

# PASTOR'S REPORT



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Greetings from Auckland, New Zealand!

I am dictating this brief report only 15 minutes after arriving at our offices here in Auckland following about a 10-hour flying day yesterday from Honolulu, with a refueling stop in Western Samoa. It's a cloudy, rainy day, but the vivid greens and bright colors of New Zealand are striking nevertheless. This is, of course, my very first visit to New Zealand in my life, as it is for my wife and son David. We are to fly this evening to Christchurch on South Island to meet with a group who would have been driving over two-lane difficult roads from as far away as 200 miles or more for meetings from 7 to 9 p.m. Then tomorrow night at 8 p.m. in Wellington on North Island, and the following night here in Auckland, and then on to our offices at Burleigh Heads near Brisbane in Australia.

I was able to visit my father again briefly just barely before our departure, and he still appeared to be making very slow but steady progress. I hope you will all encourage your congregations to pray that God will intervene especially in helping him to overcome the current difficulty of his lack of red blood cells, and also the need for his own body to provide him with the energy and strength to gradually increase his walking and exercise so that he can continue to regain his strength. We were able to chat about essential things in the Work, including the recently announced personnel change in discontinuing our need for the services of Professor Osamu Gotoh, and of course the upcoming ministerial conference.

I was very relieved to be able to finish ten more five-minute programs, a column and one T.V. program the last two days prior to my departure. I am now completely ahead in half-hour radio, half-hour T.V., five-minute radio and columns so that I can turn my attention to the speaking, and hopefully creative writing, on this trip.

As I mentioned in my personal in the Worldwide News, I am absolutely elated over the tremendous response from the brethren to my letter offering them a free copy for each head of household of my new book, The Real Jesus. The letter has already broken all records for the percentage of return in the history of the Work!

Will try to keep in touch with you in each Pastor's Report.

With love, in Jesus' name.

DELUGED BY REQUESTS FOR THE REAL JESUS MPC is receiving a spectacular response to Mr. Ted Armstrong's special member letter offering his book, The Real Jesus. Through Friday, November 18th, the response was at 20,555--or 54.7%! This particular letter has received the largest response to any member or co-worker letter ever written by this Work for which records have been kept. The previous high was a GTA letter of 1974 which reached the 40% response level.

Mail for November is continuing to come in at a good rate. For the first 18 days 95,403 letters have been received, giving us a yearly total of 1,695,713 letters.

--Richard Rice, Mail Processing

PT NEWSSTAND UPDATE The U.S. Newsstand Program is slated to distribute 495,000 copies of the January edition, and we plan to have a monthly turnover of nearly 800,000 by the end of this fiscal year. A recent Bulletin article announced that we had acquired approval to distribute the P.T. through 17 major airports across the United States. Unfortunately we have had to temporarily delay the opening of these airport outlets due to an overwhelming demand for additional magazines for rapidly expanding church distribution. However, we have been very encouraged by the overall response. So far, over 64,000 new subscribers have been added to the P.T. list as a result of newsstand efforts. In addition, recent findings have proven the current cost per response to be only about \$4.30.

--Mark Armstrong, Newsstand Circulation

CONFERENCE PLANS PROGRESSING Pastoral Administration is immersed in the myriad details of planning for the upcoming ministerial conference. The agenda has just been amended to include more plenary sessions. We have arranged for a special lecture by famous T.V. personality and lecturer, Art Linkletter, who will talk on the subjects of drug abuse and children. It is hoped that we can arrange a special concert during the conference for your enjoyment. Tickets for the Rose Parade should be requested right away because this year there will be a limited number of tickets available--they will be given out on a first-come-first-serve basis. Direct your requests to Ministerial Services.

By the way, with regard to your receiving a free copy of Mr. Ted Armstrong's book, The Real Jesus, please tell all of the ordained men in your area that everyone in the ministry must request his own copy of the book. No complimentary copies will be sent automatically without a request.

--Ted Herlofson, Ministerial Services

FESTIVAL BROCHURE UPDATE Good news for the festival next Fall! The brochure has matured, come of age and is receiving widespread acceptance throughout the business community. The 1977 edition which used more color, photos and feature articles plus local advertising, has begun to attract the attention of national advertisers. Companies included in the 1978 brochure would represent large national advertisers such as franchise food service operators, national car rentals and national transportation organizations. If festival office efforts with these national organizations are successful, there should be direct benefits to each church family. It is possible that members may be able to enjoy special discounts when utilizing these facilities before, during and after the feast. For

instance, a special discount card from a national food franchise operation could be available for members' use while driving to and from the site, as well as being used at the numerous outlets at each festival location. If we are successful in implementing this new approach, it will be further explained to the membership when this year's festival application is mailed.

--Sherwin McMichael, Festival Office

"QUEST A WINNER" (Date Line New York City) "QUEST Magazine has become a winner in the publishing industry." This is the enthusiastic reaction we get when publishers, writers and media people meet us and discover that we are representing QUEST magazine. At an august dinner meeting of 1500 top publishers from across the country here at the Hilton Hotel last Tuesday, November 15, economist Elliot Janeway gave QUEST an honorary mention in a speech about publishing.

Betty Harris, publisher of Working Woman, was at my table and compared us with National Geographic for graphic quality and extolled the journalistic excellence. Barbara Walters, who is a reader, also made a favorable comment to me personally at Kennedy Airport. The general reaction makes you feel like a celebrity because to quote the Vice President of an international company at the same table: "People are so pleased to see a magazine with such high ideals doing so well in a rotten world."

--Roger Lippross, Production Director of QUEST/77

PLAIN TRUTH REPRESENTED AT PUBLISHER'S SEMINAR Dexter Faulkner and I just returned from New York City where we attended a very profitable three-day seminar conducted by the Folio magazine people. Folio is called "the magazine for magazine management" and it provides information for publishers, editors and writers. The seminars were crammed with highly relevant and valuable information, all of which can have future bearing on the continued improvement of our in-house publications.

--Brian Knowles, Editorial Services

TO BE ANNOUNCED A cash box containing orders for record albums received at Squaw Valley during the Feast was stolen from a car in Pasadena. The orders had not yet been processed so we were unable to send out the albums. If you ordered an album in Squaw Valley that was to be mailed to you, please write: Record Sales, Ambassador College, 300 West Green St., Pasadena, CA 91123. Let us know which album you ordered and we will process your order within a week after we receive your letter. Sorry for the inconvenience.

--Mark Mickelson, Student Body Co-President

#### WORLD NEWS UPDATE

Sadat's Visit to Jerusalem Electrifies the World Egyptian President Anwar Sadat's dramatic and courageous visit to Israel has put the Middle East back in headline number one position. The value of his bold journey to Jerusalem was mainly its tremendous psychological impact. Sadat's speech in the Knesset was predictably standard Arab policy regarding occupied territories, rights of Palestinians, etc., though his specific reference that old Arab Jerusalem should be a

"free and open city for all believers" was a bit of a surprise. Begin responded with an emotional exposition of Israel's counter-position.

But again the impact on the senses was great. Seeing Sadat visit the shrine to the Jewish victims of the Holocaust and placing a wreath at the monument to the fallen Jewish soldiers of four Middle East Wars was startling. Equally so, the private interviews staged with American network news anchor persons--Begin and Sadat sitting side by side, referring to each other as friends, Sadat relaxed and smoking his pipe--such was unthinkable only two weeks ago. Where the Sadat visit exactly fits in we'll have to explore as the weeks go on. But it should be a lesson to us how dramatically sudden events can develop in the world.

--Gene Hogberg, News Bureau

#### LETTER COMMENTS

Response to THE REAL JESUS Offer The letter comments this week contain excerpts of some of the enthusiastic responses which express the members' appreciation for being offered the book. It is evident from the thousands of letters that the brethren are extremely supportive of Mr. Ted Armstrong.

What a beautiful thing to do and I'm sure it's at a sacrifice. We are anxiously waiting for the truest book of all time. Only yesterday on Donahue's program a lady said there wasn't a book that one could get on Christ's teaching in a bookstore and asked why. Now they have one.

--Mr. & Mrs. R.S. Shonkwiler (Sapulpa, OK)

Thank you in advance for your gift of love--a free copy of THE REAL JESUS. How thoughtful of you to take the time to find a way to send a copy to each church family. Your letter brought tears to my eyes feeling the love you have for all the brethren. I especially appreciate the gift as my budget would not have permitted me to purchase a copy for quite some time.

I will be praying that the sales from the book will be extra good, and that this new facet of God's Work will be a success in getting some of God's truth to those who have never heard it before.

--Joan Cady (Denver, CO)

I don't want to take the joy of giving away from G.T.A, but I know the cost of publication of THE REAL JESUS is great. So please accept my small contribution.

--Lloyd M. Pyles (Raytown, MO)

Please accept this donation. Your letter of October 19, 1977 was so inspiring and warm with love for the brethren that it is a small way of saying thank you on my part.

--Mr. John A. Callis (Nashville, TN)