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# BAPTIST PRESS

December 19, 1962

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Nashville 3, Tennessee

Dear Friend:

Baptist Press news service is very anxious to have thorough coverage of Southern Baptist Convention agencies and of state Baptist conventions.

With your help and that of your public relations staff or editor, we have jumped by leaps and bounds in providing that coverage during the past couple of years.

The Baptist state papers use an increasing amount of our material. We receive clippings, too, which show that religion editors of many daily newspapers pick up items through Baptist Press and use them on church pages week after week.

One of the very important and rich sources of news from the states is the meeting of the trustees or board of SBC agencies, and the general board, executive board, executive committee, or directors of the state conventions. (Titles vary by agency and convention but you understand the group to which we refer.)

The editor's biggest aid in remembering news events is his futures calendar on which he marks day by day the scheduled newsmaking events of the year.

Would you be good enough to send us, in the enclosed self-addressed and stamped envelope, a list of your executive board, trustees, etc., meeting dates during 1963?

We probably would receive a report from you anyway on the meetings without receiving this advance listing. But an advance listing is valuable to us in another way: it helps us work ahead to plan our office work schedule so that the teletype and the mailing set up are arranged to accommodate news copy in a hurry on major days. It provides us a means of assuring coverage if one of us is out of the office for any reason, by being able to leave word of a pending news story.

Your help is essential and is deeply appreciated. We are striving constantly to make the Baptist Press of even greater value as a news service of and about Southern Baptists.

May you enjoy God's richest blessings as you go forward in his work in 1963.

Sincerely,

*Theo Sommerkamp*

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news service serving Southern Baptists