. Reminding viewers to try calling again if the lines are busy is also very effective in increasing the number of calls.

● Advertising the Literature

Audience interest is usually heightened and intensified when the speaker pages through the literature and vividly describes how it applies to one's personal life.

● Improved Airing Times and Better Stations

As we improve our coverage of major markets and obtain better airing times, response will continue to increase. A case in point: Over the past two or three years, we have secured time on several major cable networks that reach additional millions across the nation. Consequently, we have seen a dramatic increase in call volume.

● Preemptions

The number of stations airing "The World Tomorrow" can vary from week to week because of preemptions. Several times throughout the year the program is replaced by telethons, political campaigns, major sports events, etc. Obviously, when the number of stations carrying our program is reduced, the responses will be affected.

- Seasonal Changes

Statistics have shown that we receive a higher number of responses during the winter months than during the summer. There are several reasons for this. Throughout the warm, summer months people travel, take weekend trips and enjoy more outdoor activities. Therefore, they tend to watch less TV. This is the primary reason the major networks show reruns. By contrast, people tend to stay indoors during the cold, winter months and watch more TV.

- Competition from Heavily Advertised TV Specials

When competing networks run popular special programs and events that have been heavily advertised, such as the Superbowl or a dramatic miniseries, some of our potential viewers are drawn away. As a result, our audience could be reduced by several percentage points.

--Richard Rice, Mail Processing Center