



PASTOR GENERAL'S REPORT

August 26, 2004 • Vol. 1, No. 1

Greetings, ministers!

Recently I gave a *Key of David* program on the subject of Internet pornography. We received a very good response. It is a subject many people are concerned about.

A June 29 *USA Today* article explained what is happening in the U.S. It was titled, "Justices Block Limits on Net Porn." You can be sure God is taking note of this!

"A divided Supreme Court on Tuesday barred the enforcement of a law intended to keep children away from Internet pornography, in a decision that reflected the difficulty of regulating the Web without violating free-speech rights," the article said. How concerned they are about free-speech rights above EVERYTHING ELSE!

"The 5-4 decision, on the last day of rulings in the court's annual term, was another blow for Congress in its nearly decade-long effort to protect minors by restricting materials in cyberspace," it continued. Isn't that amazing? Even Congress can't get this law through the court! The Supreme Court stopped it! "The court's majority suggested the law is likely unconstitutional, and it suggested that perhaps parents, rather than lawmakers, should take the lead in screening kids' Web access."

Do you know who the major customers of Internet porn are? Kids aged 11 to 17! The average age of the young people exposed to Internet porn is 8 or 9! And these lawmakers just can't figure a way out to STOP IT! Because, well, THERE'S FREE SPEECH TO THINK ABOUT!

That is CRUEL BEYOND WORDS TO DESCRIBE, and shows the deep sickness within the leadership of this country!

That perverse "free speech" is not freedom. It's the worst kind of slavery.

Those little minds are subjected to this heroin before they even get into their teens. They get on the computer and these ads pop up that provide a free preview of what you can see. Some kids get their parents' credit cards and buy the pornography. There are some idiots out there who just throw porn on the Net just for the fun of it.

These Supreme Court judges have blocked Congress for decades, saying, *I guess there's nothing we can do about it!* Well, SOMEBODY BETTER DO SOMETHING!

Morality is totally unraveling in this country!

The strength of the nation is in the family. Satan knows that—the Supreme Court doesn't.

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The Philadelphia Church of God should have the strongest families in the world. Sadly, that is often not the case. We need a better focus on our child rearing, especially with the smaller kids. Don't let them get in a room alone and shut the door; maybe not even the older ones, depending on the circumstances and what's in the room.

Many ministers still tell me they feel that perhaps the biggest problem we have is parents who are afraid to tell children what to do. Rather than telling them and getting results, they'll try to coax them into doing what they're told. When the children disobey, they get coaxed into obeying, rather than getting spanked!

Of course, we should never be brutal. We must *love* our children most of all, and teach them secondarily, but when they won't obey, SPANK!

It has to be done God's way. But I think sometimes our brethren can just spank in rituals and not really know what kind of effect it's having in getting to the

minds of those little children made in the likeness of God.

Are our children happy? The young ministers especially need to look at this. I Timothy 3 says that you must bring your children into subjection with all gravity. You'd better have them in subjection, because Paul asks, *how can a minister rule the Church of God if he can't rule his own house?* YOUR JOB IS DEPENDENT UPON YOUR CHILDRearing.

We must train children the way they should be taught and trained, because very soon we're going to do it for the whole world!

With love, in Christ's service,



CHURCH ADMINISTRATION

FEAST OF TABERNACLES

Below is a list of all United States and Canadian ministers and which Feast sites they will be attending this year.

Edmond

Pastor General	Gerald Flurry (1st third)
Pastor	Andrew Locher
Preaching Elder	Brian Davis
Preaching Elder	Gary Rethford
Local Elder	Eric Burns
Local Elder	Wayne Fielder
Local Church Elder	Billy Jones
Local Church Elder	Bryan Weeks
Local Church Elder	Mark Zollner

Greenville

Evangelist	Marvin Campbell
Pastor	Ron Fraser (2nd half)
Preaching Elder	Carl Craven
Preaching Elder	Cal Culpepper
Local Elder	David Fraser
Local Elder	Gareth Fraser
Local Elder	Ryan Malone
Local Church Elder	Winston Davis
Local Church Elder	Robert Griffith
Local Church Elder	Randy Humphries
Local Church Elder	Leroy Keith
Local Church Elder	Greg Nice

San Diego

Pastor General	Gerald Flurry (3rd third)
Evangelist	Stephen Flurry (1st half)
Preaching Elder	Robert Locher
Local Elder	John Cocomise
Local Elder	Andrew Hessong
Local Church Elder	William Gilbert
Local Church Elder	David Todd
Local Church Elder	Darren Verbout

Local Church Elder

Charles Wire

Surrey

Pastor General	Gerald Flurry (2nd third)
Evangelist	Stephen Flurry (2nd half)
Evangelist	Wayne Turgeon (1st half)
Preaching Elder	Mark Nash
Local Elder	Frank Garcia
Local Elder	Carl Hilliker
Local Church Elder	Ken Adams
Local Church Elder	Donald Smythe
Local Church Elder	Jake Toews
Local Church Elder	George Witt

Hull

Evangelist	Wayne Turgeon (2nd half)
Preaching Elder	Herman Barkei
Preaching Elder	Wilson Magruder
Preaching Elder	Craig Winters
Local Elder	Ron Hanson
Local Church Elder	Walter Barkei
Local Church Elder	Reese Brown
Local Church Elder	Robert Brown
Local Church Elder	Donald Duchene

International

Pastor	Dennis Leap	(Australia)
Pastor	Ron Fraser (1st half)	(Tobago)
Preaching Elder	Eric Anderson	(Netherlands)
Preaching Elder	Wik Heerma	(Netherlands)
Preaching Elder	Joel Hilliker	(S. Africa)
Local Elder	James Cocomise	(S. Africa)
Local Church Elder	Larry Walker	Latin Am.
Local Church Elder	Gunter Schlote	(Netherlands)
Local Church Elder	Serafin Icasiano	(Netherlands)
Local Church Elder	Sam Baxter	(Tobago)

MEDIA SERVICES

by Andrew Locher

KEY OF DAVID RANKING

The May 2004 sweep results are in and place *The Key of David* in a tie as the fourth most watched program in their “devotional” category. Listed below are the top 5 rankings:

<u>Program</u>	<u>Avg. Number of Viewers Per Market</u>
1. <i>Joel Olsteen</i>	17,000
2. <i>Creflo Dollar</i>	11,000
3. <i>Charles Stanley</i>	7,000
4. <i>The Key of David</i>	6,000
4. <i>Hour of Power</i>	6,000

The popularity of the program, according to Nielsen Media agency, lends further support to our belief that thousands are watching the program on a regular basis. Another indication that the program is being watched by multiple thousands came after we aired the repeat program “The Prophetic Beast” on July 18 in the United States and Canada. The Monday following the broadcast of the program, we received a call from one of our long-distance telephone providers asking what we did that weekend. According to their records, over 21,000 people tried to call but received a busy signal.

Response to the programs, both new and repeat, have been at record levels for the summer months in which response typically declines by up to 40 percent. We have not yet experienced the industry-wide “summer slump” in responses. In fact, our repeats are drawing just as much response the second time around as they did the first.

Another amazing fact to consider is the increase in volume of literature requests generated by the program. We have received a 17 percent increase in the amount of response this year over 2002. What makes the increase more dramatic is the fact that we are only on one third the number of stations that we were on in 2002, and we are still pulling in greater volume!

Remember, the 2003 figures are lower because we were in the process of going off the air with the program to offset the costs of the court case. We returned to the air with the program in November 2003.

NEW STATIONS

The Key of David will change stations in Washington D.C. and Chicago beginning in mid-September. In Washington DC, we are moving from WDCA (a UPN affiliate) to WBDC (the WB affiliate). The program will still air at the same time (8:00 a.m. Sunday), but the

number of viewers watching the WB station is roughly three times as many as watch the UPN station at the same time. We anticipate our response to increase in this market—but we are still working on an even better station to reach the nation’s capitol.

We previously contracted with FOX in Chicago at 9:00 a.m. Sunday. This was one of our most productive stations and times, but the station decided to replace the later morning religious programming block with a news program to compete with other Chicago stations. We were left with the option of returning to WCIU (a station we used extensively in the past). The program will now air at 9:30 Sunday morning with a lead-in program of Joel Olsteen (the highest rated religious program in the nation). We anticipate coming into our show with a big audience, so our hopes are to have continued strong response in Chicago.

Response is beginning to rise for the Tyler (Big Sandy), Tex., market after we resumed airing there in July. Tyler has historically been a strong responding market for our program.

We are in the final negotiation stages for a return to Dallas, Tex., on KDFI. This station is one of the better buys on the market. KDFI has brought in very good response for us in the past, and has been contracted for roughly half the average cost for other stations in the Dallas area. The Dallas market is the seventh largest TV market in the United States with just over 255,000 television households (roughly 750,000 potential viewers). The program will air Sunday morning at 10:30 if our contract passes through successfully.

THE KEY OF DAVID SCHEDULE

The schedule below applies to all stations in the United States, Canada and our website. Stations throughout Australasia and the Caribbean follow a schedule that is one week behind the U.S. and Canada due to shipping delays. The Philippines, South Africa and Malta all follow schedules that are a few weeks behind the U.S. and Canada for the same reason.

Program: *Watch Jerusalem*

Airdate: August 29

Literature Offered: *Jerusalem in Prophecy*

Synopsis: *Jesus Christ wept for Jerusalem when He was on this Earth. Why? Almost nobody understands the reason today. Yet understanding why He wept has never been more vital! This week on The KEY OF DAVID, Gerald Flurry*

takes a closer look at why we must watch Jerusalem.

Program: *The Missing Dimension in Sex*

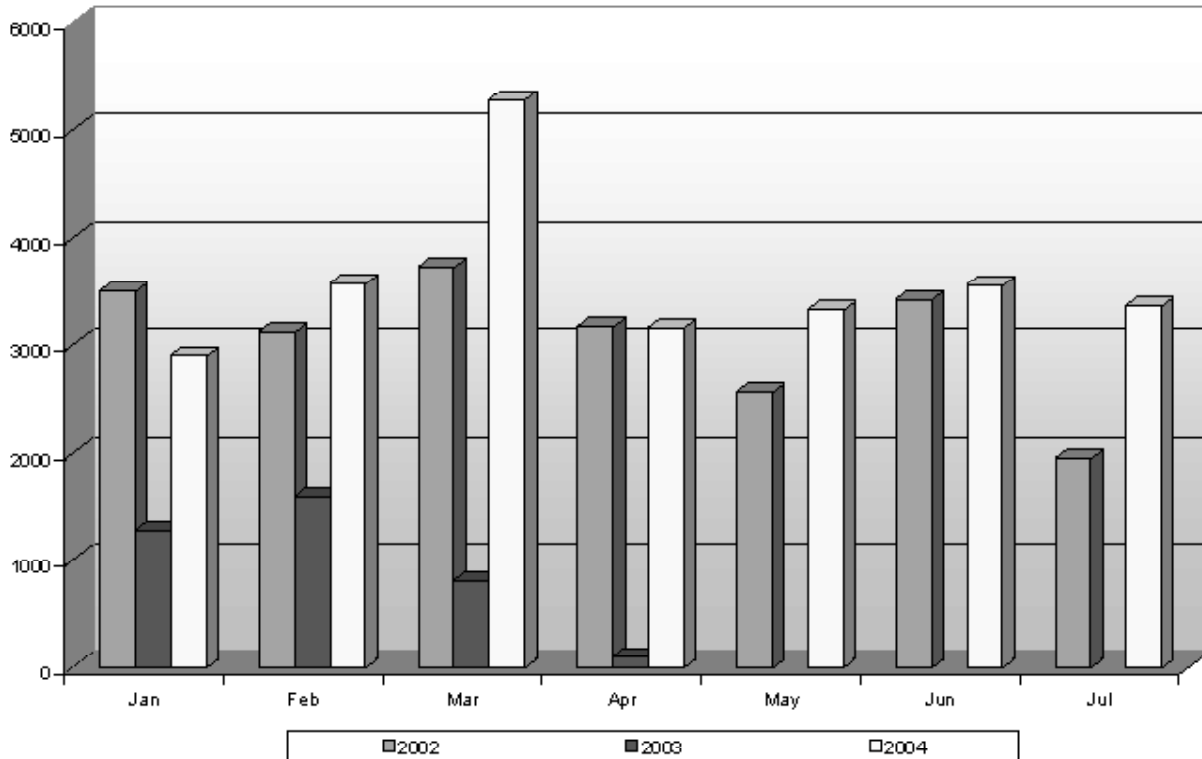
Airdate: September 5

Literature Offered: *Missing Dimension in Sex, God is a Family*

Synopsis: *Sex has become big business in the world today. Countless movies, television programs and magazine articles all deal with the topic of sex. But so few today un-*

derstand the purpose of sex. Sex was created by an all-loving, wise and powerful God. Why did God create sex? Sex draws a husband and wife closer together and also brings more members into a family. Sex, when used properly, builds and strengthens the physical family, which is a type of the God Family. Perverted sex destroys marriage and family, but proper use of sex builds family and helps people realize their incredible human potential, to be born sons into the very Family of God.

Key of David Response by Month



EDITORIAL SERVICES

by Joel Hilliker

Things change quickly in this department. My mind spins as I contemplate how best to update you on our latest activities.

First, some background. In an editorial meeting last October 29, Mr. Flurry talked about “prophesying again.” I believe this marked a real turning point in our efforts as a department. In this message, Mr. Flurry said Editorial is on the front line of the Church’s warfare, and must be the backbone of getting Christ’s message out to the world. He acknowledged that many of our senior ministers had been taken away from contributing regularly because of the court case and Imperial

College—but he said that now, “It’s *revival time!*” He refocused the attention of all the writers on the primary commission of the Church, and revitalized our resolve to put writing and contributing to the publications at the forefront of our efforts.

Since that time we have taken several steps to improve our production as a department, particularly for the *Trumpet*: We expanded and revamped the magazine, refined our processes for assigning articles and our involvement with the writing staff, sought ways to maximize production from our Imperial College student workers; we have received strong response and greater

contributions from several of the ministers at headquarters, as well as many other staff who have written for the publications.

As a means of introducing other recent developments, I'll talk about our student work program. The beginning of school last year brought in a bumper crop of student help. This required a heavy investment in both technology (providing them with computers) and training. We began a weekly "Editorial Class" to teach various subjects pertinent to the department: Having a headquarters mindset, the standards in the publications, how to write, how to lay out a magazine. We also began using *True Education* as one of our primary training tools. This magazine, with its varied, creative content in articles, illustrations and layout, became like a magazine production workshop; we had regular assignments and peer review sessions, and then used the best of the student contributions for articles, illustration and layout in the finished magazine. The last two issues (Spring and Summer 2004) reflect almost 100 percent student effort.

As the students have shown themselves capable, they have assumed increasing responsibilities in writing for and laying out the *Philadelphia News* and the *Trumpet*. Our investment in their development is paying off tremendously. Their presence is changing the way we function as a department. As they grow in competence and we learn how best to manage the manpower, the department has become capable of running many more projects simultaneously now than ever before.

Now, as this year begins and we receive two more students, we want to put higher demands on our student help so we can move into a higher gear. The new, weekly *Pastor General's Report* is one of several developments we can attribute directly to the work program. IC Junior Mike Dattolo has been given the "managing editor" responsibilities of collecting input from the headquarters departments and ministry, and assembling the publication each week. At this coming Feast of Tabernacles we can look forward to receiving our first Imperial College *Envoy*, another project produced entirely by our students. One of our new student helpers is going to be spending the bulk of his time on updating and expanding the content for the *Trumpet* website, something we have wanted to for a long time. And, most exciting: The *Imperial College Correspondence Course* should begin shortly, also with student help; we hope to have more information on this very soon.

On a somewhat related note, this coming school year

we will begin a new IC course on mass communications. This class is meant to be a prerequisite for students interested in helping within the editorial and television departments at headquarters. One of the main lessons of the course will be showing how God has provided mass communications for His Church to complete its commission, and demonstrating how Satan has used these media. We will look at the contrast between the messages God sends and those Satan, "the prince of the power of the air," sends, and how they influence society globally. Ryan Malone and Mark Jenkins will be assisting me in teaching the class. I am excited, because these are important issues to be contemplating as we fulfill our commission to prophesy again.

In other Editorial news: During the past few weeks we have been working feverishly to replenish our booklet inventory prior to the start of the new academic year. We just sent off *Daniel: Unsealed at Last!* for 35,000 more copies. Mr. Flurry is working to update the *Habakkuk* booklet to include the revelation about the court case. *Haggai, History and Prophecy in the Middle East*, and *The Little Book* should all be sent to the printer next week. Last week we received the updated *Isaiab's End-Time Vision* booklet. Ministers should note: This booklet no longer contains the chapter on Eliakim, an office which, when the booklet was first written, was thought to be Herbert Armstrong. The new revelation is contained within *That Prophet*.

We are wrapping up the September/October *Trumpet* this week. Mr. Flurry is writing a story updating the *Rising Beast* booklet with the latest information on the Slobodan Milosevic trial. The cover story is about the importance of *oil* as an economic and political factor in the world today. Last week Mr. Malone looked at a contract with R.R. Donnelly, our *Trumpet* printer, that could save the works tens of thousands a year; we will keep you updated.

Last week we also finished the July/August *Royal Vision*. Because we are so far behind in the *Royal Vision* schedule, we have decided to cancel the September/October issue, which wouldn't reach people before the fall holy days anyway. We regret the cancellation, and are looking at ways to prevent the publication from falling behind in the future. Work is clipping along on the September/October *Philadelphia News*.

Finally, Mr. Flurry wrote a new co-worker letter which should be mailed out this week, announcing some exciting news about something we can expect to receive at this year's Feast of Tabernacles. I won't spoil the surprise!

MAIL PROCESSING

by Andrew Locher

MAIL PROCESSING STATISTICS

The Mail Processing Center is responsible for fielding literature requests and fulfilling them through the mail. We take literature requests from a variety of sources—telephone, letters and website requests. Each day we record various statistics about incoming requests in addition to out-going fulfillment of those requests. The PGR will regularly detail the action which takes place through this confluence of departments.

CALL CENTER

The call center receives all toll-free literature requests from the United States, Canada and various other nations around the world. It is staffed six days a week with anywhere between 1 and 50 operators (including the in-home WATS program). Orders are processed using our database, *Scepter*.

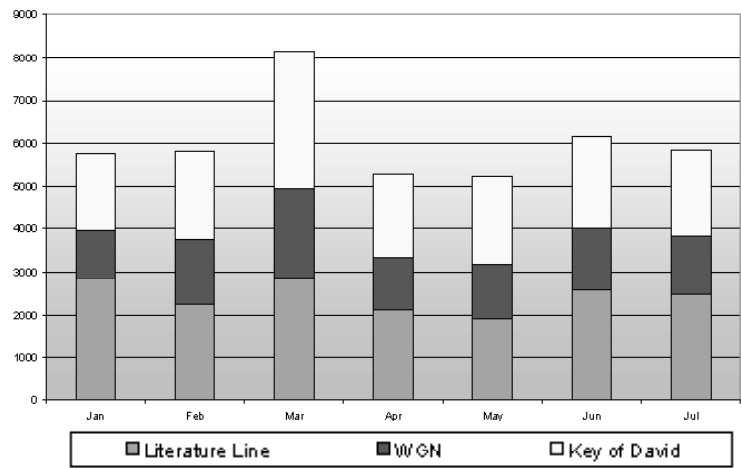
The call center and the in-home WATS operators have answered a total of 42,250 telephone calls this year. This number does not include the number of phone calls we receive on our standard business line which is answered by our front desk receptionists.

We utilize several different toll-free numbers so we can more accurately determine the source of their interest in the Church. The graph to the right shows monthly totals of incoming telephone calls to the call center on telephone numbers used in our publications, WGN television station, and all other *Key of David* television stations.

MAIL DEPARTMENT

The front desk operators at our headquarters facility are responsible for data entry of all written literature requests, *Trumpet* subscription renewal cards and other forms of written requests. Currently, all of this work

Telephone Call Volume in Call Center



is accomplished by Mrs. Carol Nash and Ms. Carolyn Coats. They entered a total of 31,375 orders or renewals during the first seven months of 2004.

During June and July, over 40,000 orders were processed—meaning that over 40,000 envelopes were mailed fulfilling literature requests. It is hard to estimate the average number of pieces of literature per envelope, but oftentimes, more than one is sent with each order.

Future issues of the PGR will have more statistics about the volume of mail we process on a daily basis!

WEBSITE ACTIVITY

We average over 1,750 literature requests each month on our websites. This includes requests for all literature in English and Spanish. All PCG websites combined receive over 50,000 visits per month. Each of our websites is slated for, or in the process of, being updated and improved. More information about these enhancements will appear in future issues of the PGR.

BUSINESS OFFICE

by Andrew Locher

TREASURER'S REPORT

The income this year to date remains nearly identical with last year's figures. We have had a sizable increase in building fund contributions, but that increase has been offset with a decline in holy day and general offerings. As we approach the Feast of Tabernacles, we retain a strong cash position anticipating increasing construction costs with the Hall of Administration about

to begin construction phase.

Building fund contributions have helped offset the cost of two major projects we have undertaken this year. Costs associated with the construction of the Mail Processing Center are just below \$916,000. There will be landscaping/grounds costs yet to come with this project, but by and large, we have paid the majority of costs for this new facility.

Mr. Turgeon's crew completed the new men's dormitory duplex in early July. To date, we have recorded \$272,500 cost for this project. Again, we anticipate additional expense to finalize this project, but most of the significant bills have been paid.

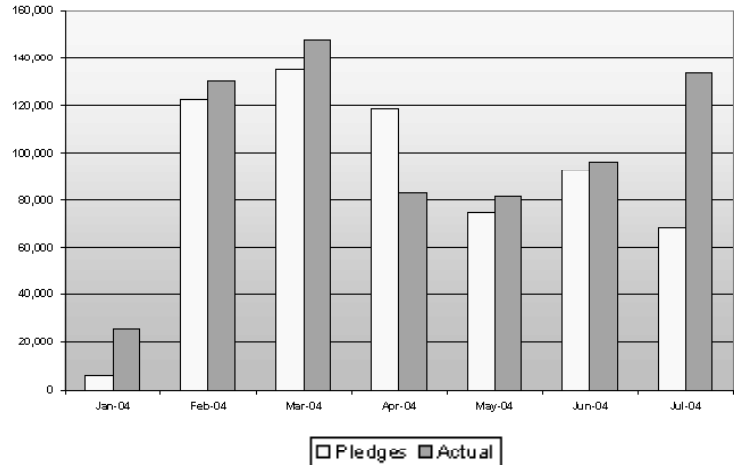
BUILDING FUND

The Building Fund continues to provide vital financial resources to pay for campus improvement projects. With the Hall of Administration, auditorium and other general improvements slated to begin this fall, the Church will increasingly rely upon the generosity of the brethren's offerings toward campus development and improvement.

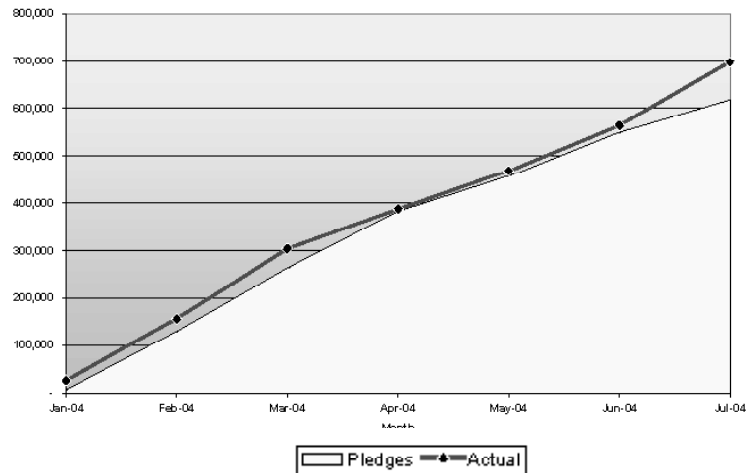
Only 30 percent of all recipients of Mr. Flurry's co-worker letter about the Building Fund responded by submitting pledge information. 60 percent of our membership responded with a pledge to this fund. Members actually account for 71 percent of the pledges (\$853,500), co-workers 26 percent (\$319,000), prospectives 2.5 percent (\$30,500), and suspended members making up the final 0.5 percent (\$2,000) of pledges. The total dollar amount pledged to the two-year building fund program is roughly \$1,205,000!

Overall, we have received over \$80,000 in excess of what was originally pledged by members, co-workers and donors last January.

Building Fund—Monthly Actual vs. Monthly Pledges



Building Fund—YTD Actual vs. YTD Pledges



IMPERIAL COLLEGE

by Stephen Flurry

Imperial College is now into its fourth full year! As hard as *that* is to believe, looking at what God has done in just three short years is all the more remarkable. Let me first tell you about the numbers.

Of the nearly 60 applicants we had this year, we accepted 23 new students for this fall—12 women, 10 men and 1 married student (along with his wife). We now have 46 full-time students living on campus—14 of which are from nations other than the United States. Eight countries are represented in this year's student body. God's college is very quickly beginning to reflect the great work for His Church in this end time—to reach the largest audience possible—WORLDWIDE!

ORIENTATION

My father kicked off Orientation week on Monday morning, August 23. In his lecture, he explained the vast difference between what it means to reason with God, as opposed to reasoning carnally. He explained how exciting it was during the court case and how a lot of that excitement had to do *reasoning*. He used several deposition examples from WCG officials to show how deceptive human reasoning can be. To reason with God, he explained, we must first be an attentive listener before God—a rarity among the highly educated of this world, including those in the Laodicean administration.

In the lead up to Orientation, we also completed work

on the first edition of the Student Handbook, distributed on Tuesday. Divided into three main sections, the Handbook outlines all that students need to know regarding academic policies, student services and general guidelines and rules for behavior and conduct while living on campus. We hope to make this Handbook available to the ministry, perhaps sometime in 2005 when we produce our first revision, so that ministers may be made aware of all College policies.

This year we condensed Orientation into three days instead of a full week. The tighter schedule helped us carry lots of momentum into the first day of classes on Thursday, August 26. The highlight of Orientation was the Freshman Reception on Wednesday evening. Toward the end of a delicious buffet meal prepared by the IC kitchen, all 23 new students stood before their peers and faculty to introduce themselves and offer us a glimpse into their lives. It was a moving ceremony. God has blessed us with a mature, spiritually minded group of new students.

STUDENT LEADERSHIP

Michael Dattolo has been appointed to the position of student body president, replacing Philip Nice from last year. To assist Michael with the planning and preparation for several college activities, we added the new office of class secretary this year, appointing Aubrey Mercado to the position. Aubrey and Michael, both juniors, have done an exceptional job for us in the Editorial Services. On campus, they have shown a willingness to serve wherever needed. With the student body increasing, the importance of these student leadership positions is taking on much greater significance.

In addition to Michael and Aubrey, there are six other juniors serving in the dorms as resident assistants: Philip Nice, Victor Vejil, Jason Cocomise, Sarah Leap, Lisa Godeaux and Dawn Frederick. RAs are assigned to each dorm to help make sure students adhere to College policies in their day-to-day living. With each dorm having just six students or less, these eight RAs will help me closely monitor what goes on around campus. This year, I will be meeting with the RAs once a week over breakfast.

STUDENT WORK PROGRAM

Doubling the student body size has had a direct and a powerful impact on the Work, since all Imperial students work for the Church and College for at least 20 hours per week (more during school breaks). Of the 46 students, 26 work in departments that either serve the needs of the College or the campus grounds: Eleven students work in landscaping, nine in the kitchen, three

on custodial and maintenance and three in miscellaneous student services. The other 20 serve in various capacities relating directly to God's Work. The largest chunk of this group works in Editorial Services—eight students. Another three work in Mail Processing, two in the Spanish department, two in the News Bureau, two in television, two as personal assistants and one in accounting.

In his *Autobiography* (vol. 2, p. 225), Mr. Armstrong drew attention to the critical crossroads the Church had come to in the mid-1940s. He wrote, "Ahead, now, was the possible transition from a small, struggling, virtually one-man work to a major scale organization exerting a powerful influence on humanity the world around! Ambassador College was to provide the only possible means. It was to be the recruiting and training center, integrating into effective organization those whom God would call to surround me—to become this Christ-led and Spirit-powered organism."

Imperial College is fulfilling that same need for God's Work in this last hour—and at a *much faster pace*.

IMPERIAL FAMILY

One particular theme I hope to establish this year, particularly in the Marriage and Family class, is the fact that these students are members of the Imperial *family*—and, of course, *God's* family. Even on the physical level, this concept of family is continually reinforced here at God's college. Perhaps our members in the field have not yet fully realized this.

We now have five faculty families living on campus—23 in all—and two married student families (another 6). With 73 people now living on campus, God is rapidly raising up a little family community on His property. All the faculty members who teach at the college are married. None of them have ever gone through a divorce—and quite a few have small children who participate in many of the College's social activities. Is there any other college on Earth that could make a similar claim?

Looking at the student body, you find a similar theme. Five of the new students we accepted already had siblings attending IC. Two of the new freshmen are sisters. All totaled, in a small college of only 46 people, we have *eight* sets of siblings! *Seventeen* students have a sibling attending college with them; five of them have a relative working at Headquarters.

Where else is there a college like this? This year I want our students to realize how utterly unique the Imperial College family really is. God, with his great vision and hope for the future, is starting something truly

magnificent at Imperial College—something that will soon spread over all the Earth.

PHILADELPHIA YOUTH CAMP

The quality of this year's student body is a testament to the strength and unity of many Church families out in the field. Yet, as all of you well know, we also have a number of families in the field who are really struggling. This became clear during our annual summer youth camp, particularly in a camper survey we conducted at the end of camp. On the whole, the camp was

a great success, so I don't want the struggles of a few to overshadow the positive growth and development of the majority. Still, though, we have to strive to reach those who might be out of the fringe—suffering from broken families or bad parenting or rebellious children.

I think this survey we conducted might be helpful to the ministry in that regard as we all continue to FACE Satan in this war over family. Give us bit more time to crunch the numbers and hopefully we can feed you with some of the survey results later this fall and also at the Conference this winter.

PHILADELPHIA FOUNDATION

by Ryan Malone

PHILADELPHIA SINGERS

Last week, we finished up the new album for the Philadelphia Singers. The new album, "Bring in the Harvest," should be available at most Feast sites—praying that all goes well at the CD duplication and printing plant. On Sunday, we finished filming the remaining

Philadelphia Singers videos to be shown at the Feast this year. Of the 12 new songs, 6 are on the film.

Also, we have finished all vocal auditions for local members, and selected our group for the *Messiah* performance on April 10, 2005.

MINISTERIAL TRAINING SERIES

by Joel Hilliker

BE A SERVING SPEAKER

Do you want to be a great speaker?

Homiletics is the art of preaching. Preaching is an important part of a minister's job—it can be a great teaching tool and motivator for God's people. Mr. Flurry has encouraged us to take this part of our jobs seriously, and study to become more powerful, more moving speakers.

But there is a danger in studying to become a great speaker.

Mr. Flurry gave a vital lecture to the headquarters Spokesman Club at the end of last year. The subject he covered has become a major theme in the Imperial College homiletics curriculum.

He talked about some of the great speakers from the Worldwide Church of God: Garner Ted Armstrong, David Antion, Burk McNair, Al Portune, Carn Catherwood, Charles Hunting, Ron Dart, Rod Meredith, Dennis Luker. These men were powerful, moving speakers.

But not one of them is speaking for God's Work today!

Not one of those men ultimately stood up to the rebels who took over the WCG. Mr. Flurry and many others thought that, as the changes started coming down from Pasadena, those powerful speakers would never accept them. But they did!

These men spoke with power, but they allowed themselves to be bullied behind the scenes—or, even worse, they willingly went along with the changes. Their great speaking ability didn't keep them in God's true Church. And today, their speaking ability is not being used for God.

Something was missing from their speaking. What was it?

There is actually a danger in becoming an outstanding speaker—that is, if the focus is on *get* and the *self*, rather than being on *give* and *serve*.

We must be honest and acknowledge the influence of our human nature. We are prone to speak to impress—even to a small degree—while we speak to edify.

Even when we pray for God's inspiration, and He gives it—we can still allow our vanity in there and get a certain vainglory from our speaking. Being a speaker in God's Church is, after all, a position of honor. But if we don't learn this lesson, we could end up like those

formerly great speakers in WCG.

Mr. Flurry asked the men of the Club, "Are you a *serving speaker*?" He explained that while those men were great speakers, they were not great *serving speakers*.

USE SPEAKING TO SERVE

What do we mean by being a serving speaker?

A serving speaker is the man who serves God through his speaking, and serves his fellowman through his speaking. That is the essence of God's law—love for God, and love for fellowman.

Speaking ability is a marvelous tool. That's why we teach it at Imperial College. That's why we have Spokesman Club. God uses it powerfully to prepare His people. He uses it to spread His message to the world. Mr. Armstrong used his tremendous talent as a speaker to preach the gospel to all the world as a witness.

But speaking is just ONE TOOL of leadership.

Consider the account in Matthew 20 of the mother of James and John asking Christ to give her two sons high offices in the Kingdom of God (verses 20-21). When the other 10 disciples heard what was going on, they became indignant (verse 24). Humanly, everybody wants to be great!

Christ used the opportunity to teach a lesson about leadership. "But Jesus called them unto him, and said, Ye know that the princes of the Gentiles exercise dominion over them, and they that are great exercise authority upon them. But it shall not be so among you: but whosoever will be great among you, let him be your minister; And whosoever will be chief among you, let him be your servant: Even as the Son of man came not to be ministered unto, but to minister, and to give his life a ransom for many" (verses 25-28). It is easy for jealousies and other ugly feelings to get stirred up when someone is put in a position of authority over another. But this is carnal thinking. God's whole mindset regarding leadership is radically different from the world's!

In God's thinking, the leader is the SERVANT. That's how to be great God's way. In this world, those who want to be great go about it the wrong way.

The *Living Bible* renders verses 26 and 27, "Anyone wanting to be a leader among you must be your servant. And if you want to be right at the top, you must serve

like a slave.”

So—the question is, where does GREAT SPEAKING enter the picture? Christ didn’t say that if you want to be great, then become a great speaker.

Our speaking must be in the context of serving, or it will fail in time. We have to serve God, serve God’s commission, serve God’s people. Speaking is simply a tool to serve.

The better you use speaking to serve, the greater a leader you will be.

There are many wonderful servants in God’s Church who are not great speakers. Some local church elders speak very little because speaking isn’t a particular strength. Most men in the Church do not speak. The women in the Church cannot serve through speaking.

God doesn’t require that everyone be a great speaker. BUT GOD DOES WANT EVERYONE TO BE GREAT. And God does require that everyone be a servant.

GOD’S HOUSEHOLD

God has given us in the ministry positions of leadership. Why? Not for our benefit, but for the benefit of *others*.

In order to benefit the whole body, God has to exalt certain members of that body, and give them a measure of authority and leadership. But it is a position of service.

“Who then is a faithful and wise servant, whom his lord hath made ruler over *his household*, to give them meat in due season?” (Matthew 24:45). The leaders within the Church are servants, and God has given those servants rulership over *His Family*—to take care of them, to feed them.

During at least two ministerial conferences I can remember, Mr. Gerald Flurry has reminded the ministers we must give meat in due season. Leading up to Passover, we need messages about Christ’s suffering, and about that season. Before Pentecost, and before the fall holy days, our messages should prepare people for those days. Certainly our messages *on* each of the holy days should expound on the meaning of that day! God gives us a basic outline throughout the year that keeps us focused on His Master Plan. This ensures that God’s people are spiritually healthy because of a strong diet of good spiritual food—with balanced meals.

Being a serving speaker means submitting to God’s desire in this respect.

Of course, it’s always good to present something in a unique way that will give people a fresh appreciation for the subject. We all appreciate that, even as listeners.

But we should not just speak on a subject simply because it dazzles our own mind. We should not speak on a subject just because it will dazzle the congregation’s

mind.

Being a serving speaker means giving God’s people what they need, BASED ON CHRIST’S INPUT! After all, it’s GOD’S HOUSEHOLD! He knows what they need. We don’t.

Think about how many times Mr. Armstrong spoke about the subject of the two trees. People criticized him for being overly repetitive. But he was giving what the people needed—not the dazzling subject!

Do we have the *humility* to be that kind of “faithful and wise servant” in our speaking?

“Blessed is that servant, whom his lord when he cometh shall find so doing. Verily I say unto you, That he shall make him ruler over all his goods” (verses 46-47). Of course God is going to take note and reward that kind of service.

Proverbs 25:13 says, “As the cold of snow in the time of harvest, so is a *faithful messenger* to them that send him: for he refresheth the soul of his masters.” Of course God is pleased when we faithfully follow through with His desires—when we give those of His household what he wants them to have.

If we ever lose sight of the fact that it’s God’s household, and that we are just servants, then we can get caught up in all kinds of abuse of God’s people (verses 48-51). And it can be much more subtle than what Christ described in that parable.

But if we keep in mind that we speak to serve God, to serve our commission, to serve the Church, and even to serve the world, then we can navigate around this pitfall in our speaking. Our motive must truly be to serve.

CHRIST SERVED

Who was Christ serving in His speaking? He said, “[H]e that sent me is true; and I speak to the world those things which I have heard of him. ... I do nothing of myself; but as my Father hath taught me, I speak these things” (John 8:26, 28). He had a penetrating understanding of who He was there to serve.

Christ was a great speaker. Biblical examples show that He moved people. But His speaking wasn’t about exalting Himself and lifting Himself up. It wasn’t selfish. He spoke exactly what the Father wanted Him to speak! He was just a mouthpiece for the Father.

“And he that sent me is with me: the Father hath not left me alone; for I do always those things that please him. As he spake these words, many believed on him” (verses 29-30). Look how effective Christ was because of His serving approach. Many believed on Him. That’s where our power is going to come from, if we’re going to succeed in the art of preaching.

Notice how the attitude among the religious leaders was poisoned: “Nevertheless among the chief rulers also many believed on him; but because of the Pharisees they did not confess him, lest they should be put out of the synagogue: For *they loved the praise of men more than the praise of God*” (John 12:42-43). That’s a dangerous trait in a leader in the Church of God. Wouldn’t you say that’s probably what got so many of those top WCG men in trouble?

We can avoid many frustrations by avoiding this mistake, and learning this lesson.

“Jesus cried and said, He that believeth on me, believeth not on me, but on him that sent me. And he that seeth me seeth him that sent me” (verses 44-45). We too have to put the focus where it belongs.

Whenever I give a message that gets me excited, and then people respond well to it, I try to remember this: What am I getting excited about? What is it that stirs people up? Is it *my* thoughts? No. If it’s effective preaching, it’s THE MIND OF GOD that gets God’s people excited! It’s the truth of God that stirs people up. The best any of us can hope to do is just package it in a clear and edifying way. But the thing that is stirring up the Spirit within God’s people is the actual TRUTH—not the packaging.

Christ knew that He was just a messenger. People were responding to Him, but because He did His job right, He knew they were actually responding to the Father!

Read 1 Corinthians, where Paul criticized the people for siding with this minister or that minister. He said, *You’re breaking Christ up into little pieces! You’re forgetting who is behind those men.* And, quite possibly, some of those ministers were forgetting that too.

John 12 concludes with these words of Christ: “He that rejecteth me, and receiveth not my words, hath one that judgeth him: the word that I have spoken, the same shall judge him in the last day. For I have not spoken of myself; but the Father which sent me, he gave me a commandment, what I should say, and what I should speak. And I know that his commandment is life everlasting: whatsoever I speak therefore, even as the Father said unto me, so I speak” (verses 48-50; see also John 14:10).

This is the most fundamental lesson we can learn in studying the art of preaching. EVERY OPPORTUNITY WE HAVE TO SPEAK TO GOD’S PEOPLE IS AN OPPORTUNITY TO PRACTICE SPEAKING WHAT GOD COMMANDS US TO SPEAK.

MAGNANIMITY

In the second-year Imperial College speech class we talk about seven “cardinal virtues of public speaking.” One of them is *magnanimity*. That’s the word we chose to represent the UNSELFISHNESS required of the speaker.

Webster’s defines this word, “Nobility of feeling and generosity of mind.”

Whatever we desire to speak on, we must have in mind a burning understanding of *how we expect the listener to benefit*, and what we wish for them to take from our message. Every message should be tailored to suit the needs of the audience for the occasion. A *magnanimous* speaker has the audience’s interests at heart. He is not in his own little world speaking about some weird or arcane subject. He is not motivated out of vanity or self-aggrandizement.

Magnanimity means *humility*. It means putting others’ needs before your own.

We can always recognize this trait in a speaker when we find ourselves thinking, *This was meant just for me. This message was interesting to me and just what I needed to hear.*

LOVE

“Though I speak with the tongues of men and of angels, and have not charity [love], I am become as sounding brass, or a tinkling cymbal” (1 Corinthians 13:1). What do we mean by serving? Essentially we’re talking about LOVE. Doing what is important for the other guy—serving the other guy—rather than yourself.

“And though I have the gift of prophecy, and understand all mysteries, and all knowledge; and though I have all faith, so that I could remove mountains, and have not charity, I am nothing. And though I bestow all my goods to feed the poor, and though I give my body to be burned, and have not charity, it profiteth me nothing” (verses 2-3). *Love* is the factor that determines whether what you speak amounts to anything or not.

God has to give you this ingredient. If it’s not the love of God motivating you to serve, then ultimately the greatest sermonettes and sermons in the world will profit you nothing.

Effective speaking is a powerful skill. It can make a tremendous impact on God’s people. But your skill will be blessed by God only if you SPEAK TO SERVE.