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BAPTIST PRESS

February 5, 1965

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Nashville, Tennessee 32719

Dear Friends:

For most of you, this is just another chorus to the annual serenade that comes to you from our office in Nashville.

In case you've just tuned in, though, may we point out this is the letter which originates our request for a news summary of the material you will submit--that is, your agency will--to the secretary of the Southern Baptist Convention to include in the Book of Reports to the messengers at Dallas in June.

We use these news summaries in distribution to reporters covering the Convention. Many of them have asked for summaries of the reports of agencies and we do this in response to their requests. They also will get copies of the Book of Reports containing the agency reports unabridged.

We make a habit of calling on the key men in the agencies--those who handle editorial and/or p.r.--to do the summarizing and to forward the summaries to us.

The summary should contain the most newsworthy highlights of your agency's report. Pretend you are a newspaper reporter unfamiliar with your agency who gets a Book of Reports and wants to capture the flavor of your report in a limited amount of words. Please write in news format with inverted pyramid style.

Many of the Baptist state papers will also print these summaries as their account of your agency's report at Dallas, as you know.

Our deadline is March 15. The word limit is 450 words.

At the foot of the summary news story, separate from the story--below the 30 dash, please give us a four-to-five line capsule biog sketch of your executive secretary, director (agency head).

Thank you. We enclose (1) a confirmation card that you accepted the request and (2) a stamped reply envelope to mail the summary story to us in.

Inspiringly yours,

Theo Sommerkamp
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