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National Committee Asks  
Help To Fight Alcoholism

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WASHINGTON (BP)--The National Advisory Committee on Alcoholism has made its first recommendations on "ways in which the federal government should support the fight against alcoholism," according to announcement by Secretary John W. Gardner of the Department of Health, Education, and Welfare.

Gardner termed alcoholism "a major health problem" for the nation. He estimated that there are four or five million Americans who are alcoholics. "Their disease affects between 16 and 20 million members of their families," he said.

"The cost of alcoholism to American industry has been estimated to be \$2 billion a year, due to absenteeism, lowered efficiency and medical insurance payments," he continued.

The 18-member advisory committee was appointed in October 1966 by Secretary Gardner. It is composed of some of the nation's leading physicians, professors and experts in the field of alcoholism.

Dr. Robert Straus, professor of medical sociology and chairman of the department of behavioral science of the medical college, University of Kentucky, is the committee chairman.

"It is the committee's considered opinion that federal policy should require the inclusion on adequate attention to alcoholism problems in comprehensive programs for health and human well being," Straus reported.

Under the recommended policy, the committee said, there should be regular state and community programs dealing with treatment, rehabilitation and education in the problems of alcoholism. These programs should have support from federal funds, it reported.

In its second recommendation the committee charged the nation's general hospitals with "discrimination against the victims of a particular disease." Many hospitals will not accept alcoholics for treatment as alcoholics, it said.

Many other hospitals will treat only the acute medical complications of intoxication but ignore the broader underlying ramifications of alcoholism," the committee said.

Because of this shortcoming of the hospitals, the committee recommended federal support for four specific programs:

1. A series of workshops to make modern knowledge about alcoholism available to hospitals;
2. Several demonstration programs to develop effective ways of caring for and treating alcoholism;
3. Support for detoxification facilities as an integral part of normal hospital and medical care; and
4. Compilation and analysis of data regarding insurance coverage for alcoholism under health insurance programs with a view to improving such coverage.

The committee noted a shortage of manpower for existing programs of treatment, prevention, education and research relating to alcoholism. "As new and sorely needed resources are developed, current manpower shortages will become increasingly severe," it said.

Hence, in its third recommendation the committee asked for "appropriate training grant guidelines" to encourage "the inclusion of attention to modern concepts of alcohol and alcoholism."

In addition it asked for funds for special fellowships, post-graduate courses, refresher courses, on-the-job training and other educational opportunities.

These fellowships should be available to a wide variety of persons, including clergymen, "whose potential interest in dealing with the problems of alcoholism must be encouraged and whose effectiveness must be increased," the committee said.

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TV Industry Changed With  
Light Regard For Faith

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GLORIETA, N.M. (BP)--"If television has a primary failing, one great "minus" that it is nurturing in American life, is the disregard for the truth," charged James Johns in the opening session of the Christian Life Commission Conference here.

"We smile at the commercials that lie to us in the most blatant terms. My daughter discovered at the washateria that it is a lie that 'Dirt can't hide from intensified Tide,' but chided Johns, we say, 'Well, that's just a commercial and you aren't supposed to believe it.'"

The president of his own communications and public relations firm based in Ft. Worth, Texas and former editor of the Radio and Television Commission's Beam said, "If the one medium that blares its lies into 94% of our homes is in reality a falsehood machine at its very heart, then something should be done."

Emphasizing that he was not anti-television, but pro-television, Johns challenged "One man or woman, with enough determination, can take on the industrial giants and win his case. He does it simply by discovering that he has more allies than he realized at first."

Keynoter Johns echoed the conference theme, "Morality and Mass Media," as he asked, "Is there not a long range plan by which a Christian impact may be realized through positive means?" In answer to his own question Johns observed, "Southern Baptists have at their disposal a mighty arsenal of weapons--money, printing presses, research facilities, manpower, brainpower--all of which should now be brought into play in a concerted effort to bring that Christian impact to television.

"I believe," stressed the veteran communicator, "our next great thrust--as Southern Baptists--should be in television--an all-out campaign to force advertisers and their agencies, program producers, and all who are responsible for the medium to do one thing, and that is: tell the truth.

"If there is any dirt anywhere that can hide from intensified Tide, then Tide should have to use another slogan. If all of us, as Christians, stopped snickering and started snarling just a bit when we see the truth flaunted in that way, we could bear an impact on television that would go a long way toward preparing a more appropriate climate in which to rear children, to build societies, and to preach the gospel to the world," concluded Johns.

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NOTE TO EDITORS: E. S. James, former editor of the Baptist Standard, was reported improving today (8/11/67) following a massive coronary suffered July 26. James, 68, had previously been listed in poor condition. He is in room 3127, Baylor University Medical Center, Dallas. He cannot have visitors.

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CUTLINES

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BAPTIST PRESS PHOTO

BAPTIST WORLD ALLIANCE leaders conferring at the Nashville, Tenn., meeting of the BWA Executive Committee and Study Commissions are H. Franklin Paschall, Nashville; Herschell H. Hobbs, Oklahoma City; Mrs. R. L. Mathis, Birmingham, Ala.; Josef Nordenhaug, Washington, D. C., BWA general secretary; and William R. Tolbert, Monrovia, Liberia, vice president of the Republic of Liberia and president of the BWA. (BP) Photo

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