

(BP)

0 1964 Convention book
BAPTIST PRESS

January 29, 1964

Theo Sommerkamp, *assistant director*
460 James Robertson Parkway
Nashville 3, Tennessee

Dear Friend:

We are getting together material for the forthcoming Southern Baptist Convention session in Atlantic City. Material which will be distributed in our usual manner in the press room to editors and reporters from our Baptist papers, non-Baptist religious magazines and daily newspapers, radio and TV stations and wire services.

As you know from our past requests for your help, we distribute summaries--written in inverted pyramid news story style--of the reports of our Southern Baptist agencies, committees, and similar organizations.

(Of course, the editors and reporters all receive the 1964 Book of Reports which contain the verbatim, long, formal report of the agency or group.)

This news story version is meant to be of whatever help it can be to the press room corps. Much use of the news summaries is made not only in the daily press, radio and TV, but in the Baptist state papers as a part of the report on the Convention.

Therefore, we are soliciting your help on behalf of your agency. Press Representative W. C. Fields has already notified your agency executive that we will be making this contact.

Please prepare a news summary on your agency's report as it will be submitted for publication in the 1964 Book of Reports. Select the news highlights; try to evaluate the report from the news interest point of view and write accordingly.

We need these reports by Feb. 28. This is the approximate same deadline we have had from year to year. If you run into a snag and need a time extension please drop me a note stating when you think it can be available.

The word limit on your report is _____ words for the _____.

Thank you for your help. We look forward to receiving your summary.

Sincerely,

Theo Sommerkamp
Press Room Manager

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