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March 2, 1972

**Mass Media Approach Beams SBC
Missions to Mississippi Homes**

YAZOO CITY, Miss. (BP)--It was a unique approach--utilizing six top denominational leaders, eight foreign missionaries, four top state Baptist leaders and ten mission films to beam missions messages through 22 telecasts to practically every home in west central Mississippi and southeast Arkansas.

It wasn't a Billy Graham extravaganza. Instead, the event was the Central Delta World Missions Conference sponsored by eight Baptist associations in the area.

Unlike the scores of other World Missions Conferences conducted this spring throughout the Southern Baptist Convention, the Central Delta conference did not depend completely on the traditional method of using church meetings with mission speakers.

By pooling their resources and ideas, the Central Delta World Missions Conference steering committee purchased television time to communicate their missions message to a massive audience, in addition to a series of area, association and church meetings.

The secretary of the steering committee, Owen Cooper of Yazoo City, called the approach a new dimension in taking world missions to all the people. Cooper, president of the Mississippi and Coastal Chemical Corp., is chairman of the Southern Baptist Convention Executive Committee and a strong supporter of world missions.

Using Station WABG of Greenwood-Greenville, a CBS affiliate, as the hub of communications, the eight associations beamed a week-long series of missions programs from 7:30 a.m. to 11 p.m. to compliment an equally ambitious series of area, association, and church meetings, using a wide variety of mission focuses and approaches.

Among the Southern Baptist leaders who brought missions directly into the homes of central Mississippians by television were Arthur Rutledge, executive secretary of the Southern Baptist Home Mission Board; Baker James Cauthen, executive secretary, and Jesse Fletcher, director of mission support, both of the Foreign Mission Board; Glendon McCullough, executive secretary of the SBC Brotherhood Commission; Mrs. R. L. Mathis, president of Woman's Missionary Union; Paul Stevens, executive secretary of the Radio and Television Commission; and Cooper.

Three leaders of the Mississippi Baptist Convention told the story of state missions. They were W. Douglas Hudgins, executive secretary; Foy Rogers, director of state missions; and Dick Brogan, director of work with National Baptists.

Also presenting the work of state missions was John Baker of Rapid City, S.D., executive secretary of the Northern Plains Baptist Convention, which covers North and South Dakota, Wyoming and Montana.

Central Mississippians also took a look into Southern Baptist missions efforts in six foreign countries through the eyes of Southern Baptist Missionaries Ervin Hasteley and James Philpot, Mexico; Ed Trott, Brazil; Jim Young, Pakistan; Sammy Simpson and Richard Clements, Ecuador; Mrs. Parkes Marler, Guam; and Mary Frank Kirkpatrick, Nigeria.

Agricultural missions received special emphasis because many of the people in the Central Delta operate farms.

Three associations brought farmers together in county-wide meetings for conferences with agricultural missionaries and for an area meeting for an address by Cauthen.

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The story of missions also was communicated through area and associational meetings of deacons, WMU workers, businessmen and in addresses to civic clubs.

Churches in two associations banded together for three simultaneous prayer meetings while another association sponsored a county-wide evening worship service.

Mission conference leaders arranged two receptions to acquaint Mississippi Baptists with the missionaries personally. Among the special meetings was a session for persons retiring during the next 15 years. It featured post retirement opportunities for mission service.

Associations participating in the conference were Holmes, LeFlore, Yazoo, Carroll, Sunflower, Humphreys, Washington, Bolivar, and Sharkey-Issaquena.

James F. Yates of Yazoo City was convenor of the steering committee. On the committee with Cooper were Odis Henderson of Cleveland, Lavon Hatten of Winona, Clay Self of Lexington, Arnold Guy of Belzoni, Jimmy Dukes of Greenwood, Carl Dunaway of Anguilla, J. P. Everett of Satartia, and J. D. Lundy of Greenville.

How did the Mississippians respond to the missions deluge through the mass media?

They apparently received the information positively, since television officials didn't receive a single objection, reported a representative of the Radio & Television Commission, who coordinated the television emphasis.

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Baptists Help Hindus
Reconstruct Village

3/2/72

KASHEMPUR, Bangladesh (BP)--This Hindu village is being rebuilt with money from Southern Baptists. Missionary James F. McKinley Jr., is directing the work.

An estimated 120 to 130 homes are to be rebuilt at a total cost of about \$26,000.

Rebuilding of Kashempur is part of a continuing effort of Southern Baptist missionaries to become directly involved in relief work in Bangladesh.

The SBC Foreign Mission Board has appropriated \$101,500 for use by missionaries in rebuilding villages destroyed in the war for independence of the former East Pakistan.

Construction of the simple but adequate little houses in Kashempur is moving rapidly, McKinley reported. They should be ready for occupancy before the monsoon rains begin in June.

McKinley is working closely with local people including two young Christian men. McKinley said he hoped the people will see God's love revealed through the concern of Christians.

Materials for the work are being purchased locally to help the economy. At least 10 houses are under construction at a time. The owner provides all of the help except that of specialists, the carpenter and the artisan for weaving the bamboo.

Workers form a human train to carry the building materials long distances across the countryside, carefully balancing the load on their heads, McKinley said. The task does not end at darkness; kerosene lamps provide light so that work continues until late at night.

Before the carpenters reach a building site, the owner is expected to dig holes for the 10 posts which become the main support structure. Often the women and children help.

If someone has a job in the nearby town of Feni, he hires others to help with the construction of his house, McKinley said.

Because the government of Bangladesh will soon stop providing food for these villagers, one member of each family is being taught methods of cooperative farming.

Others, including women who spend hours popping rice for sale in the local market, are already making a living for themselves.

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Reconstruction projects like the one in Kashempur have given Southern Baptist missionaries their first opportunity to directly engage in massive relief work in the new nation of Bangladesh, McKinley said.

During the war, Southern Baptists had to channel relief funds through local churches and government-approved agencies or among their own personal acquaintances.

"Kashempur is only one tiny area in Bangladesh," McKinley observed. "Thousands more need help.

"Money has already been allocated for projects in several areas where Southern Baptist missionaries live," he added, "but it is hoped that more will be forthcoming to show Christian concern for needy millions."

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BP PHOTOS mailed to state Baptist papers.

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NOTE TO EDITORS: BP Photo of "Salty" Roberts' race track chaplaincy campaign, to accompany BP feature mailed 2-29-72, is available on request from the SBC Home Mission Board Bureau of Baptist Press in Atlanta.

--Baptist Press

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New Annuity Board President
Urges New Areas of Service

3/2/72

DALLAS (BP)--The new president of the Southern Baptist Annuity Board said here the board must launch out into "relatively untouched" areas which are particularly the responsibility of the Annuity Board.

In his inaugural statement as the board's new chief executive, Darold H. Morgan said these two fields include pre-retirement guidance and help other than financial to those already retired.

The Annuity Board now provides monthly retirement benefits to almost 7,500 retired persons who have served Southern Baptists as pastors, other employees of churches or as denominational workers.

It also handles retirement plans for 36,000 more people still active in these classifications. It invests their contributions to earn interest which will increase their post-retirement income.

But, according to Morgan, the Annuity Board must do more than maintain its existing financial ministry. It must be involved in "pre-retirement guidance as well as post-retirement help beyond the monthly check for the minister and denominational employee."

Morgan pledged to maintain continuity of Annuity Board ministries turned over to his management by R. Alton Reed, who retired March 1 after more than 19 years as an officer of the Dallas-based agency. Seventeen of those years were as the board's chief executive.

"Every effort, humanly and divinely possible, will be used to continue and even deepen this integrity the Annuity Board enjoys throughout the Southern Baptist Convention," Morgan promised. "The greatest single advantage the Annuity Board possesses is the trust of our denomination, a relationship slowly but steadfastly built over five decades of Christian service."

He hailed "the extraordinary effectiveness" of his predecessor during the past two decades of "unprecedented expansion."

Reed participated in the service installing his successor.

Morgan said the board will concern itself with questions of early retirement, ministries for those who do not view the ministry as a lifetime calling, and help for those caught up in the increasing pressures against the ministry."

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He also said: "Concern is the key word as we work to tailor our programs to meet these pressing needs, and in addition minister to two of Southern Baptists' greatest assets--an abundance of exceptionally qualified younger ministers, and vigorous and expanding Baptist institutions."

Following "continuity" and "concern," Morgan's third stress fell on "commitment."

"Our commitment is that we believe the Annuity Board is one of those instruments in the life of the Southern Baptist Convention brought into being because men felt it was the work of the Lord," he said.

"This commitment was never more alive than now. In the midst of doing our best with computers, audit reports, stock and real estate investments, principles and policies of retirement and insurance plans, determinations to use the best available business skills and judgment, there is resolutely the unswerving commitment that a ministry to Christian servants in Christ's name is the ultimate purpose of this massive responsibility," Morgan continued.

"Our intent has been throughout 54 years of existence to serve those who serve the Lord," according to the board's new president. "This will be our goal until the Lord's return."

About 500 people attended the installation service at First Baptist Church, just one block away from the Annuity Board's office building in downtown Dallas.

W. A. Criswell, pastor of the church and for many years a trustee of the Annuity Board, said in another address during the installation service that "compassion" also marks the ministry of the board. When founded in 1918, it first provided relief for needy aged ministers, Criswell noted.



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