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1202

Cooperative Plan For
SBC Promotion Launched

490

NASHVILLE (BP)--A comprehensive plan through which Southern Baptist Convention agencies and Baptist state convention personnel will cooperate in promoting key Southern Baptist emphases and programs beginning in 1969 was launched here recently.

The plan, called Cooperative Promotion Planning, was presented to professional staff members of the SBC agencies and state conventions during a joint session here.

During the initial year of its operation, the plan will place priority on interpreting new programs, new curriculum, and other materials available for use by Southern Baptist churches beginning in 1970.

Cooperative Promotion Planning was developed by a subcommittee of the Southern Baptist Inter-Agency Council Coordinating Committee as a simplified version of what was formerly called "State Strategy."

Under the plan, Southern Baptist agencies cooperate in developing what the committee members feel are the key programs and emphases to be promoted throughout the denomination during a church year.

Under the plan, a representative, or a team of staff members from SBC agencies, will meet with the executive secretaries and staff members of Baptist state conventions, making a presentation of the key emphases of the denomination.

A staff member of the Baptist Sunday School Board education division, Keener Pharr of Nashville, has been assigned the responsibility of serving as staff coordinator for Cooperative Promotion planning.

Working together, the state convention and SBC personnel will cooperate in developing a priority promotion plan of the key SBC emphases, and develop a process for continuous promotion planning of these emphases between state and SBC leaders.

They also will obtain "feed-back" from church, association and state leaders required for effective denominational planning and promotion.

Davis Woolley, executive secretary of the SBC Historical Commission and chairman of the SBC Inter-Agency Council Coordinating Committee, said that each state would have an opportunity to adapt the key promotional emphases to fit its own situation.

The emphases by the SBC Inter-Agency Council Coordinating Committee for the years 1969-70 will be in keeping with the SBC approved denominational theme: "Living the Spirit of Christ in Belief and Relevance."

A total promotion plan will utilize every possible means of securing understanding of the new programs and curriculum of the SBC beginning in October of 1970. The promotion plan will also seek a commitment to utilize these new programs and curriculum in church programming.

Woolley called the development of Cooperative Promotion Planning "a major breakthrough in the development of a process for joint planning by state convention and SBC agency personnel."

There are now about 40 to 45 different Southern Baptist Convention programs requesting action or emphasis in the 33,000 Southern Baptist churches. Woolley said that if these programs are to be effectively communicated, SBC program leaders must enter into active planning partnership with state convention leaders.

"Cooperative Promotion Planning," he said, "represents a positive solution to the problems of joint planning by state convention and SBC personnel."

1202

Christians Credited
With Rights Gains

1203

336

ATLANTA (BP)--Christian leaders actually are gaining strength in the civil rights movement in spite of "Black Power" activity, the president of the nation's largest Negro Baptist group said here.

"Long before you heard the slogan of 'Black Power' we (Negro Baptist leaders) had the slogan: 'Let us go from progress to production,'" said J. H. Jackson of Chicago, president of the National Baptist Convention U.S.A., Inc.

"I don't believe you have to hate others in order to work for yourself," Jackson said in a news conference here after meeting with Georgia Governor Lester Maddox.

"Even the Black Power groups are saying it now: you can't just curse America; you must produce some things for yourself."

The outspoken Baptist leader was in Atlanta to make plans for the September 1968 annual meeting of the National Baptist group, which may draw as many as 20,000 messengers to the city. The group's national membership is 6.3 million.

Jackson met with Gov. Maddox and invited him to speak at the opening session of the convention. Maddox, an avowed segregationist, "agreed tacitly," Jackson said, but could not confirm a decision at this time.

When asked by a news reporter if he agreed with Maddox that a man could be a segregationist and still not work against the Negro, Jackson replied:

"There is a difference between prejudice and preference. A man has a right of preference--he can prefer certain people as friends, or prefer a certain school for his children,

"But when a man writes that preference into a law, then it becomes a prejudice that is a danger to the rights of others."

Jackson said Maddox's remark in his inaugural message in 1966 that he would be governor "of all the people" reflected an interest in unity.

"I believe all of us in America can solve all our problems with the Federal Constitution, the American concept of freedom and the Bible," he said.

In response to reporters' questioning, Jackson declined to credit marches and demonstrations by other Negro leaders such as Martin Luther King with civil rights legislation.

"The congressional record shows that thousands of other people were hitting Congress with petitions, letters and telegrams," he said.

"The Supreme Court broke the ice, with cold, methodical law--not emotionalism."

While in Atlanta, Jackson also met with Southern Baptist leaders in the city to invite their participation in the upcoming annual meeting.

-30-

Mrs. Agnes G. Ford
Retires After 37 Years

1204

12/29/67

350

NASHVILLE (BP)--Mrs. Agnes G. Ford, assistant for special projects in the Sunday School Board's office of public relations, since January 1, 1967, retires December 31, after serving the board more than 37 years.

Various duties Mrs. Ford has had at the board include several areas in sales and advertising; general assistant to the business manager and press representative, a job which she filled for 12 years.

A native of Carthage, Tenn., Mrs. Ford has bachelor of arts and master of arts degrees in English from George Peabody College, Nashville.

Traveling is a favorite activity of Mrs. Ford. Trips have included visits to Europe, South America, the Middle East, Canada, Mexico and almost every state in the United States. She plans more traveling when she retires.

In 1963 Mrs. Ford was selected as one of five outstanding career women of the year by the Davidson County (Tennessee) Business and Professional Women's Club of Nashville. This citation is granted to "women who exemplify 'Leadership--A Dimension in Democracy.'"

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Mrs. Ford holds membership in several professional organizations. They include the Religious Public Relations Council, Baptist Public Relations Association, American Association of University Women, National League of American Pen Women, and the Women's National Book Association.

She has had numerous articles published in religious and secular magazines, and has had three booklets published: "Helpful Words," "Why Weepest Thou?" and "The Bible is Yours;" one book, "Prayers for Everyone." Mrs. Ford has several writing assignments to complete after she retires.

James L. Sullivan, executive secretary-treasurer, Sunday School Board of the Southern Baptist Convention said, "Mrs. Agnes Ford is not only a worthy employee of the board with long tenure, but the quality of her service has been exceptional. She has honored the Lord with her life and her work.

"Capable, creative and dedicated, Mrs. Ford has given time and talent unstintedly. Her accomplishments have been many. With keen eyes and insights she has sensed points of interest in news writing. Original in her expressions, she has written things differently and appealingly. Whether planning an exhibit, selling a commodity or interpreting the institution, she has been a worthy witness for Christ. Southern Baptists are indebted to Mrs. Ford for such a noble investment of her useful life."