

October 1, 1961

**Newsmen, Pastors See
Improved Relations**

NASHVILLE (BP)--Newspapermen and Baptist pastors view each other cautiously, but each sees ways in which their dealings with each other may be improved.

This fact--and scores of others--emerges from a three-year study of Southern Baptist pastors and the public press. The study was conducted by the research and statistics department of the Convention's Sunday School Board at request of the SBC Public Relations Advisory Committee.

Syracuse University school of journalism participated in the survey at one point to help assure impartiality and response. It sent out the questionnaire forms to religion editors or other editors handling church news on the daily papers.

A separate questionnaire was used for pastors and for newspapermen.

"Results of the survey will help pastors and denominational leaders improve their contacts with the public press by showing us our weaknesses as well as our strong points," W. C. Fields of Nashville, public relations secretary, SBC Executive Committee, said.

The Public Relations Advisory Committee advises Fields' staff on public relations matters.

J. P. Edmunds, secretary of research and statistics, and his associate, Martin B. Bradley of Nashville, handled the survey queries and compiled the findings in a 200-page-plus report to the committee.

Samples of the general findings of the survey include:

1. Pastors feel newspapers don't have enough contact with religious doings, give them incomplete coverage, assign reporters with inadequate personal background to report religious events and sometimes play favorites among churches and denominations.
2. On the other hand, pastors comment favorably on the Baptist news which is published and say it is factually accurate.
3. Newspapermen would say, in reply, pastors do not initiate enough contacts with the press, have a poor understanding of what makes news and how to report it, and don't understand the value of newspapers and their coverage of religious news.
4. The attitudes of the reporter and pastor to one another "undoubtedly are having a limiting and adverse effect on the amount and quality of newspaper coverage of Southern Baptist news."
5. Both pastors and reporters can improve their side of religious news coverage, the pastors by becoming more familiar with the ins and outs of religious reporting, the reporters by more awareness of various religious beliefs and how better to cover religious activities.

The summary of the study also contained recommendations, at least for Baptist pastors and denominational leaders:

1. Stage local clinics where pastor and reporter may exchange ideas and information on reporting religion.
2. More churches should have functioning public relations committees.
3. Seminaries should continue and should expand their class material on relations between churches and pastors and the press.

4. Further studies in depth should be made in this field--to find out what effect religious news in papers has on its readers, the strategy and methods which can best be used by Southern Baptists to obtain coverage.

The research and statistics department received 1555 usable replies from its questionnaire to pastors and 443 replies from the survey form sent to religion editors and reporters.

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Baptist Schools Get
\$8,118,000 In Loans

(10-1-61)

WASHINGTON (BP)--Sixteen Baptist colleges and universities were approved for \$8,118,000 in loans from the Community Facilities Administration of the Housing and Home Finance Agency during the first nine months of 1961.

The loans have been for dormitories, dining facilities, recreation improvements, an infirmary and a college union building.

During the same period of time 106 other church-related colleges were approved for loans. An additional 47 other private schools were approved.

The government agency loans to colleges are usually for 40 years. The current interest rate is 3-3/8 per cent. The rate varies according to the cost of the loan to the government at the time the loan is made. It has fluctuated between 3 per cent and 4 per cent for college loans.

The Baptist colleges approved for loans are reported by the Community Facilities Administration information bureau as follows:

Bishop College, Dallas, Tex., \$870,000; Tift College, Forsyth, Ga., \$200,000; Oakland City College, Oakland City, Ind., \$350,000; Norman College, Norman Park, Ga., \$120,000; Georgetown College, Georgetown, Ky., \$360,000;

Shorter College, Rome, Ga., \$650,000; Meredith College, Raleigh, N. C., \$600,000; Colorado Woman's College, Denver, Colo., \$784,000; John B. Stetson University, DeLand, Fla., \$560,000; Judson College, Marion, Ala., \$375,000; Hardin-Simmons University, Abilene, Tex., \$1,110,000;

Carson-Newman College, Jefferson City, Tenn., \$275,000; Howard College, Birmingham, Ala., \$750,000; Eastern Baptist College, St. Davids, Penna., \$515,000; Mississippi College, Clinton, Miss., \$435,000; and Anderson College, Anderson, S. C., \$164,000.

Bishop, Oakland, Colorado, and Eastern Colleges are not Southern Baptist.

During the same period of time the government made loans to other private colleges as follows: Presbyterian, 15; Methodist, 25; Lutheran, 10; Roman Catholic, 36; other Protestant colleges 20; and non-church-related private colleges, 47. There were 94 state or public colleges and universities that received federal loans in the first nine months of 1961.

There is a total of 2028 colleges and universities in the United States (including junior colleges), of which number only 699 are public institutions. The statistics department of the United States Office of Education reports the private colleges as follows: Protestant, 496; Roman Catholic, 303; Jewish, 6; non-denominational or non-church-related, 520.

(Slight differences in figures are accounted for by differences in dates of reports and in methods of classification.)

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Professor Takes Issue
With Dictionary Use

NASHVILLE (BP)--What does "vocation" mean?

Perhaps most people will answer with a definition like that of the dictionary: "regular or appropriate employment; calling; occupation; profession."

A Baptist seminary professor took issue here with Webster and the standard definitions. He would agree, as he said, "'calling' and vocation' are synonymous in the New Testament."

But he would not equate them with "occupation."

"In every instance in the New Testament the call is not to an 'occupation,' but to salvation. There is no reference in which a man is called to 'a secular profession' or earthly job," Henlee H. Barnette of Southern Baptist Theological Seminary said to a counseling seminar.

"Hence, God does not call men to be bricklayers, lawyers, doctors, or truck drivers. Such a notion would secularize the biblical view of vocation," the Louisville professor of Christian ethics added.

Barnette did not minimize the Christian's responsibility toward his occupation or employment. "Certainly the virtues of singleness of heart and honesty are relevant to the Christian in his daily toil. For in this way the attitude of the Christian is transformed toward work, for it is done as 'unto the Lord,'" he observed.

The mixup in definitions, according to Barnette, dates back to about 300 A. D. when "a double-standard: sacred and secular vocations" emerged. This mixup has persisted through the years since.

"There is but one call in the scriptures--to be a child of God and to behave as such. It is at this point that vocation has meaning for work, leisure, worship, service and every other human activity. The Christian...is to 'walk worthy of his vocation' (calling of God to salvation) in all his relationships," Barnette said.

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\$2 Bills Make Rounds
In Liberty, Missouri

(10-1-61)

LIBERTY, Mo. (BP)--People in Liberty expect to see more \$2 bills in a month than many people see in a lifetime.

Hometown William Jewell College, a Baptist school, set aside October as "\$2 bill month." The purpose of course is, through the use of seldom-used currency, to demonstrate the amount the college contributes to the community.

More than 2000 students, faculty and others associated with the college will get the currency through cooperation of local banks and will make their purchases with \$2 bills.

Serial numbers of 15 bills will be registered. Holders of them will receive free tickets to William Jewell's homecoming football game at the end of the month.

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Folks and Facts.....

(10-1-61)

.....Grover J. Andrews, director of university services in the office of public relations at Baylor University (Baptist), Waco, Tex., has resigned. He has enrolled in Peabody College, Nashville, to study educational administration. He will also direct public relations for Belmont College (Baptist) in Nashville. (BP)

- 30 -