

PASTOR'S REPORT



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MAIL STILL UP INSPITE OF BAD WEATHER Despite the serious weather in many parts of the country, our mail is holding up rather well. As a matter of fact, the weekly mail count as of February 10th was the best weekly figure since May of 1977. Apparently those areas of the nation not affected by heavy snows are helping to keep the mail picture quite strong. Currently we are receiving heavy responses to Mr. Ted Armstrong's co-worker letter of January 30th. After only ten days, the co-worker response reached 16% and member response reached 30%. These percentages are very close to the normal average co-worker response after a period of 30 days! It's certainly encouraging to see such an early enthusiastic response to Mr. Armstrong's letter!

Many of those responding to the letter have been very pleased and excited about the return to 30 minute daily radio programming. Numerous individuals have stated their hope that we will be able to go on the air in their area soon.

--Richard Rice, Mail Processing

NEW NEWSSTAND OUTLETS We are happy to report that P.T. Newsstand distribution has begun in Burbank Airport and in the departure area of Honolulu Airport. I mentioned in a recent Pastor's Report that we were planning to begin distribution through "Dobb's House" airport outlets in Austin, TX, San Antonio, TX, and Charlotte, N.C., during the month of February. Those outlets are now in operation, and we are planning to add three more Dobb's House outlets during the next month or so. Several more church areas have called in during the past few weeks and asked about beginning newsstand distributions. We encourage any church areas not yet involved to contact us via the WATS line.

--Mark Armstrong, Director of Newsstands

INTERNATIONAL NEWS To update you on the Canadian phase of the Work, material from January's "Monthly Comments" put out by the Vancouver office is included here.

--Leslie L. McCullough

1978 starts off with a record-setting month. The semiannual letter sent to Co-Workers and regular PT subscribers has gathered a most favorable response. The number of booklet responses hasn't been spectacular but the letter carried a P.S. mentioning the Church's representatives across Canada and invited a request for a personal visit -- they're still coming in. As of this writing, over 500 requests for a visit by a minister -- more than all last year totally.

Another very encouraging aspect of this early part of the year --the accumulative aspect of our winter ad campaign has really picked up momentum. Over 11,000 new persons have been added

to the subscription file in the English and French languages. With ads running on into April, we're just at midpoint now of this year's impact via the printed media. Our cost-per-response continues to run well below the commonly accepted level of performance and once again proves there are many people yet to be reached with God's Word.

Monthly mail count continues to run well ahead of last year due to heavy ad responses and active monthly renewal programs. We continue to experience a very acceptable 65 - 75% renewal rate which indicates a healthy viable and interested readership. The renewal letters offer and highlight the Correspondence Course -- now at an all time high enrollment for Canada. Co-Worker mail is also running at a higher figure than last year and a most encouraging fact turned up just this week -- letters to well over 100 persons were mailed, offering Co-Worker status. Individual involvement due to multiple offerings are flagged for us monthly indicating those who may wish to be considered Co-Workers.

The papers were signed Friday, January 27th: Baker Lovick Ltd., of Vancouver is now our Media Agency and will handle all the electronic media buys for the Work in Canada. We have experienced a fine working rapport with them over the last two winter ad campaigns and look forward to good things from them in the future. A WN article is forthcoming so details will not be gone into here -- it's a breakthrough and only good things can come from being able to work with close and personal contacts within the electronic media field.

Income continues to hold up well but still lags behind budgeted forecasts. We are at plus 4% over last year and the "hoped for" 10% hasn't materialized yet.

MEMBER COPIES OF BIBLE HYMNAL PLEASE ANNOUNCE: A limited number of Bible hymnals have been set aside for members interested in having their own personal copy. There is a \$3.00 charge to cover the cost of producing each hymnal. All checks need to be made payable to the Worldwide Church of God and kept separate from any tithes or offerings being sent in. Requests can be sent to Worldwide Church of God, Pasadena, CA 91123.

--Ted Herlofson, Ministerial Services

Y.O.U. UPDATE Mr. Ted Armstrong was able to attend the regional basketball and cheerleading tournament in Hershey, Pennsylvania last weekend. Combining Sabbath services and a church social on Sunday evening with this occasion, Mr. Armstrong's presence made all the events more special. The youth set a superb example in sportsmanship. Mr. Armstrong's sermon on true sportsmanship and right competition inspired everyone to work hard and enjoy the weekend's activities.

The minister, parents and teens alike made comments to us about how valuable Y.O.U. is to them. It has given our youth something in which to invest their energies and exuberance as they resist the trends of their peers in the world. Y.O.U. also helps the ministry and parents to guide the young people in expressing God's way of life.

We thought you'd also be interested to know that we initiated our first in a series of local coordinator meetings in Lubbock, Texas, this last weekend. We received a lot of feedback about the problems, needs, and accomplishments of the program. The coordinators felt the biggest problem for their particular region, besides distance and transportation, was the problem of lack of parental involvement. Suggestions to help encourage parental involvement were to 1) Ask the parents for their ideas, 2) Give public recognition to those parents who help, 3) Have the church pastor discuss the importance of the program, and 4) Schedule activities well in advance.

--Ron Dick, Y.O.U.

QUEST IN SPACE! The following appeared in this morning's New York Times in Phil Dougherty's advertising column -- the most widely read communications/advertising oriented column in the United States.

--Jack Martin, Vice President of A.I.C.F. Publishing

Quest/78 In Space. QUEST/78 magazine, which last year was known as QUEST/77, is celebrating its first anniversary with the March-April issue carrying 43 pages of advertising. At the new higher rate and an invitation to join in an exceedingly unusual reader competition.

The magazine has contracted for five square feet on an early space shuttle flight which the winner can use for his winning project.

Quest had five issues last year and will have seven this year. Circulation base went to 300,000 from 175,000 with the current issue and is expected to be at 400,000 in time for the 10-a-year-frequency next year.

ON THE WORLD SCENE

CANADIAN ELECTION CAMPAIGN: Election fever is building in Canada where sometime later this spring, or possibly by fall, Prime Minister Pierre Elliott Trudeau may be facing the sternest test of his ten-year rule. A Trudeau defeat could have dramatic consequences for Canada in the light of the continuing battle over Quebec separatism.

Trudeau's opponent, representing the Progressive Conservatives, is 38-year-old Joe Clark from Alberta, a virtual unknown outside Canada (some wags say inside as well.)

Polls show that Trudeau's Liberals are losing favor, due mainly to Canada's faltering economy. The Canadian dollar has now slipped to U.S. \$.89; unemployment is a stubborn 8.5%; inflation 9.5%. Clark, however, hasn't necessarily picked up support; more Canadian voters just describe themselves as "undecided."

The contest could be decided on one issue only -- separatism. Trudeau, an avowed federalist, is a mortal enemy of Quebec premier Rene Levesque, the leader of the separatist Parti Quebecois. Until now, Trudeau, who is 3/4 French Canadian, has enjoyed widespread support, even from English-speaking Canadians, as the best man to hold Canada together.

But, there is a discernible countervailing mood too: that the fate of the country can't be left to two Quebeckers, with Canada's predominant British stock left standing in the wings.

Ten years is a long time for any leader in a democracy to stay in power. So let's speculate that Trudeau is beaten by the lackluster Clark (who, one critic said, would make a good mayor of his home town, High Point, Alberta -- if he had a good city council behind him.)

If Clark wins, that will surely increase the chances of Quebec separatists winning their referendum on Quebec sovereignty to be held sometime in 1979. The separatists would trumpet that Canada would now have an "English" Prime Minister, and from the far West to boot, who would bring an uncompromising anti-French position to Ottawa.

It is hard to imagine the youthful, relatively inexperienced, Mr. Clark winning out over the wily Rene Levesque in any future life-and-death showdown over Canada's national future.

--Gene Hogberg, News Bureau

LETTER COMMENTS

The comments this week contain a sampling of reaction from both the co-workers and members to Mr. Ted Armstrong's January 30th letter.

January 30 Member Letter Reaction

Upon receiving your letter I was thrilled to hear you are going on the half-hour broadcast again and to hear that Mr. Herbert Armstrong is improving.

--Lewis Nielsen (Ogden, UT)

Enclosed is my tithe plus \$15 extra to go toward the media. I learned so much from it and hope this extra money will help the new thrust so others will be able to learn and grow.

--Cathy Schipper (San Mateo, CA)

Co-Workers' Reaction to January 30 Letter

May God bless your endeavors in expanding your radio and TV broadcasts. I, too, have received more information, more Bible knowledge, and more insight in one half hour than in many years of attending dull, boring church services. I thank God every day for the day years ago where I first heard your telecast in Daytona Beach.

--Mrs. Marion Hultman (Ormond Beach, FL)

Please use the enclosed money (\$25) to help get GTA back on 30-minute programs! We're hungry out here!

--Ralph J. Ricketts (Baltimore, MD)

I'm glad to hear that you are going to start daily broadcasting for half-hour periods. Your work has helped a lot of people. I know it has helped me!

--Mrs. James Choate (Salt Lake City, UT)