

September 22, 1963

Media Rated Highest
In Providing Facts

NASHVILLE (BP)--Two Iowa sociologists said here newspapers, television and radio rate the highest in making people aware of new ideas and methods.

These mass media also rate highest in giving people information about the new ideas and methods, according to the professors from Iowa State University at Ames.

They are George M. Beal and Joe M. Bohlen, rural sociologists connected with the university's college of agriculture.

Speaking at the annual Southern Baptist Communication Conference, the professors said when news ideas and methods are tried and evaluated, however, the same newspapers, television and radio play only a "very minor" role. In fact, these mass media play the least significant part of four influencing factors.

Most people turn instead to their friends and neighbors when they want to find out or discuss how well a new method of farming, for instance, worked when it was tried. Government agencies and commercial sources rank next in providing help of evaluation and trial.

Because of this, it may take people five years to accept even a profitable idea or method.

"About three out of four persons cannot take an abstract idea from a platform or printed page and know that it is valid," the professors reported. They have to prove it for themselves.

They say, in effect, "Just because it worked for him, it won't work for me. I'm different. I'm another person, different in every way."

The fourth person, on the other hand, understands how he is similar to the person discussed in the media. He can take another person's experience with a product or a method and establish how well it will work for him before he tries it out, Beal and Bohlen said.

Surveys also show, they declared, that "social class and economic status may have more influence on people than the church."

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222 Men Sign Up
For Pacific Crusade

(9-22-63)

NASHVILLE (BP)--Concerning that West Coast Layman's Crusade for which 2000 laymen across the Southern Baptist Convention are being sought: 222 men have already signed up.

That was reported here by Lucien E. Coleman, Memphis, associate secretary of the SBC Brotherhood Commission.

"This number signing up one year in advance of the Crusade indicates great interest among the men in this tremendous undertaking," Coleman told a steering committee breakfast.

Jack Stanton, Dallas, associate in the SBC Home Mission Board's division of evangelism, reported on a visit to California associations of churches.

He said most Southern Baptist churches and missions on the West Coast would take part in the Crusade. Stanton is working with Coleman to promote it.

The crusade is also sponsored by the Southern Baptist General Convention of California and the Baptist General Convention of Oregon-Washington.

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Grady C. Cothen of Fresno, California convention executive secretary, and Fred B. Moseley, Portland, Oregon-Washington convention executive secretary, indicated preparation is already being made for the five-day crusade by the laymen.

"We anticipate over 600 California churches will participate," Cothen announced. Moseley said the same for 150 Northwest area churches.

The steering committee wants pastors throughout the SBC to assist in securing the 2000 laymen needed. The laymen will travel at their own expense to witness in churches, missions, homes and businesses.

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Baker Hotel Chosen

(9-22-63)

NASHVILLE (BP)--The Baker Hotel, Dallas, has been chosen headquarters hotel for the 1965 Southern Baptist Convention in that city. The SBC Executive Committee made the selection.

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World, Theology, Race
Name# As SBC Concerns

(9-22-63)

NASHVILLE (BP)--World communism and clericalism, race and theological liberalism are the "concerns" facing people in the Southern Baptist Convention today, their Convention president believes.

In an address to the SBC Executive Committee here, K. Owen White of Houston said, "We need a great forward surge in revival and evangelism. Many of our problems will be solved by it; many will fade away in face of this thrust."

He lamented the attitude of many preachers and church members toward revivals--the begrudging performance of holding a revival as a yearly habit and failing to bring unsaved persons to revival services.

White asked Southern Baptists to come down from the "intellectual heights, sophisticated culture and ritual that has crept in."

"We work under the shadow of two dictatorships," the SBC president said. "One is political, the other is ecclesiastical. The nature of these two dictatorships has not changed even though friendly hands have been extended."

He mentioned Premier Khrushchev of Russia by name. While not naming the other, the ecclesiastical system was referred to as believing sacraments played a part in salvation of the soul.

White defended again the First Baptist Church of Houston, which he serves as pastor, for turning away membership applications from several Negroes. He accused the Congress of Racial Equality (CORE) of using the church as a testing ground.

He denied a statement attributed to him by a Negro demonstration leader in Houston that he (White) was taught the gospel "with a footnote--for white only."

He said he had paced the floor at 3, 4 and 5 o'clock in the morning wrestling with the racial problem as it affected his church. The church, he noted, continues to seat Negroes without discrimination.

"We need to ask God to help us find the answer (to the race problem) without destroying and disintegrating New Testament churches," the Convention president said.

"There is no use to pretend we do not have a theological problem," White continued.

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"There is a great groundswell of dissatisfaction and concern all across the Convention, growing out of the conviction that what has made us great is our loyalty to the Bible as the Word of God," he went on.

He said he feared theological liberalism would cause the denomination to "drift from this concern and this loyalty and our candlestick of witness might be taken from us."

White repeated his statement of support for Southern Baptist seminaries and colleges, his desire to see them strengthened and his unwillingness to go around the Convention "calling down anathemas."

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Action Defines Capital
Needs Project Money

(9-22-63)

NASHVILLE (BP)--Under a proposed Southern Baptist Convention policy for its agencies, the allocation for capital needs includes "those projects which add to the long-range capital assets of the agency.

"They shall be considered as single projects costing more than \$5,000 and having a life span of more than five years," according to action taken by Baptist leaders here.

In providing capital funds, "priority shall be given to those projects which make the greatest contribution to advancing the over-all objectives of the Southern Baptist Convention in bringing men to God through Jesus Christ," the policy report stated.

Excluded as capital funds items are office equipment and furniture, books, and repairs and maintenance for income-producing property.

The policy was approved by the Executive Committee of the Southern Baptist Convention to recommend to the Convention itself in the 1964 session in Atlantic City, N. J.

The full text of the policy proposal follows.

"In making allocations for capital needs, priority shall be given to those projects which make the greatest contribution to advancing the over-all objectives of the Southern Baptist Convention in bringing men to God through Jesus Christ.

"Capital needs shall be considered as those projects which add to the long-range capital assets of the agency.

"For the purpose of defining these items, they shall be considered as single projects costing more than \$5,000 and having a life span of more than five years.

"Office equipment and furniture replacement shall not be considered as capital needs. For the purpose of allocations, books shall not be considered as capital needs. Loan funds for church extension shall be considered as capital funds.

"For capital needs after 1968, agencies shall be expected to provide for all repairs, maintenance, etc., of income-producing property out of the income. Major repairs to non income-producing property may be considered as being eligible for capital funds."

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4 Baptist Leaders'
Deeds Remembered

NASHVILLE (BP)--Resolutions of appreciation were presented here for a retired seminary president and a Baptist woman leader.

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Sydnor L. Stealey, who retired during the summer as president of Southeastern Baptist Theological Seminary, Wake Forest, N. C., was remembered for his service as a seminary teacher and administrator.

Olin T. Binkley, who succeeded Stealey as president, accepted the plaque on behalf of Stealey, who did not attend the meeting of the Executive Committee of the Southern Baptist Convention, where the resolutions were offered.

Mrs. R. L. Mathis of Birmingham was recognized for her previous service as president of Woman's Missionary Union, auxiliary to the SBC. During this time she was also a member of the Executive Committee.

Mrs. Mathis now holds a staff position with the Woman's Missionary Union office in Birmingham. She is also a vice-president of the SBC this year.

Stealey, a number of years ago, also was a member of the Executive Committee.

Two Baptist laymen who died during the past year were given tribute. They were William Fleming, Fort Worth millionaire Baptist philanthropist, who donated hundreds of thousands of dollars to denominational causes, particularly pioneer Southern Baptist work in the West.

Fleming was president of the trustees of Southwestern Baptist Theological Seminary, Fort Worth.

Robert Silk, Jr. of Newport News, Va., who was serving on the Executive Committee when he died, was remembered for this service and for his leadership with men and boys in the church he belonged to.

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Pastor-Church Info
Services Predicted

(9-22-63)

NASHVILLE (BP)--It is laymen and ministers, not denominational workers, who influence Southern Baptist churches most in selecting a pastor, said Leonard E. Hill in a speech to the annual Southern Baptist Convention Communication Conference here.

The production editor of the Baptist Program also predicted state conventions will eventually provide an information service to assist churches seeking pastors.

Speaking to state and SBC denominational workers on the subject, "Pastorless Churches and Churchless Pastors," Hill reported a survey of 1,919 Southern Baptist churches indicated laymen influence 32 per cent of the churches most in their selection of a pastor.

Ministers are a close second, influencing most the selection made by 31 per cent of the churches. Associational workers are a distant third, having the greatest influence on 11 per cent of the churches.

Only six out of 100 churches indicate a state denominational worker influenced them most the last time they secured a pastor. However, as churches increased in size they tended to seek help from state workers much more often, according to Hill.

Several states have already begun to take initial steps to provide some type of information service to aid churches seeking a pastor, Hill said. "This is an informational service, not a placement service," he emphasized.

"If the state conventions don't do this, other groups will," he added. "Some private groups are already entering this area because of the need. But state conventions have at least two advantages over private efforts to provide information.

"They will probably find it easier to secure the cooperation of a large number of churches and pastors--very essential to such a project, and they would probably provide the service at much less direct cost to those using it."

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The big question to be answered, according to Hill, is, "Will such a formal information service be compatible with the leadership of the Holy Spirit? The answer is: the same tensions will exist with it as do presently under the informal methods used to secure information."

Hill added, "Whether the leadership of the Holy Spirit is acknowledged depends on the individuals involved, not on whether a formal or informal method of securing information is used."

The value of such a service would rest on three factors, Hill said: (1) the motives for its use, (2) the quality of the service (accuracy and amount of information), and (3) the ability to interpret and to continue to interpret its proper role to pastors and churches.

The denomination leaders were told they had a responsibility to help educate church members about calling a pastor. "But the big responsibility for developing "do it yourself churches" in this regard rests with the pastors," he said. The survey indicated less than one out of four pulpit committee chairmen had ever gotten any help or instruction from a preacher regarding how to secure a pastor.

Some of the weaknesses pointed up by the survey, Hill said, were:

Church members lacked understanding of what a pastor was or should do.

Many members were confused over how to balance the leadership of the Holy Spirit and the use of human efforts.

New Testament standards and principles for evaluating pastors were often ignored.

Many churches did not know how to get information about prospective pastors. "A long distance phone call could have prevented many short-term pastorates," said Hill.

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New Orleans Emergency
Borrowing Authorized

(9-22-63)

NASHVILLE (BP)--Trustees of New Orleans Baptist Theological Seminary have been authorized to borrow up to \$75,000 from Southern Baptist Convention reserve funds without interest to meet emergency needs which may arise.

It was reported to the SBC Executive Committee here, which gave the authority, most campus buildings and land at New Orleans have been damaged by excessive water and termites.

The Executive Committee directed that loans, if made, be repaid to the reserve from future capital needs allocations to New Orleans Seminary.

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Church Gives Bibles

(9-22-63)

NASHVILLE (BP)--Friends and fellow members of the late Austin Crouch at Immanuel Baptist Church here have given Bibles to place in the Austin Crouch Room, a chapel in the new Southern Baptist Convention Building. Crouch was first executive secretary of the Southern Baptist Convention Executive Committee, which occupies the first floor of the new building opened this year. He died in 1957.

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Baptists Commend
Network Chairman

NASHVILLE (BP)--A national network television and radio executive has been complimented by Southern Baptists for developing religious programming on the network.

He is Robert Sarnoff, chairman of the board of National Broadcasting Co. (NBC)

The Executive Committee of the Southern Baptist Convention joined here with the Convention's Radio and Television Commission to commend Sarnoff and the network.

Paul M. Stevens, Fort Worth, director of the SBC commission, described the network as "a pioneer in the development of religious programming of a documentary nature.

"In originating international documentary programming, NBC has added another dimension to religious programming which is desperately needed.

"Mr. Sarnoff has built a sound reporting team in his religious programming department. Catholics, Protestants, Jews and Southern Baptists have been involved in international projects with NBC," Stevens commented.

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50 Per Cent Limit Set
On Loan Fund Borrowing

(9-22-63)

NASHVILLE (BP)--The Southern Baptist Convention Home Mission Board will be allowed to borrow up to 50 per cent of the corpus (total) in its church extension loan fund, but not the 75 per cent it had asked for.

The Executive Committee of the SBC, which must pass on financial policy, held to the 50 per cent figure "for the protection" of the board, John H. Haldeman, Miami, chairman of the finance subcommittee, explained.

The subcommittee felt the board would have too much service on its loan total if the 75 per cent were allowed, Haldeman said. G. Frank Garrison of Atlanta, assistant executive secretary and loan officer for the board, presented the request.

Garrison contended the Executive Committee's action would force the mission board to renegotiate its loan arrangements with Atlanta banks. It would also strand some churches which were expecting building loans through the board's loan funds, he claimed.

Executive Committeeman Owen Cooper, Yazoo City, Miss., manufacturer, voted against the finance recommendation and spoke out in the discussion as well. At a previous committee meeting, he took a similar stand against what he considered restriction of the mission board's loan activity.

Cooper's vote, however, was the only negative one voiced, although his question was not the only one raised by a committeeman.

Porter Routh, Nashville, committee executive secretary, reported that "the amount of money they are going to borrow is not all the money they will have available." Repayments (from loans already made), interest and Convention allocations to the loan fund were cited as other sources.

Routh said under the board's "liberalized policy, not all of the loan money is going to new churches, but is being used to increase the amount loaned to previous borrowers. We feel the major point is church extension."

Cooper warned Southern Baptists against what he said was the danger of "getting financially conservative and theologically liberal. We ought to have \$50 million (available for church loans)!"

The corpus of the Home Mission Board church extension loan fund is expected to reach \$10 million by the end of 1964.

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cutlines

September 22, 1963

Baptist Press Photo

(goes with K. O. White feature mailed separately)

MOVIEMAKER--K.Owen White filmed much of the Japan Baptist New Life Crusade, in which he and other Baptist pastors from the United States preached. He presented the filmed report to his church, the First Baptist Church of Houston. (BP) Photo