

March 17, 1960

### Boards Direct Major Portion Of Negro Work

ATLANTA, Ga.--(BP)--A major portion of Southern Baptist work with Negroes in the world is directed by the three Convention boards: the Sunday School Board in Nashville, the Foreign Mission Board in Richmond, Va., and the Home Mission Board in Atlanta.

In Africa, the Foreign Mission Board spent nearly \$3 million with 307 missionaries and 3516 nationals in one year.

In the U. S., the Home Mission Board, working in co-operation with state conventions, budgets more than \$250,000 for 71 workers, and the Sunday School Board provides scholarships and offers many of the agency's services to Negro churches.

These figures are part of the first total study made of Southern Baptist work with Negroes through every channel of the denomination's life. The study, made for the SBC Advisory Council on work with Negro Baptists, has just been released for publication.

The survey covered work by churches, associations, state conventions, SBC agencies, and other SBC groups. This is the fourth in a series of seven news releases dealing with this study, which was made in 1959 for work done in 1958. The survey was conducted by the research and statistics department of the Baptist Sunday School Board.

This release presents the work of the three SBC boards. Later reports deal with educational work, commissions and other groups, and a final projection for the future.

The heaviest concentration of the Foreign Mission Board's Negro work is in Nigeria where 208 missionaries work with a church membership of 44,205 and a Sunday school enrollment of 82,242. Other African countries, listed according to number of missionaries there, are Southern Rhodesia (40), Ghana (26), East Africa (29), and Kenya, Northern Rhodesia, Tanganyika, Nyasaland, and Guinea. In addition, missionaries serve Negro People in Brazil, Colombia, a few other Latin American countries, and the Bahamas. Since this study was made there has been additional expansion of the African work.

The committee made this observation: "The missionaries of the Foreign Mission Board who are home on furlough, studying and appearing in schools of missions, are probably the most effective witnesses among Southern Baptists in developing a spirit of Christian fellowship and co-operation."

The Home Mission Board, which has a department of work with National Baptists in its missions division, concentrates its efforts in leadership training for church workers among National Baptists. There are 31 teacher-missionaries in 26 schools, 17 mission center directors, 8 state convention directors, four regional missionaries, and others in goodwill centers, kindergartens, Baptist Student Unions, an evangelistic worker, and an extension director in co-operation with the American Baptist Theological Seminary in Nashville. Besides this there were 16 summer missionaries.

The home mission work, in co-operation with state conventions, associations, and Negro Baptist schools, is in 15 states, the District of Columbia, and 47 cities.

The Sunday School Board has no segment of its organization dealing exclusively with National Baptists but a large number of its departments do some co-operative work.

These services included: free tracts on evangelism, scholarships, gifts to library of American Baptist Seminary, architectural aid, publications, a stewardship program, teaching Christian attitudes and actions toward other races, publicizing Negro contributions to Christian citizenship, conducting seminars on human relations, and inviting other races to share in retreats and assemblies for college students.

Religion Editor Tells  
Newspaper's Function

OKLAHOMA CITY--(BP)--"The purpose of religious journalism is to report on developments, trends, and personalities in all religions and not to act as a promoting agent for church functions," Miss Mary Jo Nelson, religious news writer for the Oklahoma City Times, told a state-wide Baptist public relations conference in Oklahoma City.

Discussing the subject, "What Newspaper Editors Expect from Persons Turning in Church News," Miss Nelson said, "It is the duty of the churches themselves to promote their own programs and to seek converts and members."

"Religious news reporting has no place in this except to interpret developments to the reading public," she told the conference.

Other speakers at the meeting, attended by pastors, church staff members, and lay people from over the state, included Gomer Lesch, Nashville, Tenn., church public relations consultant of the Southern Baptist Sunday School Board; Dave Miller, sales manager of an Oklahoma City printing firm; Ed Watts, Oklahoma City, production manager of a public relations firm; W. E. Grindstaff, Oklahoma City, assistant executive secretary of Baptist General Convention of Oklahoma; and Jack L. Gritz, Oklahoma City, editor of the Oklahoma Baptist Messenger.

Watts, discussing direct mail, labeled claims that people get too much mail a "fallacy". Research shows that the post office handles 50 billion pieces of mail of all classes, including Christmas mail, throughout the United States annually, Watts said. Some people, especially those in business, receive a lot of mail, he said, but a vast majority of homes receive only one piece of mail every three or four days.

People do read direct mail and act on it, Watts declared. Churches should use this media to reach prospects and create interest in their activities, he advised.

Lesch pointed out "15 major areas of emphasis" that he said churches must consider in meeting their public relations obligations. These areas ranged from the advertising used by the church to the ushers, "the pastor's front line of public relations at each service."

"A church needs to be concerned with the impression it makes upon its internal public as well as the way in which it faces the community," Lesch said.

Presentation of awards in state public relations contests by R. T. (Dick) McCartney, public relations director of the Baptist General Convention of Oklahoma, was a highlight of the meeting. The contests were to find best church papers, best associational papers and best promotional literature prepared by churches. Plaques go to first-place winners in the annual contests.

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Largest ABC Church  
Withdraws Support

(3-17-60)

WICHITA, Kans.--(BP)--First Baptist Church of Wichita, largest of the American Baptist Convention's 6250 churches, voted to withdraw financial support from the American Convention. They said it was because of the Convention's ties with the National Council of Churches.

The congregation approved the financial withdrawal 1170 to 235. The church has 4300 members. It has been contributing about \$30,000 a year to the American Convention.

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Jewell Business Manager

(3-17-60)

LIBERTY, Mo.,--(BP)--John A. Pond, from the University of Chicago, will fill the long-vacant post of business manager at William Jewell, Baptist senior college here. The post has been unfilled since 1952. Davis has been with the alumni foundation of the Illinois school.

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1960's Challenge  
Hospital Ministry

NEW ORLEANS--(BP)--The decade of the 1960's is a time of "dangerous but challenging opportunities" for Southern Baptist hospitals, the executive secretary of Southern Baptists' hospital agency here reports.

T. Sloane Guy, executive secretary of Southern Baptist Hospitals, directs the administration of two Southern Baptist Convention directly-related hospitals--one here, the other in Jacksonville, Fla.

He sees a danger of Baptists subsiding to the level of operating hospitals simply as "a slave for conscience." The tendency may be to found a hospital and then merely to forget about it, he said.

Just hanging the label "Baptist" over the hospital does not discharge the denomination's responsibility to the sick and helpless.

To remedy this, Guy advocates an attitude of participation by Baptists rather than that of only a "patron."

Participation in the hospital needed during the next 10 years requires greater financial aid, he claims. "If we're going to be a Baptist hospital, we should have adequate equipment for medical cases because we have doctors who are able to perform marvelous new operations."

One of the new operations is open-heart surgery. Southern Baptist Hospital at New Orleans is ready to move forward in this field, saving lives. But it is a field which costs money to enter. A cardiac pulmonary laboratory, which is the equipment necessary to go with this advancement in medicine, costs \$60,000.

"People who need heart surgery often are the very ones who can't afford it. There are the 'blue babies,' and heart patient cases in which the family has exhausted its money already on medical treatment," Guy reports.

A second danger is giving up and letting the welfare state take over, according to Guy. This is not the Baptist way, however, he adds, because the state reduced the patient to a number rather than a person. It destroys human dignity.

Baptist hospitals recognize the human worth and make their treatment personal.

Again the remedy to the danger is increased support of Baptist hospitals.

Guy believes more Baptist hospitals are needed. He believes that they can be established without violating the Southern Baptist Convention's position against new hospitals operated by the Convention directly.

Hospitals provide valuable witness for Baptists, Guy says, because (1) "They outlive individuals;" (2) They demonstrate the concern of Baptists for the community--- "We're here because we're interested in you," and (3) Hospitals sustain relationships within the community that are "healthy."

In Jacksonville, Baptist Memorial Hospital is the second-largest employer in the city, Guy comments. Only a local insurance firm employs more.

Challenges before Baptist hospitals include:

---Making them institutions providing Christian charity and Christian education of doctors, nurses, and medical technicians.

---Furnishing quality patient care so that Baptist hospitals have a sound reputation for good medical treatment.

---Creating the additional hospitals to increase and stabilize Baptists' witness.

### Student Interest High In Pioneer Missions

ATLANTA--(BP)--The interest of seminary students in home mission work is highest in pioneer areas, according to Glendon McCullough of Atlanta. Many indicated they were willing to support themselves by secular employment to serve struggling churches and missions.

McCullough, missionary personnel secretary of the Southern Baptist Home Mission Board, recently led home missions conferences at all six of Southern Baptist theological seminaries.

"We could not interview all who signed up for conferences regarding pioneer mission work," McCullough said. He added that many were interested in both the husband and wife working to pay their salary and establish contact with the people while serving as missionaries in the pioneer areas.

McCullough was "impressed with the caliber of young people who have expressed an interest in this area."

"The conferences were for the purpose of conferring with both faculty and students regarding the new organization of the board, the new relationships with the states, and the new qualifications and procedures leading to missionary appointment," according to McCullough. This will not be a yearly endeavor, he says, but similar programs are being set up on some campuses for interviewing purposes in 1961.

"Midwestern's faculty feels that the Home Mission Board has taken a definite step in the right direction in its recent visitation of seminary campuses. We are encouraged by new qualification requirements....." said V. Lavell Seats, registrar of Midwestern Baptist Theological Seminary, Kansas City, Mo.

Students are responding to work with foreign language-speaking groups and to city mission work, but "not sufficiently to meet the demands ahead," said the personnel secretary. He stressed special need for workers with Spanish-speaking people.

A program of college visitation and co-operation with Baptist Student Union groups is planned to become effective in the 1960-61 college term, according to McCullough.

McCullough believes that the real results of the conferences will not be seen for several more years. "We are laying ground work for finding missionary personnel to meet needs on home mission fields by the end of the Baptist Jubilee Advance period," he said.

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### Jewell Gains Fourth In Basketball Tourney

(3-17-60)

KANSAS CITY, Mo.--(BP)--William Jewell College fared best of three Southern Baptist college basketball teams which competed in the 1960 N A I A tournament here.

Jewell, playing almost in its own back yard since the school is located in nearby Liberty, Mo., gained fourth place. After winning three games, including one from Stetson University, Baptist school in De Land, Fla., it lost two.

Stetson University collided with William Jewell College in the opening game for both teams, and Jewell won it 68-66. Its two other victories were by close margins.

Oklahoma Baptist University of Shawnee, after upsetting third-seeded Southern Illinois University of Carbondale, 75-71, in its opener, lost to New Mexico Highlands and was eliminated from the tournament.

The N A I A draws together here the 32 top small college basketball teams in the country each year. All sections of the nation are included. It is considered significant that three of the top 32 were Southern Baptist Colleges.

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