

PASTOR'S REPORT



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MEDIA UPDATE Garner Ted Armstrong requested that information from a recent progress report from Dick Janik of Ed Libov Associates of California, Inc. be relayed in the Pastor's Report.

Our new media advertising agency has been able to line up the number one station in a new market for Mr. Armstrong--Tulsa, Oklahoma. The program will air on the number one station in the market, KTUL--an ABC affiliate--Sundays 11:30-12 noon, starting February 5. This will include 12 promo spots weekly and a free TV Guide ad.

In Charlotte, N.C. we are going to be adding WSOC-TV, an NBC affiliate until WRET-TV can be cancelled. The comparison is as follows: WRET is a UHF station and the program is presently on Sunday at 10 a.m. with a 1 rating. GTA's lead in is Vision Outreach, and lead out is Abbott & Costello. WSOC-TV's time slot is Sunday at 12:30 p.m. with a 4 rating. The lead in is Meet the Press, and the lead out is the Sunday movie. This package will include a free TV Guide ad and 5 free promotional announcements weekly.

The upcoming NATPE (National Association of Television Program Executives) Convention, at which GTA will appear, will be attended by every General Manager and Program Director of all TV stations in the U.S. and Canada. Also present will be the Presidents of the three networks, and local dignitaries such as Governor Brown. An article on GTA will appear in the NATPE magazine, vocal recognition will be given by the host or hostess (either Carol Burnett, Dick Clark, etc.). In essence, Ed Libov and Associates is going to let every TV station in the U.S.A. and Canada know who GTA is, and what he stands for!

REAL JESUS BOOK REVIEWS Following are a couple of reviews of Mr. Ted Armstrong's new book, which we thought you'd be interested in reading.

THE REAL JESUS by Garner Ted Armstrong. Sheed Andrews and McMeel. 280 pp. \$8.95. The Armstrongs, by their radio programs, have engendered much comment and even enough opposition to be counted controversial, but this book is Biblical enough and so able in its style of writing that it is difficult to find fault with it. The publishers in their promotion of it have tried to cast it in a more sensational light than the text justifies, as when they say that Jesus "was a taxpaying operator of a family business . . . owned at least one nice home and probably two." Such allusions in the book itself, are to the "probability" of such matters, based on a Scripture passage which says Jesus was "at home" in Capernaum. Armstrong's method, when he tries to present unusual aspects of the Jesus he envisions, rests largely on deductions from the Biblical text, in light of background information on the Holy Land of that day. The imaginative process is called into play in some presumed conversations, but the Bible student will find that the book lives up to the author's

belief that "the Bible interprets itself (and) is the word of God." The orthodox Christian will find far less to criticize in this reconstruction of Jesus' life than in the presentation made every Sunday in some "liberal" pulpits. (From the Augusta Chronicle, Dec. 1, 1977.)

THE REAL JESUS. By Garner Ted Armstrong. Sheed, Andrews & McMeel, Inc. November 1977. \$8.95. You will read this book with mixed emotions. At times you wonder if this is the Jesus you know, but you will also decide the saviour is intensely human.

Garner Ted Armstrong has been tremendously successful on television, and the book is written in the same manner the author uses before an audience. You can read along, close your eyes, and get a mental image of Garner Ted Armstrong just as if he were speaking on the tube.

Regular fans will enjoy the book, and others will gain new insights. (From "The Book Report," winter 1977/78.)

NEW GTA TV PROGRAMS On January 10 Garner Ted Armstrong taped "Fifty Miles of Trouble -- The Panama Canal," addressing the pros and cons of the Panama Canal issue. In short, GTA believes the Panama Canal is as much an American institution as the Louisiana Purchase and Alaska. The studio is now finishing the editing of "Germany: Looking Right?" which will be aired the first part of February.

Another note of interest is the final selection of a thirteen-program package to be used for syndication on additional television stations which our new agency is already signing on.

--John Lundberg, TV Production

CO-WORKERS INVITED TO COMBINED CHURCH SERVICES Working in conjunction with Mr. Ted Armstrong, Subscriber Development has begun a new program of inviting co-workers to church services when he is visiting in their area. As Mr. Armstrong makes his visits to field churches, these invitations are able to "bring the Work closer" to many people who may never before have seen or heard Mr. Armstrong in person. A recent example was Mr. Armstrong's visit to Kansas City. The co-workers in the Kansas City area were invited to be present at combined church services when Mr. Armstrong spoke there December 17. It is our hope that these special church visits will help to draw many of these co-workers into even greater involvement with the Work and local church brethren.

--Richard Rice, Mail Processing

PLAIN TRUTH/BOOKLETS UPDATE The Plain Truth is producing some excellent fruit these days. Renewals are doing very well and are much improved. Last year renewal letters alone brought in about 1/2 million dollars in additional income for the Work! We have also found that, as a direct result of renewal programs, over 10,000 former co-workers and donors have begun contributing again.

After three renewals of 664,000 subscribers in the United States we find that fully 60 percent of them have renewed. That's excellent by any standard! To illustrate the improvement in renewal responses it might be appropriate to mention that on one of the old tabloid renewals the rate was as low as 8.5 percent!

During 1977 we added some 264,000 new subscribers to The Plain Truth magazine. That is very encouraging.

I have been asked by Mr. Ted Armstrong to include a personal counsel ad in each issue of the PT. It is hoped that this will boost new visit-requests. The first such ad should appear in April or May. In addition, I have been asked to delete the radio and television log from the PT and run a more general ad instead. This change will also be instituted in either the April or May issue of the PT.

We have been asked to produce a booklet titled "Doctrines of the World-wide Church of God." This short, but important, booklet will summarize in paragraph form the basic doctrines of the Church. It will be based on all the "Doctrinal Statements" of the STP. It will also have a section at the back on traditional Christian doctrines showing how the church feels about teachings like the immortality of the soul, heaven, hell, etc. We'll get that one underway immediately.

--Brian Knowles, Editorial Services

STP UPDATE I have been receiving many comments and notes of appreciation for the STP doctrinal material handed out at the conference. Your appreciation is likewise greatly appreciated! I am encouraged that the Project is being helpful to the field ministry, even though now it is only preliminary with only five of the over thirty topics anywhere near complete. Don't forget that the 27 shorter papers will all be expanded into larger and more thorough expositions over the next 24 months or so, with additions and updates being sent to you automatically as they are completed. Also, please remind all those ministers who did not attend the conference--including all local church elders--that they will automatically be sent a copy in several weeks. They need not write in and request one. Thanks again for your comments and helpful input.

--Robert Kuhn

Y.O.U. MINISTERIAL SURVEY RESULTS During the Y.O.U. sessions at the conference we took a survey which has been both very encouraging and helpful to us in Y.O.U. In response to the question, "Has teen interest in the Church increased since the inception of Y.O.U.?", 52% of the ministers said interest is greatly increased, and 39% said interest has increased some. The satisfying part is that none said that there has been no change.

In response to the question, "Do you think less emphasis should be placed on the national events in order to beef up local and regional events, the positive-negative response was almost even, with 52% saying, "yes", and 48% "no". Eighty-five percent said, "yes", they would like to see us begin a traveling S.E.P. which would bring S.E.P. to their region.

In response to, "What has been the biggest problem in getting Y.O.U. activities going in your local area?", the largest single response was, "Widely scattered area, transportation problems"--28%. Twenty-one percent said lack of parental support; lack of interest among the youth was third with 9%. In answer to, "What do you feel the future direction of Y.O.U. should be?", 40% said more educational activities, 21% said more theological activities, and 20% said more cultural activities.

We very much appreciate this input. We are working to respond to your desires. Any of the rest of you who would like to comment on the questionnaire, we would welcome hearing from you.

--Mike Blackwell, Y.O.U.

NOTICE If any of you in the field ministry have questions about Mr. Richard Parish, please call Ted Herlofson via the WATS line.

--Ted Herlofson, Ministerial Services

JOB OPENING Please announce that the Ambassador College Machine Maintenance Department has an opening for a person qualified and experienced in troubleshooting, repair and maintenance of audio visual equipment including tape recorders, public address systems, slide and 16 mm projectors, communication and paging systems. Salary will be based on experience and qualifications. To apply please write:

Ambassador College Personnel
P.O. Box 111
Pasadena, CA 91109

Or, call Charles Roemer (213) 577-5106.

ON THE WORLD SCENE

REDS INCH CLOSER TO POWER IN ITALY The mounting crisis in Italy bears watching this week. Caretaker premier Giulio Andreotti is trying to piece together the 40th postwar Italian government. This time he is under intense pressure from the Communists to be included formally for the first time in positions of actual power, holding cabinet posts in a new coalition regime.

Andreotti's previous government fell last week under the hammer blows of a plethora of economic, political and social crises -- among them raging inflation, high unemployment and growing social disruption by terrorists and political militants on both the left and the right. As a result, the Communists reneged on the private understanding they reached with Andreotti's Christian Democrats last July to abstain in the Parliament on key issues, letting Christian Democrat legislation pass -- having first been cleared in huddles with the Red leadership. In effect, the Communists have already acted as a "silent partner" in government, but now they feel the time is right for full recognition and authority.

The United States has belatedly and somewhat timorously voiced its opposition to the principle of power-sharing with the Communists. Given President Carter's fuzziness on the question of European communism, the U.S. warning is hardly a credible one. After all, when he arrived at the airport in Warsaw, Poland on his six-nation tour recently, Mr. Carter opined in his arrival speech that "old ideological labels have lost their meaning" in today's world. If that really be the case of the State Department, then one should not be concerned if the Communists get two or three cabinet positions in Rome, in Paris, or elsewhere in Western Europe.

--Gene Hogberg, News Bureau

LETTER COMMENTS

MPC is receiving many comments in response to Mr. Ted Armstrong's book, THE REAL JESUS. The book is having a very positive influence

on the membership, as this week's comments show. It is also interesting to note that the entire first printing of the book is now completely exhausted! The publishers will have additional copies available in February. The copies acquired by the Church are also exhausted due to a greater worldwide member demand than was anticipated. Because of this, the later requests will remain on hold until additional copies can be acquired.

As I have just finished reading THE REAL JESUS, I must do something I've never done in response to a publication of any kind--write to express my pleasant amazement.

I must admit that even though I looked forward to reading the book, I planned to skim quickly through it just to make sure I wasn't missing out on something. I didn't expect to learn from it. After all, hadn't I been seriously studying the Bible for a number of years, even aside from my four years of college studies which included a theology major? And hadn't I read books and articles on the subject of portraying Christ? And all of this was in addition to the countless articles I had carefully studied by the book's very author along the line of what Christ was and is like. How much more, of importance, could be added to such a basic subject?

I began reading THE REAL JESUS. I couldn't skim over it--it was too interesting! And the coherently detailed and colorful style of writing which flowed through the entirety of the book made it all so unbelievably seeable I had to continue "watching" the scenes unfold even well past my usual bedtime!

But what was more important than enjoying it was that I clearly learned more about the real Jesus. Not only about what those times were like during His earthly life as a man and about the astonishing records left by important historians, but to my almost embarrassed surprise I learned more about what is actually recorded about Him in the Bible itself--passages I had read over, time and again, without really noticing the meaning.

In short, I'm waiting for Mr. Garner Ted Armstrong's next book--and the next. About anything. And however simple the subject seems, I won't be surprised to learn from it.

--Thomas J. Anderson (Fort Smith, AR)

I just had to write to tell you I loved THE REAL JESUS. Thank you so much for that book. Your pen (or typewriter) must have "sung." So many of the passages keep echoing in my memory. God surely must have inspired you and must be very pleased. How graphic! You also must feel "poured out" because no one except one who feels very deeply could write with so much verve expressing sympathy, understanding and empathy. How could anyone reading this book fail to see what a (I hesitate to use the word because in some instances it has become trite) wonderful person He is and was. What a great person! What a great God! English language, although verbose, fails miserably sometimes to express exactly what is meant, and to add to that burden, King James English.

The world will fail to appreciate this fine literature and will probably malign it; but the future will reverse that. I hope the ones having their minds opened now will (by His Spirit making this possible) obtain the truly great book. Those who find their balloons burst and their favorite myths exposed stumble at the word anyway. Those whose minds are opened or are being opened will rejoice as I do. Thank you again.

--Sandra A. Escobar (Cleveland, TX)

I received your book, THE REAL JESUS, in yesterday's mail and have already completed the first fourteen chapters. Once you begin reading it, it is impossible to put the book down. Although I still have six chapters to complete, may I offer my sincere congratulations on an outstanding work. You have truly succeeded in making Jesus "come alive." Please do not feel ashamed or embarrassed by your picture on the cover. It is a good picture!

--Larry W. Rothrock (Fort Leavenworth, KS)

I have finished reading your book, THE REAL JESUS. It is excellent. We wish to thank you for your generous arrangement to give us members a free copy of the book. My husband hasn't read it yet but I know he will feel the same way I do.

Your descriptions are excellent. I am taking a writing course so I am learning the importance of words--descriptions, etc. I commend you heartily for making Jesus known to those who have "eyes to see" and "ears to hear." It will be a big help in teaching our two preschoolers the truth now and as they get older. I commend you for writing the book. It is sorely needed in this sick world.

--Mrs. Marilyn Braley (Houston, TX)

One evening last week I stopped in at a local bookstore to browse and I saw about seven copies of THE REAL JESUS. A few days later I stopped again and this time there were only two copies left! So people in Springfield are purchasing it.

--Gene Fox (Springfield, OH)