

**BAPTIST PRESS**

News Service of the Southern Baptist Convention

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January 16, 1969

NEWS FEATURECrusade Telecast Marks
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By Dallas M. Lee

ATLANTA (BP)--Baptists in 1969 will get at least three cracks at gaining the attention of 75 percent of a nationwide, prime-time television audience--big thinking in anybody's league.

In the boldest move by any denomination to use television for direct appeal, Southern Baptists have produced a series of three evangelistic color telecasts as part of their role in the hemisphere-wide Crusade of the Americas.

The \$175,000 effort is not too surprising, however, in light of the crusade objectives of sparking church renewal, evangelizing the continents and motivating Christian ministries of understanding and compassion to the disinherited.

The television concept was first articulated in Cali, Colombia, where Baptist representatives from North and South America set the objectives for the hemisphere crusade.

"They were looking for new ideas to take to Cali," said Jack Stanton of the Southern Baptist Home Mission Board's division of evangelism.

"Paid prime time sounded great. Television has never been used this way by a denomination. It would be a new use of the medium for us."

As the idea caught on, the Home Mission Board turned to the SBC Radio and Television Commission to produce whatever the final product was to be. Stanton and Oklahoma evangelism leader J. A. Pennington began work on the idea.

"We thought of filming the crusade rallies," Stanton said, "but cost was prohibitive and it seemed a little provincial anyway."

They then turned to Billy Graham, the Southern Baptist who has more experience than anyone in TV evangelism. With his help and that of radio-TV commentator Paul Harvey, Stanton and Radio and TV Commission technicians and writers turned out three color telecasts, short on preaching and long on lively music and commentary.

"We didn't want a church service but a more personal confrontation," Stanton said.

First in the series is "The Seeking Generation," a 30-minute production aimed at American youth featuring a young Oklahoma Baptist singing group called the Tuneclippers.

The second production zooms in and out on the nation--"The Two American Dreams."

Here is an example of narrative, with Paul Harvey speaking:

"Isn't it true that the closest contact the vast majority of us have with America's problems is through the evening paper? We seem to have developed the 'election syndrome.' A few of us go to the polls and elect fewer still to take care of problems we're too busy for.

"Even in our spiritual lives, we hire a minister to be there on Sunday and say a few words to make us feel pleasantly guilty so that we can cleanse ourselves for another week of self-indulgence."

The third and final telecast concerns "The Home and Revolution," and the role of the church in mediating between the two.

In each of the telecasts, Evangelist Billy Graham sits and talks conversationally for eight to 10 minutes to put commitment to Christ in the context of each emphasis.

The series is being marketed to 39 local television stations across the country--primarily metropolitan areas such as New York, Chicago, Los Angeles, Dallas, St. Louis and Jackson, Miss. Other Baptist groups, such as Ohio and Georgia Baptist departments of evangelism, are securing time on smaller TV stations, so the total number of stations carrying the series could reach 60 to 70.

The series is planned for March 31, April 1 and April 3, although these dates will vary. Some stations, apparently, will be showing the series on consecutive Sunday afternoons.

Texas Baptist Evangelism
Conference Wrap-up

DALLAS (BP)--Southern Baptist Convention President W. A. Criswell emotionally pled for "concentration, consecration and commitment" for the Crusade of the Americas before a crowd of 8,000 Texas Baptists attending the annual evangelism conference here.

He lambasted various and sundry critics of the crusade who condemn the hemisphere-wide effort as an emphasis on numbers without quality.

"Numbers are souls, numbers represent people," the Dallas pastor thundered. He accused those who insist on quality of experience to the total exclusion of quantity of people reached, with snobbishness--of attempting to build an elite church with no broad base of representation.

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Texas Pastor Accepts
Baylor Position

(1-16-69)

WACO, Tex., (BP)--H. J. Flanders Jr., pastor of First Baptist Church here, has accepted a faculty position in the department of religion of Baylor University.

Before accepting the Waco pastorate in 1962, Flanders was chairman of the department of religion of Furman University, Greenville, S. C.

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Billy Graham To Pray
At Nixon Inauguration

(1-16-69)

WASHINGTON (BP)--A Baptist minister and three other clergymen will participate in the Presidential Inaugural Ceremonies at the United States Capitol on January 20, according to Sen. Everett M. Dirksen, chairman of the Joint Congressional Committee on Inaugural Ceremonies.

Dirksen said that the clergymen would participate at the request of President-elect Richard M. Nixon.

Billy Graham, Baptist evangelist and close personal friend of the new president, will offer the second prayer during the inauguration.

The Right Reverend Charles Ewbank Tucker of the African Methodist Episcopal Zion Church, Louisville, Ky., will offer the invocation.

The first prayer will be read by Rabbi Edgar F. Magnin, D.D., of the Wilshire Boulevard Temple of Los Angeles, Calif.

His Eminence, Iakovos, Archbishop of the Greek Orthodox Church, New York, will deliver the third prayer.

Roman Catholic Archbishop Terrence J. Cooke of New York will pronounce the benediction.

At Presidential Inauguration Ceremonies it is customary to ask representatives of the major faiths of the nation to offer prayer.

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Top Baptist PR Awards Go
To Seminary, Texas, CLC

(1-16-69)

GATLINBURG, Tenn. (BP)--For the second consecutive year, Southwestern Baptist Theological Seminary in Fort Worth and the Baptist General Convention of Texas won the largest number of awards in the annual Baptist Public Relations Association Awards Competition.

The best of show, however, went to the Christian Life Commission of the Southern Baptist Convention, and its public relations director, Floyd Craig, current president of the association.

Southwestern seminary in Fort Worth won a total of seven awards, all first and second places. The Texas convention in Dallas won six awards, all second and third places.

The Christian Life Commission won five awards, ranking third in the number of awards won.

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Judges in the competition, three advertising men in Dallas, reported a total of more than 300 entries in 19 different categories.

The 58 awards (first through third in each category plus best of show), were shared by 24 different Baptist organizations, institutions and agencies, and were presented during an awards banquet at the association annual meeting here.

In first place awards, Southwestern seminary public relations man John Seelig won three top awards, for a feature story, letterhead and annual report; and Craig of Nashville won two first places in addition to best of show, for direct mail and a posture.

Four others won two first places each--the SBC Home Mission Board, Atlanta, for two photography categories; Baylor University, Waco, Tex., for a brochure and alumni magazine; the SBC Radio-TV Commission, Ft. Worth, film and newsletter; and the SBC Brotherhood Commission, Memphis, for a news feature and magazine.

Other first place awards went to Samford University, Birmingham, Ala., catalog; Baptist Press, Nashville, news story; Baptist World Alliance, Washington, D. C., feature story; the SBC Foreign Mission Board, Richmond, filmstrip; Baptist Memorial Hospital, Memphis, PR project; and the Baptist General Convention of Oklahoma, Oklahoma City, advertising.

Three other organizations won four awards each: the SBC Home Mission Board, Baylor University in Waco, and the SBC Radio-TV Commission.

Winning two awards each were the Baptist World Alliance, Dallas Baptist College, Dallas; the Baptist Sunday School Board, Nashville; Baylor Medical Center, Dallas; Southern Baptist Theological Seminary, Louisville; and Oklahoma Baptist University, Shawnee.

Organizations winning one award, either in second or third place, were Southwest Baptist College, Bolivar, Mo.; the Alabama Baptist Convention, Birmingham; Mercer University, Macon, Ga.; Wake Forest University, Winston-Salem, N. C.; and the First Baptist Church of Decatur, Ga., on a radio advertisement produced by Jay Durham of the SBC Home Mission Board.

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Home Missions Ranks
Reach 2393 in 1968

(1-16-69)

ATLANTA (BP)--A new year tabulation at the Home Mission Board here puts the total number of missionaries serving the agency at 2393.

The most recent appointees are: Bob and Jo Alice Brackney, directors of Christian Social Ministries in Camp Hill, Pa.; John W. Brill of Holdenville, Okla., state director of work with National Baptists in Oklahoma; H. Wesley Wiley of Caswell County, N. C., Director of Metropolitan Ministries in Washington, D. C.; Hershel Henry Henkel of Afton, Tex., Superintendent of Missions in Wilcox, Ariz.; Joe Henry Music of Austin, Tex., pastor-director in Salt Lake City, Utah; and Raymond H. and Gloria Ann Singleton, Directors of Activities at a Baptist Center in El Paso, Tex.

The Brackneys had been living in State College, Pa. where he was pastor of South Hills Baptist Church and also served on the religious affairs staff of Pennsylvania State University. A graduate of Eastern New Mexico University, Pennsylvania State University and Southwestern Baptist Theological Seminary in Fort Worth, he has been pastor of several churches in Texas and New Mexico.

Mrs. Brackney also attended Eastern New Mexico University and Southwestern seminary.

They will be working through the Keystone Baptist Association in Camp Hill.

Brill is a graduate of East Central State Teachers College in Ada, Okla. and has been pastor of several churches in Oklahoma.

Wiley was pastor of the Springfield Baptist Church in Washington, and served last year as assistant coordinator of the Continental Congress on Evangelism staged in the capital city.

A native of North Carolina, he is a former chairman of the board of trustees of the General Baptist Convention of North Carolina. He also has been pastor of two North Carolina churches and served as dean of the Southern Baptist City Mission in Winston-Salem.

The former pastor of Lowe Baptist Church in Phoenix, Henkel will work through the Cochise and Mt. Graham Baptist Associations in Wilcox. He attended Texas Tech in Lubbock and Wayland Baptist College in Plainview and has been pastor of several Oklahoma churches.

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Music will continue as pastor of the University Baptist Church in Salt Lake City, and in addition, will direct Southern Baptist Missions efforts in the area. A native of Austin, he is a graduate of Baylor University in Waco and Southwestern seminary. He has been pastor of churches in Arizona, California, Oklahoma and Oregon.

The Singletons had lived in Rotan, Tex., where he was pastor of Highland Home Baptist Church. A native of Havre de Grace, Md., he is a graduate of Texas Western College in El Paso and Southwestern seminary.

A native of Mansfield, La., Mrs. Singleton is a former church secretary.

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**Whitlow Resigns As
Executive Secretary**

(1-16-69)

LITTLE ROCK (BP)--S. A. Whitlow has announced his resignation as executive secretary of the Arkansas Baptist State Convention here, effective June 30.

In a letter to the executive board of Arkansas Baptist State Convention, which he read at the close of the board's annual January meeting, Whitlow expressed gratitude "for the privilege of serving in the capacity of executive secretary for more than 11 years," and pledged his "continued prayerful and loyal support to our denomination as it attempts to minister to the needs of men."

Whitlow, 63, told the board he was resigning because his heart is still in the past rate. He said he hopes to return to preaching in a small church somewhere near his home in Hope, Ark.

The resignation was accepted with many expressions of appreciation for Whitlow's leadership and a committee was named to plan official recognition for his services.

The board was holding its first meeting in the recently completed new Baptist building, located in Little Rock at 525 West Capitol Ave. The \$1,290,000 building was occupied by the convention on Dec. 30. Plans are being worked out for the dedication of the building sometime this spring.

Permission was granted Erwin L. McDonald, editor of the Arkansas Baptist Newsmagazine, and Tom Logue, secretary of the State Baptist Student Union (BSU) department, to conduct a group to the Baptist World Alliance meeting in Tokyo, Japan, in the summer of 1970.

For the first time in the history of the Arkansas Baptist State Convention, total receipts passed the \$3 million mark, reaching \$3,134,826.81 for the year of 1968.

A committee headed by W. O. Vaught, pastor of Immanuel Baptist Church, Little Rock, was named to consider the advisability of changing the Race Relations department to a Christian Life Commission.

The board endorsed a letter to go to Governor Winthrop Rockefeller and the members of the Arkansas State Legislature urging the defeat of any bills providing for the legalization of alcoholic beverages by the drink and voted to send with the letter a brochure by Tal Bonham, president of the executive board, opposing such legislation.

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JAN 17 1969
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