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February 11, 1970

**Baptist Student Survey
 Reveals "Good Image" Response**

NASHVILLE (BP)--The majority of students characterized the Baptist Student magazine as "open-minded, straightforward, well-organized, and attractively illustrated," according to a readership survey conducted by the research and statistics department of the Southern Baptist Sunday School Board here.

The students also indicated a desire for more controversial articles and articles on contemporary and social issues. They indicated they wanted more articles written by students themselves.

Usable responses were received from 480 students, 53.2 per cent of the 918 who were sent questionnaires. They represented 203 different schools from a cross-section throughout the United States.

Of the readers surveyed, 95.6 were Baptists. There were 88.7 per cent enrolled in college. The others were enrolled in seminaries and other schools.

Freshman and sophomores made up 56.7 per cent of those surveyed.

The survey revealed that 84.3 per cent of the respondents receive the magazine through their church. Nine per cent receive the magazine through personal or family subscription. A total of 0.8 per cent receive it through their Baptist Student Union.

Students in the survey included 60.3 per cent from state universities, 28.6 per cent from denominational colleges, and 6.6 per cent from non-denominational private colleges.

"The purpose of our magazine is to challenge college students to confront current issues, interests, and problems from a Christian perspective," Charles M. Roselle, secretary, student department of the Southern Baptist Sunday School Board, said.

"Our purpose in having this survey was to see how well we were fulfilling this purpose for students," Norman Bowman, editor, student publications for the board's student department, said.

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**Baptist Board Names
 Special Services Supervisor**

2/11/70

NASHVILLE (BP)--Jack Watkins has been named special services supervisor in the book store division of the Southern Baptist Sunday School Board.

"Watkins will be in charge of the centralized billing system and will supervise all clerical activities in the book store division office," Keith C. Von Hagen, director, book store division, Sunday School Board, said.

A native of Paragould, Ark., Watkins graduated from Burdette High School, Burdette, Ark. He also attended the University of Colorado, Boulder, to study business.

Before coming to the Sunday School Board, Watkins was branch manager of the World Savings and Loan Association, Denver, Colo. He served the board as book store manager trainee and as manager of the Indianapolis Baptist Book Store.

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**Baptist Summit Conference
 Attracts 1,500 to Dallas**

2/11/70

DALLAS (BP)--More than 1,500 Texas Baptists gathered at the Royal Coach Inn here to plan and project future trends for the almost 4,000 churches affiliated with the Baptist General Convention of Texas. Included were pastors, laymen and denominational workers from every corner of the lone star state.

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Highlight of the two-day "70s Summit" meeting was a banquet address by Albert McClellan, program planning secretary for the Southern Baptist Convention, Nashville, Tenn.

In an address titled, "The Unfolding Challenge of the Seventies," McClellan conceded that "there is a lot of discouraging talk about the church." He also noted that "it is fashionable to criticize the established church."

The SBC official countered this by referring to man's continuing need for both religion and organization.

Despite these continuing basic needs, "old methods will not meet the needs in this creative hour that is coming...God is trying to pull us into the new times," McClellan added.

He predicted that humanity's inability to cope with its environment will tremendously complicate future evangelistic efforts, calling for more dedication and more imagination in the seventies.

The conference also included special music and seminar participation to help Baptist churches and associations better prepare for the teaching methods and literature of the new decade.

Theme of the "70s Summit" is "Christian Response in the Crisis of Change." Charles McLaughlin, secretary of the state missions commission for the 1.8 million member BGCT, called the conference "the most significant in the history of Texas Baptists."

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McCracken Named President
Of Recording Industry

2/11/70

WACO (BP)--Jarrell F. McCracken, president of Word, Inc., of Waco, Texas, has been named president of the Recording Industry Association of America in New York.

RIAA includes all the large record companies. Its 54 member-companies account for 90 per cent of all record and pre-recorded tape business, totaling gross sales of more than \$1 billion annually.

McCracken, who founded Word Records in 1951, has been active in the association for many years and served on the board and executive committee the last two years.

He has appeared as a representative of the trade association before several congressional committees conducting hearings on legislative matters affecting the record industry.

Neil Keiting, president of Columbia Record Club, said "In electing Jarrell McCracken as president of RIAA, its leaders did themselves high honors by selecting an individual whose personal integrity and whose business achievements have marked him as a rare and outstanding leader.

"It is particularly significant that his business success has in no way involved a compromise with his deeply-held religious beliefs but has been a visible extension of them."

Under McCracken's leadership, Word Records has grown to become the world's largest producer of religious recordings, with more than \$3.7 million sales last year. Word releases albums on five labels and distributes them across the nation and through distributors in Canada, South Africa, New Zealand and Australia and a subsidiary in England.

McCracken is a graduate of Baylor University, holding both the bachelor of arts and master of arts degrees in religion. He was granted an honorary doctor of laws degree from John Brown University last year.

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FEB 19 1970

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