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January 11, 1967

13 Tattnall Square Church
Calls Virginia Pastor

190

MACON, Ga. (BP)--The Tattnall Square Baptist Church here has named Byron M. Wilkinson, pastor of the Hatcher Memorial Baptist Church in Richmond, Va., its new pastor, effective Feb. 1.

Tattnall Square has been without a pastor since Thomas J. Holmes and two other male staff members were fired Sept. 25 in a hassle over integration of worship services.

Holmes is now vice-president for public relations at Mercer University, (Baptist) here. Tattnall Square church is located at the corner of the Mercer campus.

Ousted along with Holmes were associate pastor Douglas Johnson and organist Jack Jones. Both are still affiliated with Mercer and Johnson is pastor of a group which calls itself Christian Fellowship, composed primarily of former Tattnall Square members. The Fellowship is considering constituting as a church in the near future.

Wilkinson has been pastor at the Richmond church since Sept. 1, 1957. Prior pastorates were First Baptist Church in Griffin, Ga.; Grove Avenue Baptist Church in Richmond and First Baptist Church in Lakeland, Fla.

A native of Huntington, W. Va., he is a trustee of Southern Baptist Theological Seminary, Louisville, and is a graduate of Marshall University, Huntington, W. Va., and Southern Seminary, Louisville.

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14 Associational Missions
Workshop Set At Southern

1/11/67

210

LOUISVILLE (BP)--Kenneth Chafin and Wayne E. Oates of the Southern Baptist Theological Seminary faculty will headline a six-professor team at the 1967 Associational Missions Workshop here Feb. 1-9.

Sessions will meet four hours daily, and the workshop participants will attend regular Seminary chapel services and will be able to audit Seminary classes when workshop sessions are not being held.

Faculty members for the workshop include Kenneth Chafin, Billy Graham professor of evangelism, who will discuss new techniques in evangelism; Wayne Oates, professor of psychology of religion, who will discuss self-understanding and group relationships; Findley Edge, Basil Manly Jr. professor of religious education, who will present proposals for church renewal; Dean Penrose St. Amant of the school of theology, who will teach Baptist history and heritage; Willis Bennett, associate professor of Christian ethics, who will present material from his recent study of metropolitan and community ministries, and religious education dean Allen Graves.

One session will provide opportunities for denominational agencies with associational programs to present their plans for the future.

A registration and tuition fee of \$10 is to be charged, and dormitory rooms on the seminary campus are available at a cost of \$15 for the entire period, said seminary officials

-30-

15 Cutsinger Joins
Little Rock Church

1/11/67

56

LITTLE ROCK, Ark. (BP)--John W. Cutsinger, director of public relations for the Arkansas Baptist State Convention here, has been named minister of education for the Pulaski Heights Baptist Church in Little Rock.

Cutsinger had been on the staff of the Arkansas Baptist State Convention for about two years, serving as business manager before appointment as public relations director last fall.

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13-15

16 Music, Weather Broadcasts
Carry Churches' Message

600

OKLAHOMA CITY, Okla. (BP)--When most churches use radio as a means of communicating, they usually settle for broadcasting a Sunday worship service, but two churches in Oklahoma have taken a more creative approach.

Southern Hills Baptist Church in Tulsa, Okla., has in effect added a disc jockey to its staff. The church sponsors a one-half hour segment of a nightly disc jockey show.

Here in Oklahoma City, the Trinity Baptist Church sponsors a weather forecast and reports up to seven times each week plus broadcasting its Sunday morning service.

In Tulsa, pastor Doug Manning and KVOO broadcaster Jack Campbell are collaborating in producing the unusual program.

On the air less than six months, the Tulsa church and its program have already attracted nation-wide attention and requests for information from churches in other states. And, say observers, the program has gained staunch support from its members.

Even though the church is sponsoring the half-hour program, there is no religious music played.

But neither is there any "rock and roll" or jazz. It's just good popular music, done tastefully by top recording artists. For example:

The last bars of the song, done in the peculiar rhythm made popular by the Tijuana Brass, die away, and according to the radio station foreman, it's time for a commercial.

The quiet voice of Announcer Jack Campbell comes over the radio, saying: "You know there's been a lot of discussion about the Supreme Court and prayer. Well, the folks at Southern Hills Baptist Church have a message for you on this subject. And that is ... (slight pause for effect) ... you can pray as often as you like at their church, and nobody will raise an objection."

As a churchman, an active member of Fellowship Congregational Church, Campbell writes most of the commercials used on the program. Manning and the Southern Hills members have found no objection to them.

At least one night each week the approach is changed as Campbell may talk about his "night people's" problems, their work or their interests.

On these nights, he adds: "The people of Southern Hills Baptist Church are interested in you and in what you are thinking. Right now, they're sitting by the telephone, and they'll be glad to have you call them..."

The calls bring all types of inquiries and comments. People who are ill, despondent, with marital problems or even financial problems call to seek help and request prayer, Manning says.

"We make no demands on the people on the other end of the line," the pastor explains. "We just pick up the receiver, identify ourselves and wait to hear what they have to say."

"Radio doesn't make converts, but it can change an image or create a thirst," Manning insists. Manning says that the money spent on the prime radio time is considered to be well spent because it sends the church's message to people who probably would never be reached in any other way.

In Oklahoma City, Trinity Baptist Church's sponsorship of the weather forecasts over KOCY has met with similar success. Robert S. Scales, pastor, reports many favorable responses both from his members and from people outside the church and city.

The commercials on the weathercasts are the work of Gene Bartlett, chairman of the church's deacon committee on public relations and publicity. Bartlett is also church music secretary for the Baptist General Convention of Oklahoma, and uses church music for some of the "spots" on the weathercasts.

The commercials feature testimonials from members and staff pointing out the friendly and spiritual nature of the church, and stress the centralized location, its music program for all ages, its recreation program and youth activities, and the pastor's gospel preaching. But the commercials avoid taking a bragging approach.

Summing up Trinity's radio advertising project, Scales notes: "The weather itself is being brought to you by the sponsor of Trinity Baptist Church. Our sponsor furnishes the weather, we furnish the report."