

●
serving Southern Baptist state papers as a news service

BAPTIST PRESS

Theo Sommerkamp, *assistant director*
127 Ninth Avenue, North
Nashville 3, Tennessee

August 23, 1960

Dear Editor:

As you know, the Baptist Press has been making a special effort to increase the amount of significant news through its pages day by day and week by week.

Regional offices in three key locations, staffed by highly competent personnel, have been the greatest and most important stride in this direction.

In addition the Baptist Press has sought qualified "stringers" or space-rate correspondents in key cities and all state capitals. Every effort is made to secure Baptists with an understanding of news and Baptist life and thought.

Frankly, we have been disappointed in our effort to secure these stringers. It is one of our news-gathering weaknesses. You were so helpful in telling us a year ago about prospects for stringers in cities in your state--although in most cases you had no suggestions--that we hope you will see fit to insert the following notices in your want ad sections complimentary for two insertions on succeeding weeks as a contribution to better news coverage in your own paper. Every competent stringer enlisted means wider coverage and more thorough protection.

The stringer is preferred. The reason for the one about clippings is that many persons, probably for having time on their hands, enjoyment of many newspapers, or for calculated extra income, are one-man clipping services. They subscribe to all major dailies in their vicinities, clipping out news, in this case Baptist news, and forward it to persons like Baptist Press who are interested. We pay correspondents and clippers on the basis of material actually used.

Your contribution will be a few lines in the want ads in two successive issues. We hope this will yield many responses, out of which we can select persons who appear to have the qualifications we desire. We thank you for this service.

Your friend,

Theo Sommerkamp

TS:nq
Encl: 2 want ads

watch for the (BP) credit line

CORRESPONDENTS: Sou. Bapt. Conv. news service needs professional news, photo stringers. Prefer Baptists. Must meet deadlines, provide personal qualifications, give Baptist minister as reference. Write first Theo Sommerkamp, Baptist Press, 127 Ninth Ave. N., Nashville 3, Tenn.

-0-

CLIPPINGS: So. Bapt. Conv. news service needs clippings Baptist news, other religious news affecting Bapt. from local papers. Promptness essential. Write first Theo Sommerkamp, Baptist Press, 127 Ninth Ave. N., Nashville 3, Tenn.