

September 23, 1965

SBC Teletype Bows
Out After Halloween

NASHVILLE (BP)--The Southern Baptist Convention teletype service will be disconnected Oct. 31 after being in operation 5-1/2 years.

The network, which once sparked a teletype romance and marriage between two operators who met over its wires, is being terminated because of a rate increase. The rate hike resulted in loss of participants which shared the cost of the service among themselves.

At one time or another since its founding March 1, 1960 the network had over 30 SBC agencies or state Baptist convention offices taking part. It has been used as a channel for Baptist Press news service stories and for messages concerning policy and administration.

At its peak, a million words a year went over the denomination's leased wire system, the only one of its kind among Protestant groups.

A year ago, a rate increase adopted by the Federal Communications Commission hiked charges for the service over 25 per cent. It was too much of an increase for some participants to absorb in their budgets.

One by one stations cancelled, increasing the financial load of the remaining stations while reducing the effectiveness of the network. The participants numbered less than one dozen.

The prospect of several more stations cancelling between Oct. 31 and Dec. 31 brought about the decision to let the teletype machines clatter their last messages by Halloween.

W. C. Fields of Nashville, public relations secretary of the SBC Executive Committee, explained the developments to the denomination's Public Relations Advisory Committee at its semiannual meeting here. The committee reluctantly accepted the inevitable.

The four Baptist Press news service offices located in Nashville, Washington, Dallas and Atlanta will remain linked through a teletypewriter exchange (TWX). Unlike the leased wire which served Baptists exclusively, the new service is a public medium with a nationwide directory of users similar to telephone voice communications.

The Convention's Sunday School Board already uses the teletypewriter exchange service to link its office in Nashville with the assemblies it operates at Ridgecrest, N. C., and Glorieta, N. M. Some other nationwide and state Baptist agencies indicated they too may join the new type of service, which SBC public relations officers said lacks many of the advantages of leased teletype but also is less costly.

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773 Converted In First
Week In New Zealand

9-23-65

AUCKLAND, New Zealand (BP)--New Zealand Baptists reported 773 converts from the first week of their nationwide evangelistic campaign in which 98 Southern Baptists participated.

Eual F. Lawson of Atlanta, Ga., associate director of the division of evangelism of the Southern Baptist Convention Home Mission Board, said, "There has been excellent interest from the people of New Zealand, and many of the churches report overflow crowds."

Lawson reported 935 other decisions in addition to the 773 conversions.

This was the first national evangelistic campaign for the 16,000 Baptists of the two-island country. Evangelist Roland Hart of Auckland directed the campaign for New Zealand Baptists.

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Most of the 125 churches in the nation participated in the crusade, which was patterned after the Australian Baptist Campaign. A committee from New Zealand observed and participated in the Australian crusade.

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(Note to Editors: A later report on the New Zealand Crusade will be filed on basis of complete returns.)

Music Degree Program
Changed At New Orleans

9-23-65

NEW ORLEANS (BP)--A change in the degree program of the school of church music at New Orleans Baptist Theological Seminary here has taken place.

New master of church music (MCM) requirements include a bachelor's degree from an accredited college or university, completion of a certain number of college semesters of specific music courses, and completion of the junior level in one area of applied music, preferably voice or organ.

Past requirements included completion of the bachelor of church music degree for all students who had less than 40 hours of music work in college. The degree is being eliminated.

"Admission requirements for the master of church music degree have been altered to more adequately meet the needs of students who plan to serve in the music ministry of churches or other agencies of the denomination," dean of music William Hooper said.

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Longshore Back Home,
Diagnosis Changed

9-23-65

FRESNO, Calif. (BP)--Ralph E. Longshore, assistant executive secretary of the Southern Baptist General Convention of California here, has returned to Fresno from a hospital in Los Angeles.

He has resumed a limited schedule of activities and will follow this restricted schedule for a couple of months.

Doctors reported he did not have a heart attack, which was first diagnosed. He had a blood clot in one leg and another in a lung, both of which are being dissolved. Tests indicate there is no permanent damage to his heart.

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Texas Baptist Editor,
E. S. James, To Retire

9-23-65

DALLAS (BP)--The outspoken and influential editor of the Baptist Standard, Dr. E. S. James of Dallas, told his weekly newspaper's board of directors recently he intends to retire in approximately one year.

Dr. James was 65, the minimum retirement age, in March of this year. There is no mandatory retirement for the editor's position.

He told the board he was undecided about what he would do when he retired, but he wanted the board to be thinking about a possible successor.

For the past 11 years, he has edited the largest state Baptist newspaper in the nation, and the largest religious periodical in Texas. The Baptist Standard has a circulation of more than 370,000.

Dr. James was second vice-president of the Southern Baptist Convention in 1962, and is the immediate past president of the Southern Baptist Press Association composed of editors of Baptist publications from throughout the nation.

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The influential editor is known especially for his strong and outspoken editorials, and for his candid answers in the newspaper's letters to the editor column.

He is considered by many as an expert on religious liberty and separation of church and state. Dr. James gained nation-wide fame during the 1960 presidential election when he first editorially opposed President John F. Kennedy, but later did an about face in praising the Kennedy administration for supporting church-state separation.

A native of Oklahoma, Dr. James became editor and general manager of the Baptist Standard in 1954 after serving as pastor of the First Baptist Church in Vernon, Tex., for 17 years.

Rumors about his plans for retirement began circulating among Baptists a few weeks ago when Dr. James told the members of First Baptist Church of Vernon that he was thinking of retiring in about a year.

His announcement was made public in the newspaper which he serves as editor.

Before going to Vernon, Tex., as pastor in 1937, Dr. James was pastor of the First Baptist Church of Cisco, Tex., from 1930-1937. He previously had served as pastor of Baptist congregations in Liberal, Kans., and Leedey, Okla.

Both Hardin-Simmons University (Baptist) in Abilene, Tex., and Howard Payne College (Baptist) in Brownwood, Tex., have awarded him honorary doctor of divinity degrees.

He is a graduate of Southwestern State College in Weatherford, Okla., and Butler Oklahoma High School in Butler, Okla., where he was reared. He was a school superintendent in Oklahoma public schools for two years.

No action has been taken by the Baptist Standard directors concerning the editor's plans for retirement, and no successor is expected to be named in the immediate future.

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Texas School Trustee
Group Wants U. S. Aid

9-23-56

WACO, Tex. (BP)--An informal committee of trustees representing 10 Texas Baptist schools agreed that the trustees for each school should decide for themselves whether or not to accept federal loans or grants, trustees of Baylor University were told here.

Baylor Trustees Chairman Hilton E. Howell of Waco told the Baylor board that 16 members present for a meeting of 30 trustees from Texas Baptist schools expressed their personal views on accepting federal loans and grants.

Those present at a recent meeting agreed that the Baptist General Convention of Texas should return to the 10 Baptist schools in Texas the prerogative of accepting federal loans and grants without government controls.

The committee is made up of three trustees from each of the 10 Baptist schools in Texas. They meet periodically to discuss the work of Baptist educational institutions and to share ideas.

Texas Baptist institutions are currently under a mandate from the Texas convention to accept no government loans for grants for capital improvements.

The Baylor board had voted last spring to request the convention to let the school trustees decide for themselves whether or not to take federal loans.

The vote of the 16 members of the committee asked for both loans and grants. Howell did not give the actual vote count on the question.

In other action, the Baylor board decided that Baylor's new \$2.8 million library will be constructed in a new development area east of the campus in Waco, beginning in September of 1966.

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The location of the new library sparked a controversy among Baylor alumni this year when plans were announced to build it where the oldest buildings on campus are now located. The trustees later voted not to tear down the buildings and to build the library elsewhere.

The Baylor board also instructed architects to open bids for a \$1.6 million science building on Oct. 28, and transferred property of the former Independence State Park where Baylor was founded in 1845 to the Baptist General Convention of Texas for a Baptist historical center near Independence, Tex.

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Local Pastor Named
Academy President

9-23-65

SAN MARCOS, Tex. (BP)--Trustees of San Marcos Baptist Academy have named Jack Edwards Byrom, pastor of the First Baptist Church of San Marcos, Tex., as the school's new president.

The 36-year-old pastor will assume his new duties Oct. 15. Until that time Floyd Patterson, business manager of the academy, will continue as acting president.

Byrom succeeds William H. Crook, who resigned recently as academy president to take a post with the Office of Economic Opportunity in Austin, Tex., administering the War on Poverty programs in the Southwest region of the nation.

Byrom is presently a member of the Executive Board of the Baptist General Convention of Texas, and a member of the board of trustees for Mexican Baptist Children's Home in San Antonio, Tex.

He holds the bachelor of arts degree from Baylor University and the bachelor of divinity degree from Southwestern Baptist Theological Seminary, Fort Worth.

He has been pastor of Baptist churches in such Texas cities of Carrizo Springs, Corpus Christi, Waxahachie, Maypearl, Christine, and Poteet.

Byrom and his wife, the former Bobbie Larue Massey, have three children.

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9-23-65

Guidelines Suggested
For Public Relations

NASHVILLE (BP)--The public relations advisory committee of the Southern Baptist Convention adopted here a suggested set of guidelines to help Baptist churches and church-related groups handle public relations crises.

The nine-page document is designed to help anyone in trouble when a crisis situation develops. It was prepared by a special sub-committee of the SBC public relations advisory committee.

The group suggested that crisis public relations situations should be dealt with objectively, honestly, and forthrightly with a Christian attitude and spirit.

Among the many detailed suggestions were such items as:

--Project a note of hope rather than despair. Major on the positive, creative accomplishments being made.

--Avoid trigger words and inflammatory, emotion-laden phraseology. Don't provoke needless sideline controversies.

--Refuse to pass judgment on the motives of fellow Christians. Don't destroy people.

--Face the facts squarely. Weigh opinions and attitudes toward the facts.

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--Communicate clearly. Be frank, fair and honest. Tell your story directly to an individual in his own language. Use simple, unvarnished words and facts so that every person can both understand and believe what you have to say.

--With the press: shoot squarely, give assistance gladly, don't beg or gripe, and don't ask for some story to be killed.

--News is news. It cannot be covered up for long--if at all. Reporters are going to get the news anyway, and it is far better--as a rule--to have them get it from authoritative sources.

--The average newsman is anxious to cooperate with those who cooperate with him. He is supposed to get a story, but he will respect fair play and sensible regulations about news, pictures, etc.

--Press relations should always be carried on in the best of spirit with an obvious and earnest effort to help the public understand the truth in any given situation. We can never afford to be anything less than Christian in attitude, action, or word.

The document was divided into eight sections dealing with general principles, scriptural guidance, Baptist polity, fact finding in crisis situations, setting objectives, factors affecting decision making, communicating clearly, and press relations.

The committee, which approved the guidelines unanimously, discussed only one paragraph in the nine-page statement--a paragraph in the section on "scriptural guidance" which dealt with the authority of government.

Said the entire paragraph on the matter: "Government is ordained of God. Christians are admonished to support constituted authority, to be law-abiding and orderly, and to share responsibility for the maintenance of an orderly society. The right to seek redress of grievance should be exercised with due regard for the rights of other persons, with respect for civil authority, and with recognition of God as man's ultimate authority and judge."

The entire document will be printed in the Baptist Program, monthly publication of the Southern Baptist Executive Committee.

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Public Relations Advisory
Committee Names Chairman

9-23-65

NASHVILLE (BP)--The executive secretary of the Kentucky Baptist Convention, Harold G. Sanders, was elected here as chairman of the public relations advisory committee for the Southern Baptist Convention.

The 15-member committee, which advises Southern Baptists on public relations matters, re-elected David K. Morris of Montgomery, Ala., public relations director of the Alabama Baptist State Convention, as vice chairman.

Floyd Craig, director of communications for the Baptist General Convention of Oklahoma was elected secretary.

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9-23-65

Improve Communications,
Baptist Conference Told

NASHVILLE (BP)--Speakers at the annual Southern Baptist Convention communications conference said here that the denomination must improve its image and its communications of the Gospel, or else lose touch with the younger generation of Baptists.

The two-day conference, held just prior to the semi-annual Southern Baptist Executive Committee meeting, dealt primarily with the role of communications in education, and the role of education in communications.

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A political science professor at Vanderbilt University here, Dan Grant, told the conference that intellectuals, especially high school and college students, are leaving the denomination, primarily because of the Baptist image.

Grant, a Baptist deacon, said that the denomination is being hurt by an image of anti-intellectualism, irrelevance to modern-day issues, and extreme fundamentalism.

"In many cases this image is not entirely fair, but there is just enough truth to it to hurt," Grant said.

He cited other "images" of the denomination which hurt, including opinions that Southern Baptists have a less educated clergy, lower academic standards at Baptist schools, and the tendency of some pastors to sneer at intellectuals.

He added that a large number of intellectuals don't like the image of Southern Baptists' stand on race relations, and sneer because the government instead of the church has taken the lead in race relations.

Grant challenged the communications specialists attending the conference to build better public relations with intellectuals, to counteract the offensive images, to develop literature that plows deeper, to help churches do a better job ministering to college students, to improve Baptist colleges and the Baptist Student Union programs on state-supported campuses, and to show intellectuals they are needed and wanted in the church fellowship.

Another speaker, Allen Graves of Southern Baptist Theological Seminary in Louisville, Ky., told the conference that scholarship is not a dirty word. "We must love God with our minds as well as our hearts and souls," he said.

Graves, dean of the seminary's school of religious education, said that students come to the seminary to learn what to communicate--the Gospel--and how to best communicate it.

The church and the seminary are each communications centers, he said. "Our desperate need is communicating the message of the Gospel of Jesus Christ with certainty and clarity."

"Too many comfortable Baptist preachers," he said, "have lost the challenge to deal with uncomfortable issues of life, but Jesus insisted on dealing with all of life.

"We can't make the Gospel relevant," he said. "It is already relevant. We must make relevant our efforts to communicate the Gospel."

An educator from the University of Oklahoma, Professor W. R. Fulton of Norman, Okla., said the church should use every possible media developed through technological advances to better communicate the Gospel.

Fulton suggested that some of the larger churches in the denomination should explore the possibility of using closed-circuit television to allow a "master teacher" to teach the Sunday school lesson prior to discussion sessions on the lesson. Each class could have its own television set.

The teaching process could even be expanded into the home with the use of a recently-developed 2,500 megacycle television transmitter, which some churches could easily use. It would be expensive, but it costs to communicate well, Fulton said.

A group of denominational representatives headed by W. L. Howse of the Southern Baptist Sunday School Board here outlined new curriculum for use in the church organizations during 1966-67 when the theme is "The Church Fulfilling Its Mission Through Education."

The public relations secretary for the Convention's Executive Committee said that it is easier to work at public relations than personal relations, for "when we deal with the masses, it is easy to lose contact with the faces."

W. C. Fields of Nashville said that faked relations with people based on back slapping, apple-polishing, buck-passing and scape-goating simply won't work.

He added that there is a "lunatic fringe" in the denomination caused when some Baptist leaders become so absorbed in themselves that they lose touch with the rest of the world.

Theo Sommerkamp, for the past 10 years assistant director of the Baptist Press, news service of the Convention, outlined progress in press relations and Baptist papers during a "decade on the Baptist beat" and projected the needs for future growth in this area.

A personnel counselor for the Southern Baptist Sunday School Board here, Everett Barnard, outlined tips to Baptist executives on how to counsel employees and build better employee relations, and Merrill D. Moore, executive director of the Southern Baptist Stewardship Commission, outlined development of stewardship materials for the denomination.

The annual communications conference meets here each fall prior to the semi-annual sessions of the Southern Baptist Executive Committee.