



February 26, 2005 • Vol. 2, No. 6

PASTOR GENERAL'S REPORT

Greetings, ministers and wives!

God has given me a deeper understanding of a prophecy in the book of Jeremiah and helped me to see more specifically how it relates to our Work today. I'm writing an article about it for the Pentecost issue of the *Royal Vision* based on a sermon from last year. This is a truly inspiring truth, when you understand it.

"Moreover the word of the Lord came unto me, saying, Jeremiah, what seest thou? And I said, I see a rod of an almond tree" (Jeremiah 1:11). Jeremiah saw a rod, which came from an almond tree.

When I wrote the Jeremiah booklet and explained Jeremiah 1:11, I focused on the *rod*. Here is what I wrote: "What is the 'rod of an almond tree'? It precedes the boiling pot. *The Companion Bible* describes it as 'a watcher or an early waker because it is the first of the trees to wake from its winter sleep and it is thus what the cock is to the birds.' It is also described as 'a vigilant watchman.'

"A watchman always precedes some great disaster to strike Israel. God raises up a watchman to warn His people of their terrifying punishment. The boiling pot—Babylon from the north (the European Union today)—is about to spill over, and God gives America, Britain and Judah a chance to repent *before* it occurs—and *afterward*."

The word *rod* comes from a root word meaning to germinate, or to begin to grow or sprout. The rod is just a *branch of the TREE*, and is used like a staff to point people in the right direction. The rod is a symbol of authority. It has a warning message, one that will guide people into safety and protection if they will listen to it.

The Companion Bible defines it, "A stick with leaves on it from a living tree." Notice: **THIS ROD GREW OUT OF THE TREE. IT IS NOT JUST A PIECE OF DEAD WOOD. IT IS ALIVE, AND IT IS ATTACHED TO THE TREE.**

We need to focus on the *almond tree*, because there is a lot of symbolism there.

WHAT IS THAT TREE? IT IS A SYMBOL OF THE TREE OF LIFE!

This Work of God is a spiritual tree of life. It grows and bears leaves and fruit.

God says if we do our job right, we will see a lot of growth on this tree. God tells us that we will have a college and a house of God. We are acquiring other buildings too: an administration building and dorms; we have purchased artifacts from the Ambassador Auditorium—these are signs of a growing, fruit-bearing work.

God is telling us this Work is like a little tree of life, and it's going to grow to fill the entire Earth!

We must not despise the day of small beginnings. We are part of a small work today, but it is about to envelop the whole globe! The world is ticking down to its destruction—and what is going to happen after that? **THIS WORK!**

That is not a fantasy. That is why we are here. That is why we are building today: to prepare to build all over the world. It's as if the land God has given His Church is a tiny little tree of life.

It is an almond tree, which is the first tree to appear. In other words, it's the *only tree of life to appear just before Jesus Christ returns.*

IN THIS ISSUE

Media Services	2
Mail Processing	4
Business Office	4
Regional Reports	5

Our Work is a type of the World Tomorrow, when the tree of life will fill the Earth, and every individual will be eating from it.

God's people all over the world are supporting this Work. That is a type of our ruling the whole world in God's Kingdom.


As we build this Work today, we are striving to do so as close as we possibly can to the way we will build in God's Kingdom. In this sense, the World Tomor-

row is beginning already, in embryo, on the acreage God has given His Church. Obviously we will perfect our approach, but we are building the same way we will be building in the World Tomorrow!

It's not the work of any man or group of people. GOD is building His Work—and He is doing it through a group of people who are eating from the tree of life.

In the Jeremiah booklet, I focused too much on the rod. Yes, the rod is important—but THE TREE IS FAR MORE IMPORTANT!

With love, in Christ's service,



MEDIA SERVICES

INCREDIBLE RESPONSE

We just had the second-most responsive weekend of television response ever for the *Key of David* program. It was second only to a program offering *Mystery of the Ages* for the first time which drew over 4,000 responses.

“How Not to Be Deceived” was the title of this past weekend's program which did so well. Not only was the program fascinating as Mr. Flurry covered Matthew 24, but we offered the *Imperial College Bible Correspondence Course* for the first time. With over 100 operators, we answered calls from WGN alone for over 20 minutes! In fact, the longest hold time for someone waiting to speak to an operator was 16 minutes!

2,840 calls have been answered in response to the program from Sunday morning through Wednesday afternoon this week. Forty-seven percent of the requests to enroll in the correspondence course came from first-time callers—meaning this was their first order placed with the PCG.

Currently, there are 7,874 enrollees in the correspondence course in the United States and Canada. This past weekend contributed greatly to that number! A few hundred more calls should roll in throughout the remainder of the week before we air a new program on Sunday.

NEW MARKET—BUFFALO, N.Y.

We have added a new station in Buffalo, N.Y., to supplement our coverage in the United States and in Canada as well. This Sunday we will begin airing on WUTV, a FOX TV affiliate at 6:30 a.m. ET. This station should give us additional access to the residents of southern Ontario.

PAX TV NETWORK

It appears God is opening one of the biggest doors yet for the *Key of David* program. The Church has agreed to terms with PAX Network to air our program nationwide each Friday morning.

PAX Network will dramatically supplement and expand our coverage of the United States. With this deal, we will air Friday mornings at 6 a.m. Eastern Time, 5 a.m. Central Time, 7 a.m. Mountain Time and 6 a.m. Pacific Time. While those times sound early, they are ideal for a “working audience.” According to Nielsen Media Research, over twice as many households are watching television at 6 a.m. Friday morning compared with 6 a.m. Sunday morning. We will be available to millions of people as they get ready for work on Friday mornings.

Perhaps the most dramatic aspect of this deal is the sheer number of people we will gain access to—over 95 million potential households which represents 88 percent of all the television households in the U.S.! We have access to them through 58 owned-and-operated Paxson stations which transmit the program locally over-the-air as well as on cable television. This station is carried in most markets throughout the nation on cable in addition to the signal that is broadcast over-the-air by the local stations. Paxson is also available on both Direct TV and the Dish Network.

The program will be broadcast on local stations in the markets listed on the following page (all times are for the local time zone of the area):

Direct TV Friday 6:00 am ET Ch. 255
 Dish Network Friday 6:00 am ET Ch. 181
 Alabama, Birmingham—WPXH Friday, 5:00 am
 Arizona, Phoenix—KPPX Friday, 7:00 am
 California, Los Angeles—KPXN Friday, 6:00 am
 California, Sacramento—KSPX Friday, 6:00 am
 California, San Francisco—KKPX Friday, 6:00 am
 Colorado, Denver—KPXC Friday, 7:00 am
 Connecticut, Hartford—WHPX Friday, 6:00 am
 Florida, Jacksonville—WPXC Friday, 6:00 am
 Florida, Miami—WPXM Friday, 6:00 am
 Florida, Orlando—WOPX Friday, 6:00 am
 Florida, Tampa—WXPX Friday, 6:00 am
 Florida, West Palm Beach—WPXP Friday, 6:00 am
 Georgia, Atlanta—WPXA Friday, 6:00 am
 Georgia, Brunswick—WPXC Friday, 6:00 am
 Hawaii, Honolulu—KPXO Friday, 4:00 am
 Illinois, Chicago—WCPX Friday, 5:00 am
 Indiana, Indianapolis—WIPX Friday, 6:00 am
 Iowa, Cedar Rapids—KPPX Friday, 5:00 am
 Iowa, Des Moines—KFPX Friday, 5:00 am
 Kentucky, Lexington—WUPX Friday, 6:00 am
 Kentucky, Louisville—WBNA Friday, 6:00 am
 Louisiana, New Orleans—WPXL Friday, 5:00 am
 Massachusetts, Boston—WBPX Friday, 6:00 am
 Michigan, Detroit—WPXD Friday, 5:00 am
 Michigan, Grand Rapids—WZPX Friday, 5:00 am
 Minnesota, Minneapolis—KPPM Friday, 5:00 am
 Missouri, Kansas City—KPEX Friday, 5:00 am
 New York, Albany—WYPX Friday, 6:00 am
 New York, Buffalo—WPXJ Friday, 6:00 am
 New York, New York City—WPXN Friday, 6:00 am
 New York, Syracuse—WSPX Friday, 6:00 am
 North Carolina, Fayetteville-Lumber Bridge—WFPX
 Friday, 6:00 am
 North Carolina, Greensboro—WGPX Friday, 6:00 am
 North Carolina, Greenville—WEPX Friday, 6:00 am
 North Carolina, Raleigh-Durham—WRPX Fri., 6:00 am
 Ohio, Cleveland—WVPX Friday, 6:00 am
 Oklahoma, Oklahoma City—KOPX Friday, 5:00 am
 Oklahoma, Tulsa—KTPX Friday, 5:00 am
 Oregon, Portland—KFXG Friday, 6:00 am
 Pennsylvania, Philadelphia—WPPX Friday, 6:00 am
 Pennsylvania, Wilkes-Barre—WQPX Friday, 6:00 am
 Rhode Island, Providence—WPXQ Friday, 6:00 am
 Tennessee, Knoxville—WPXK Friday, 6:00 am
 Tennessee, Memphis—WPXX Friday, 5:00 am
 Tennessee, Nashville—WNPX Friday, 5:00 am
 Texas, Dallas—KPDx Friday, 5:00 am
 Texas, Houston—KXPB Friday, 5:00 am

Texas, San Antonio—KPXL Friday, 5:00 am
 Utah, Salt Lake City—KUPX Friday, 7:00 am
 Virginia, Norfolk—WPXV Friday, 6:00 am
 Virginia, Roanoke—WPXR Friday, 6:00 am
 Washington, D.C.—WPXW Friday, 6:00 am
 Washington, Seattle—KWPX Friday, 6:00 am
 Washington, Spokane—KGPX Friday, 6:00 am
 West Virginia, Charleston—WLPX Friday, 6:00 am
 Wisconsin, Milwaukee—WPXE Friday, 5:00 am

Our first broadcast on the PAX Network is scheduled for Friday, March 4. Some of our headquarters staff and a significant portion of our in-home operators stand by ready to take the literature requests generated by this incredible broadcast network.

NIELSEN RATINGS

Response to our program has increased dramatically this past year—especially since the Feast of Tabernacles. All of our stations are producing at their highest levels ever. We are adding new in-home operators to help us cope with the increasing response. We already seat 100 operators a week to help us handle the call volume the program is generating.

According to Nielsen Media Research, our program is the sixth most popular religious program in the country. We are only on 11 Nielsen-rated stations, which is the fewest number of stations for any program in the top twenty. The few stations we use are highly effective. If we were to have an equivalent number of stations as the other programs in the top twenty, we would most likely move up to the #2 or #3 rated program based on their statistical analysis.

With the addition of the PAX Network, and with our expanding international coverage, more and more people are watching and responding to God's inspiring message of hope.

KEY OF DAVID WEEKLY SCHEDULE

Program Title: "The Mystery Watchman"

Airdate: February 27, 2005

Literature Offered: *Ezekiel—the End-Time Prophet*

Synopsis: Ezekiel 33 talks about two watchmen who would warn the world just before Christ returns. The first watchman was elected by the people and was used to save Western civilization in World War II. The second watchman was chosen by God to again warn Western civilization, as well as the world today. Do you know who these watchmen are? This week on *The Key of David*, Gerald Flurry discusses the mystery watchman.

MAIL PROCESSING

A BUSY MPC

Orders continue to mount in Scepter (the PCG database). From January 1 through February 23, we have added 26,712 orders to Scepter. Each of those orders on average requests at least two pieces of literature. The volume of inventory necessary to fill the orders has been a subject of past PGR issues—but suffice it to say, we have really taken advantage of the “warehouse environment” we have been blessed to work with.

The Church makes use of our loading dock, forklifts and other equipment to process the growing number of orders. We continue to add other equipment to help us cope with the demand. Within weeks, we should finally have our mail stuffing machine, which will dramatically improve our ability to process “like-item orders.” We are quite anxious for its arrival and installation.

It is difficult to imagine life without the MPC. We have been in this facility for about one year, and we could not do the Work without it! This week, we are expanding our call center by adding over a dozen more workstations, which will also be used to handle data entry. Different software programs are being developed to automate some of the processes we are currently dealing with. We will also be adding the two additional sorting stations built by Delta Birch (member from Wichita Falls, Tex.). We are gearing up to handle even more volume as we continue to grow.

BREAKDOWN OF ORDERS

Of the 26,712 orders placed so far this year, 62 percent of them were placed using our toll-free numbers and answered by the call center. Seventeen percent were placed online via our websites, and the remaining 21 percent were placed through written requests.

CALL CENTER

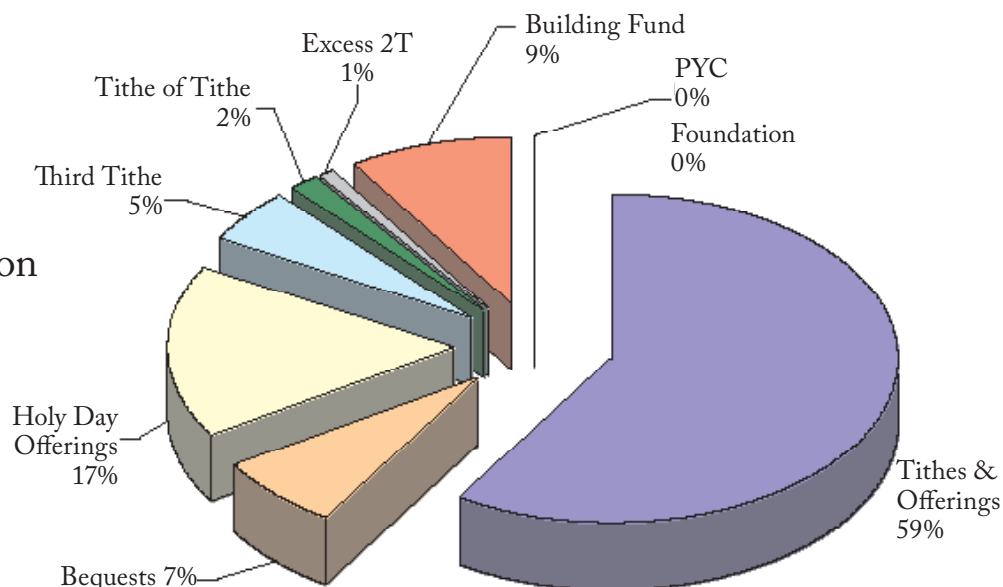
More in-home operators have been added over the past few weeks making it possible for us to field over 100 operators each weekend for the ring-ins generated by *The Key of David*. With the addition of PAX TV, we have a new challenge facing us. We must now answer the phones on Friday morning at 6:30 a.m. and 9:30 a.m. ET to take literature requests from PAX TV. (Please see announcement in the Media Services section regarding PAX TV).

So far, 48 in-home operators have volunteered to help us each week in answering those calls. We hope to add another 10 to 15 headquarters employees.

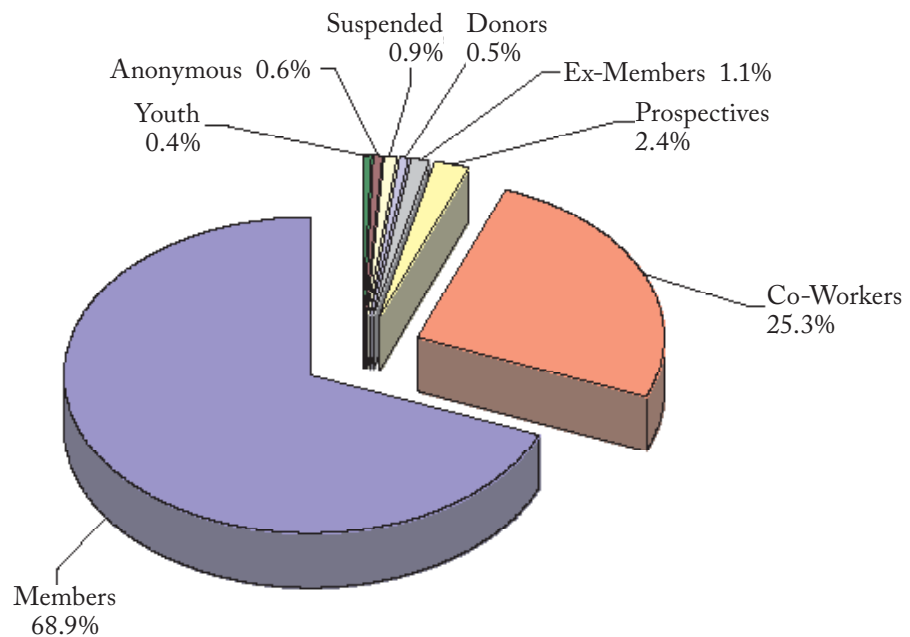
We are certain that PAX TV will nearly overwhelm us—but we trust God will somehow make it possible for us to take all the requests. Much more will be discussed in coming issues of the PGR about this wonderful dilemma.

BUSINESS OFFICE

2004 Contribution
Income
By Type



2004 Contribution Income By Status



REGIONAL REPORTS

PHILIPPINES

In my regular visits to the different areas, the brethren are all okay and remain supportive of God's Work in this last hour in spite of the prevailing economic hardships in the country. They continue to hold fast to the teachings in spite of their very hard economic situations. As common to all, we also have health problems among the brethren. One member from the north has been found lately to have cancer spreading all over her body, and she continues to trust in God's healing.

After the Feast, I opened a new meeting group in northeastern Mindanao in the city of Cagayan de Oro (river of gold). We had 15 in attendance, although the potential is more than that if those from nearby towns can afford to attend regularly. The recent bombings in Manila, Davao and General Santos City didn't affect any of the brethren there or their families. We are thankful that God has protected them in the midst of the terrorist activities. The situation is back to normal, although there are continuing fears of more terrorist attacks. I will be traveling to Mindanao again this coming Sabbath to visit other areas which have not been visited during the past months.

Regarding the *Key of David* program, we have renewed the contract with Studio 23 for the next season because of the continuing responses, which are very en-

couraging. Since the broadcast started June last year, the average number of literature items sent out each month has doubled, and we get more than a score of letters per month in response to the program, not counting those writing in for literature replenishments.

To date, there have been 15 contacts and inquiries about the Church, and the majority of them are very interested to attend services—although some of them need more reading. Most have been either *Plain Truth* subscribers or are children of former members; some are former WCG members who had only found out about the Church recently, hence the late contact. Three have been allowed to attend services.

We are also busily preparing for PYC in May. We are expecting more or less 50 campers this year, mostly from the island of Luzon and a few from Visayas and Mindanao. Because of the increased costs of living, the management of the youth camp has also increased its fee over last year's camp fee. It's still favorable to us, however, considering the vast improvements made in their facilities to serve our needs.

Lastly, we have received already our correspondence course Lesson 1 supply, and to date there are more than 152 enrollees. Also, we have another five applicants for Imperial College in addition to the seven who applied last year. There are others who are interested but will apply for next year's school year.

Pedrito Cara