

# PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE  
WORLDWIDE CHURCH OF GOD



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## MEDIA PURCHASING UPDATE

### Rationalizing U.S. Media Coverage

In a recent meeting with several department heads, Mr. Armstrong made some far-reaching decisions regarding circulation policies, newsstand programs and radio coverage. This report will deal with changes in radio coverage and their impact on newsstand activities in the United States.

For some time now, Mr. Armstrong has been aware of the shift that has taken place in radio audiences in recent years. In our meeting, we were able to document which radio stations are still producing results and several that are not. We found that we could cut 30% of our stations and maintain 80% of our response and save approximately \$1.5 million per year. Mr. Armstrong decided to do so and reallocate the funds to more television and a six-month extension of the PT supermarket newsstand program.

Mr. Armstrong realized, of course, that some listeners would be disappointed by this reduction in radio. Accordingly, he also approved a cassette distribution to co-workers on request and a church library cassette distribution for members. (Mr. Larry Omasta will have more details on this later--the project will begin in the spring of 1984.) By making available selected series of existing radio programs, we will be able to serve those individuals who would otherwise miss hearing the broadcasts. The changes in radio coverage will begin to take effect in the last week of December.

Meanwhile, television coverage continues to be enhanced. This week we were able to add WPIX channel 11 in New York at 7:30 a.m. Sundays. This independent station is cabled to five million homes throughout New York state and surrounding states. Additionally, we were upgraded in Jackson, Mississippi, from 7 a.m. Sunday on a UHF station to 9:30 a.m. Sunday on NBC's channel 3, WLBT.

### International Media

On a recent trip to Europe, time improvements were made on RTL-TV (Luxembourg) where we air a French-subtitled version of "The WORLD TOMORROW." The program will air at 11 p.m. on Tuesdays. Also, in Monte Carlo, the same subtitled program will move to 10:15 p.m. on Friday evenings early in 1984.

Mr. Armstrong's latest co-worker letter mentioned the need to cut TV in Italy. We have now been able to renegotiate some cost reductions, making a January 1st start again possible for this new Italian-subtitled program.

--David Hulme, Director of Media Purchasing

FROM MINISTERIAL SERVICESInternational News

Update From the British Isles The current U.K. advertising campaign is off to a fine start with 23,315 new subscribers added to the subscription list. The December READER'S DIGEST carried an impressive double-page advertisement written by Mr. Armstrong, designed especially with the British public in mind. This ad features a return card in the form of a perforated flap on the back cover. As of December 15th, 8,861 replies have been received, representing 0.6% of the circulation. Replies are expected to continue to come in over several weeks.

On December 4th, a similar full-page advertisement appeared in the SUNDAY TIMES colour supplement. The SUNDAY TIMES is a prestigious weekend publication with a circulation of 1.3 million and an estimated readership of over four million. The ad featured a special touch-glued response card, and already 10,675 cards have been returned. This represents a 0.8% response rate and cards are still pouring in.

The same ad appeared in the Sunday OBSERVER colour supplement the previous week, but due to industrial action by printers not all the magazines were distributed. The good news is that we will be required to pay only a fraction of the full price of the advertisement, although we have already received a 0.5% response. We now have the opportunity to run the same advertisement in the OBSERVER again in a few weeks!

Present plans call for newsstand distribution in the United Kingdom and Eire to be increased from the current total of 75,000 to 80,000 with the January issue, and then to 100,000 in March. Outlets are now open in London, Birmingham, Manchester, Leeds and Glasgow. Bristol and Liverpool outlets will be opened in January, and plans are being laid to extend to Newcastle and Dublin in the near future. The subscription request card in the newsstand copies is drawing close to a three percent response, currently adding around 2,250 new subscribers to the list every month.

The newsstand program is also increasing public awareness of the magazine. It is displayed in areas of high traffic (e.g. London Underground train system) with the result that thousands of people are exposed to the name even if they do not stop to read it. Ministers have commented that once a newsstand program is set up in a city, visit requests increase significantly, even though the requestors are not necessarily newsstand readers. It is encouraging to find that people are becoming less skeptical of the Church as the magazine becomes more familiar.

Income in the U.K. is up 17% over 1982 for the year to date, which is a very encouraging figure, especially in a time of economic recession.

Tapes on Marriage Roles Appreciated

Many members have written thank you letters for the recent sermon tapes on the roles of husbands and wives by Messrs. Kelly and Albert. They found the teaching eye-opening, inspiring and personally helpful and expressed the desire for more information of this type. Following are some of their comments.

Thank you [Mr. Armstrong] for your prayers for all of us and for your dedicated work in getting us back on the track in our family relationships. The sermon tapes from headquarters by Mr. Kelly and Mr. Albert were tremendously inspiring and quite eye-opening. I began to realize that even though God has given me His Holy Spirit, I was still deceived in some areas.

The realization came to me that our society has had an effect even on God's Church. We are filled with thanks and joy that we are being mercifully corrected and also lovingly instructed on how to apply God's laws in our families more effectively. We are so very thankful for your leadership.

Mr. & Mrs. L. (Kansas City, KS)

We thank you for the lovely sermon tapes played in the churches recently regarding the roles of men and women in marriage. What a beautiful way for us to start our marriage!

Mr. & Mrs. I.M. (Owosso, MI)

In the last three weeks we have heard the most marvelous sermons on marriage. I hope that all of us who heard them will be better examples of the types of men and women that God wants us to be.

B.K. (Vallejo, CA)

Thanks for the sermons on husbands and wives--we needed them. Please pray that God will help us to use this knowledge.

Mr. & Mrs. K.M. (Albright, WV)

Three weeks ago we had a tape about the husband's role in marriage. Two weeks ago we had a tape on the wife's role in marriage. All I can say is terrific, terrific! My husband and I both learned a lot; it was excellent information. We need a lot more of the same, even stronger than these two tapes. Not that I am innocent of this totally myself, but there are still way too many marriages in the Church where the wife leads and the husband lets her. So many wives working full time away from the home. We need many more sermons on family, home and raising children--every week, if necessary, until we get it. Thank you, thank you. Give these two men a big "BRAVO" for the courage to speak out on a touchy subject.

Mr. & Mrs. D.H. (Clarksville, TN)

Mr. Armstrong, will you give our deep appreciation to Mr. Kelly and Mr. Albert for their sermons on marriage and the duties of husbands and wives? We heard these tapes in two Sabbath services. They have been very helpful to all of us.

Mr. & Mrs. B.T. (Kennard, TX)

We have just heard the tapes from Pasadena on the roles of men and women, husbands and wives. Thank you for these fine sermons which should improve family relationships. Feast exhilaration is just starting to wane and such fine sermons help us keep it a little longer.

T.D. (Lexington, KY)

--Joe Tkach, Ministerial Services

Y.O.U. UPDATEY.O.U. Manual Revisions

Plans are being made to update the entire Y.O.U. manual. In the meantime, revision pages will be mailed to Church pastors each six to eight weeks, either with the PASTOR GENERAL'S REPORT (as we have done this time) or separately. To update your notebook, simply discard the corresponding pages and replace them with the revision pages. The revisions being mailed this week concern basketball, t-shirts, and the ideas section.

Y.O.U. T-shirts

Several years ago Y.O.U. offered t-shirts to the local Churches. However, due to the high costs of t-shirts and the additional printing costs, the program was canceled. During the past three years the Y.O.U. staff ordered thousands of t-shirts for the Summer Educational Programs in Orr and Big Sandy and have found the "Hanes Beefy-T" to be the best t-shirt made.

We are currently in the process of ordering shirts for next summer, and because so many Churches have requested them, Mr. Armstrong gave his approval to make the shirts available once again. Orders will be taken immediately, and shipments will begin in February. See the "Ideas Section" of the Y.O.U. manual revisions for details.

--Kevin O. Dean, Y.O.U.

UPDATE FROM MAIL PROCESSINGGroundwork Laid for Big Sandy WATS Lines

Mr. Bill Butler (WATS supervisor) and I have just returned from a successful trip to Big Sandy for the purpose of establishing an auxiliary WATS operation there. We will begin with ten phone stations, which should be operational by the end of January. Mr. Frank Parsons, a local elder in God's Church, will supervise this new area, with the assistance of his wife, Jane, and Mr. and Mrs. Lynn Hebert, WATS employees from Pasadena. This additional system is necessary because we have reached the limits of available space and manpower at Pasadena.

Big Sandy faculty, students and local members are very excited about the opportunities they will have to answer calls in response to "The WORLD TOMORROW" program.

Record 55.4 Million Publications Sent Out

More than 55.4 million magazines, booklets and other publications have been distributed in the U.S. this year! This is an all-time record, surpassing last year's total of 52 million. With one more month to be counted, it appears that 1983's count will reach 60 million pieces.

Semiannual Letter Helps to Break Weekend Record

Response to the semiannual letter has continued at a high volume. The weekend record mail count of eighty-four mail trays (reported in the last PASTOR GENERAL'S REPORT) was broken the following weekend (Dec. 17-18),

when we received ninety-two trays containing about 85,000 letters. This is the third highest response to a semiannual since 1979.

It also appears certain that last year's all-time record of total mail received (3.8 million pieces) will be surpassed.

#### Children's Letters to Mr. Armstrong

Some of the most inspiring and heart-warming letters Mr. Armstrong receives are those from young children. Although charming and innocent in tone, their comments show they are very serious about their beliefs and their part in God's Church. They also clearly express the childlike qualities we should have that Christ spoke of. Following are a few of their letters:

Dear Mr. Armstrong,

I like your show. I am praying for your eyesight. I love you so much and I care for you.

Jason--age 6 (Roanoke Rapids, NC)

How are you? How is God's Work doing? I am six years old. I am learning about Noah in the Y.E.S. lesson. Do you know Noah? Are there lots of kids where you are? Thank you for your letters. I pray for you on your trips. Goodbye.

Amanda--age 6 (Littleton, CO)

I'm twelve years old and am about to repent. As a matter of fact, by the time you get this letter I will already have repented and started living God's way.... I would like to be baptized by one of the Church's ministers. I live in Hornbeck, Louisiana and I'm sure you could send somebody from Alexandria to come and baptize me. I would like it done July 16 (Sabbath). I want very much to be a servant of the Lord and be born as His son when Christ returns. Could you or a minister call me and tell me if it will be all right? You or the minister can call collect. I know you are a busy man so I understand if a minister calls instead.

Anthony--age 12 (Hornbeck, LA)

Mr. Armstrong, you're a very nice person and I watch you every day on Sunday except when you're not on T.V. When I get baptized, I can't now because I am only nine years old, but when I do, I will never quit God's Church. I just hate sun gods. I really like God's Church.

Terry--age 9 (Austin, TX)

Thank you for warning us that the trials and tribulations are going to be starting pretty soon. I like to listen to your sermons. I think that they are interesting. I was thinking more about the Kingdom; I want to be able to live in the place of safety. I want to obey God more. I want to get closer to God.

Jennifer--age 7 (Soldotna, AK)

Jennifer's parents added that after hearing Mr. Armstrong's sermon, Jennifer bought her own Bible with money she was saving for a doll.

I liked the program about the college and the singing. I enjoy your speaking. When my mommy and daddy watch you, I watch you too. I am six years old. I like you. I want to go to Ambassador College some day.

Julie--age 6 (Mayfield, KY)

This is the first time I have written to you. My name is Nick, I am nine years old. The thing that makes me want to write to you was I was listening to the Young Ambassadors. They are the best singers in the whole world! But I know why, God encourages you and you encourage them!

I wanted you to know you have an interesting way of preaching. I pray to God every day if not to totally heal your eyes, to help them work till Christ returns. Then you will not have to worry. On the film of the Ambassadors, there was a song called "It Won't Be Long Now"--that is really true.

Nick--age 9 (Walla Walla, WA)

I have always admired you and your work. I'm 11 years old and I live in Iowa. Here I live on a farm. My name is Rachel. I grew up in the Church. I take notes. Do you have any booklets about Revelations? If so please try and send me some. My favorite verse is Isaiah 11:6-9. At the feast three years ago, I learned it. Well, take care of yourself.

Rachel--age 11 (Traer, IA)

Hi Mr. Armstrong. This is Kerry. I am eight years old. I live in Texas. How are you doing? I hope Jesus comes back soon.... My dad read me the book about the World Tomorrow. It is interesting. Just a few days ago we got on Exodus.

I pray for you. I hope you can keep doing your job. I love God. I wonder what it's gonna be like when we're gods. I know it's going to be great. The best dream I ever had was when I was God floating in the air. I went in the woods and went back up.

Kerry--age 8 (Gilmer, TX)

I hope your eyesight gets better soon. Our baby has lots of curly hair. I like school. It is fun. I help some of the children for the teacher. I am in kindergarten. I have been coloring nice in my Bible lessons. I like them very much. My sister likes her Bible lesson too.

Gina--age 5 (Grand Junction, MI)

I just wanted to thank you so much for giving out the Youth Bible Lessons. I think that it helps kids and teens to understand more about God and the Bible. I know it's helped me. I've prayed a lot for your eyesight and hearing. And if they don't get better now, both you and I know they will be in the Kingdom!

I really enjoy seeing and hearing you at Feast sites. I just hope that soon you'll be telling us it's time to leave this rotten world and FLEE! My friends are going to be so surprised when the Kingdom comes. I've told a few of my friends about it. Oh, by

the way, I'm 11 years old. Well, I better not take up any more of your time, so see ya in the Kingdom.

Angie--age 11 (Loveland, CO)

--Richard Rice, Mail Processing Center

### ON THE WORLD SCENE

#### TERRORISM'S NEW FACE; IRAN'S HOLY WAR STEPS UP; DEJECTED LEBANESE LOSE HOPE IN AMERICA

President Reagan has once again expressed his determination to keep U.S. "peacekeeping" forces in Lebanon, albeit with greater protection. At the same time, the "Islamic Holy War" extremist group, which claimed responsibility for the latest bombing at the French regimental headquarters, has given a "last warning" to U.S. and French peacekeeping forces to leave Lebanon within 10 days.

"This is the last warning for the American and French forces. We shall give them 10 days to leave Lebanon. Otherwise, we shall make the earth shake underneath their feet," an anonymous caller told the Agence France Presse news agency in Beirut. The pro-Iranian Shiite Moslem group also has claimed responsibility for the October 23 suicide bombings of a U.S. Marine barracks and a French headquarters in Beirut that killed 241 American servicemen and 58 French paratroopers. It also claimed responsibility for April's U.S. Embassy bombing in Beirut in which 63 people died.

The lead editorial in the December 14, 1983 WALL STREET JOURNAL took exception to the manner in which the U.S. military has acted--or not acted--in Lebanon. The Pentagon furthermore, seems to have come up with no policy to counteract the new phenomenon of "state-supported terrorism."

After the truck bombing of the American Embassy in Beirut in April, the U.S. did nothing. After the truck bombing of the Marine force at Beirut airport, the government dithered about retaliating until it thought the French and Israeli air raids had taken it off the hook. Now that a truck bomb has just gone off at the U.S. Embassy and five other locations in Kuwait, Secretary of State George Shultz says the U.S. will consider retaliation if an investigation can prove who was responsible.

The absence of an effective military response from April on makes the U.S. contemptible in the eyes of the Middle East and encourages further attacks. But that damage is slight compared with the spectacle of our senior officials refusing to face reality, hiding behind ever more stringent rules of evidence in the apparent hope that their calls for investigation can delay and perhaps postpone indefinitely the need for action. By this time, the rest of the world has a pretty good idea who was responsible. Before the U.S. can even start to defend itself against this hostile campaign, it is going to have to face up to the new phenomenon of state-supported terrorism.

Secretary Shultz himself suggested Monday that this sort of terrorism was backed by "organized and systematic governmental efforts to achieve some object." Washington has to admit that the latest series of truck bombings was almost certainly directed

not solely by private terrorist groups but also by sovereign nations--by Syria and Iran, and that the list of suspects doesn't stop there. In any event we have no hope of containing international terrorism unless we hold nations responsible for terrorists operating openly from their territory.... The increasingly obvious truth is that a lack of will now in dealing with terrorism is only going to set us up for more bloody incidents involving American installations over the coming months....

But all these are minor causes of denial compared with the awful possibility that triggers all our neurotic defenses. Secretary Shultz hinted at it when he illustrated state-supported terrorism with the example of the Rangoon bombing. Four South Korean cabinet members died in the October blast, and only a lucky delay saved South Korean President Chun Doo Hwan. This curiously underplayed incident was, said Secretary Shultz, apparently "an act of the North Korean government." There may be a link between Rangoon, Beirut and Kuwait, running through Moscow. But this thought is not supposed to be mentioned in polite company.... Americans everywhere will be open targets if sovereign states are allowed to believe that terrorism is a way to achieve political ends with impunity.

The December 13, 1983 NEW YORK TIMES investigated the growing fear of an Iranian-directed "master plan for the Middle East." The recent multiple bombings in Kuwait, in particular, are an ominous portent of the future.

Officials and Arab analysts here said the multiple bomb attacks in Kuwait today appeared to be part of a regional campaign by Iranian-sponsored groups to strike at American interests, disrupt moderate Arab regimes and create a fertile ground for the spread of the Islamic revolution that began in Iran....

Kuwait was a natural alternative to Beirut--its Sunni Moslem Government has long been a target for overthrow by the Iranians, some 10 percent of its population is Shiite and it is a key financial backer of Iraq in its war with Iran. Also, like Lebanon, Kuwait's long, sandy border and coastline make the smuggling of explosives and men easy.

The analysts say they believe that a whole new form of terrorism seems to be developing in the Middle East.... The implications of the Kuwait bombings for the West are equally serious, since Kuwait and its Arab neighbors are some of the world's largest exporters of oil. The wave of bombs in Lebanon, while tragic, barely touch the United States' vital strategic interests, which are almost nonexistent in Lebanon. The situation in the Gulf is quite different, given the crude oil buried under it....

Given the fact that American, French and Kuwaiti sites were hit today, it appears that the attackers intended both to deal a blow to the two Western powers and at the same time undercut and discredit the Sabah ruling family in Kuwait. The bombings not only make them all look ineffectual, but also shake two of the most important Western pillars upon which the Kuwaiti regime has always counted for its security.



The attackers, it is suggested, surely must know that such bombings will force the Americans, the French and other Western embassies in the Gulf to hide behind the prison-camp-style barriers of cement and concertina wire that now isolate the American and French Embassies in Beirut from the local population.... But the more isolated these foreign diplomatic missions become and the more repressive the security measures the host countries take, the more fertile the ground becomes for spreading revolutionary ideas. Again, Beirut is a prime example, where with each passing day of misery more and more posters of Ayatollah Ruhollah Khomeini seem to appear on walls around town....

The Iranians have clearly been stepping up their efforts to foment Islamic revolutionary zeal in the region. The presence in Baalbek, Lebanon, of 350 Iranian Revolutionary Guards and clerics seems to typify the missionary efforts they are trying to organize. It was widely noted by the Lebanese press that in March 1982 a conference was held in Teheran by Iran's leading Islamic theologians on the subject of the "Ideal Islamic Government." After the seminar, a decision was reportedly made by the Khomeini Government to train thousands of Moslem militants from more than 20 Islamic nations and then return them to their home countries as "messengers of true Islam."

A special school was reportedly set up just north of the Iranian city of Qum, where 2,000 of these revolutionary missionaries are being trained.... It is believed that some of the suicide drivers for the recent truck-bomb attacks were recruited there.

The fear of being overrun by revolutionary Shiites is causing several Sunni Muslims nations to become much more strict in religious observance. The Sudan is a case in point, where severe punishments against theft, adultery and possession of alcohol have been reintroduced. The roughly one-fourth of the Sudan's population which is Christian is alarmed. The rules apply to them too, with only slight lessening in some cases (25 lashes for using alcohol as against 40 for Moslem offenders).

In Beirut, the population is said to be living on the edge of exhaustion. The city is ruined, virtually unlivable. It is almost impossible to drive in the city, given all the roadblocks. The local citizenry's perception of the value of the American forces has dropped considerably, reports an article in the November 28, NEW YORK TIMES:

It was almost midnight, and the East Beirut dinner party honoring a visiting American columnist was coming to a close. All night the American guests had been pummeled with the same questions: "What are the Americans going to do for us? How are they going to save Lebanon?" All night the American guests responded by saying only the Lebanese could save themselves....

The scene was a disturbing one but highly revealing of the love-hate attitude many Lebanese are developing toward the Marine contingent based here. On the one hand, people say they would be lost if the marines left; but on the other hand, they cannot

understand why America--a superpower--cannot and is not solving their age-old problems....

"I would die if I knew one day they would pack and leave," said Miss S., the secretary. "But we are disappointed that they could not take care even of themselves. We all thought they would do something quickly. We are ready to become the 51st state--but just do it already." The flotilla of warships that the United States Navy has stationed offshore has become both a security blanket for the Lebanese and a source of enormous anxiety. Residents say they feel teased by watching the number of naval vessels and reconnaissance overflights increase, while their own predicament seems to worsen every day.

A leading West Beirut banker said that, after the 239 [now 241] marines were killed last month in the truck-bombing of their headquarters, his chauffeur said to him: "The marines were supposed to protect the Lebanese Army. Now they need protection themselves--it's like diapers inside diapers."... In essence the whole perception of the American presence here is in transition--going from being viewed as saviors to being viewed as just another foreign force that is part of the problem....

This changing attitude toward the Americans has enormous implications for the Lebanese. They cheered for the Syrians when they first came to Lebanon in 1976, and then after a while they lost hope in them; they cheered--some publicly, some privately--for the Israelis when they came in 1982, and now they have lost hope in them; they cheered for the Americans when they arrived in September 1982, and now, if they lose hope in them, there is no one left--which is why many Lebanese are so reluctant to part with the belief that the Americans can somehow right all that is wrong here. But as each day goes by, it seems more and more people are beginning to admit to themselves that maybe there is no solution for Lebanon.

Lebanon is a consuming fire that threatens to destroy all who meddle in its affairs. "Open your doors, O Lebanon, That fire may devour your cedars" (Zech. 11:1 R.A.V.). Ultimately the entire Middle East conflict, in which the Lebanon crisis plays a major role, revolves around who controls the Holy Land, and especially the city of Jerusalem--the state of Israel, the Islamic world (and which branch of Islam?), or the Pope (through demands to internationalize the city). God prophesied that "in that day" he would make Jerusalem a "very heavy stone for all peoples; all who would heave it away will surely be cut in pieces, though all nations of the earth are gathered against it" (Zech. 12:3).

If the leaders of the United States had considered this prophecy, perhaps they would have thought twice before naively dispatching a "peacekeeping force" to Lebanon.

--Gene H. Hogberg, News Bureau