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November 22, 1972

Lawson Cook, Retired SBC
Brotherhood Leader, Dies

MEMPHIS (BP)--Lawson H. Cook, retired executive secretary of the Southern Baptist Brotherhood Commission here for 15 years, died Nov. 20 after a three-months illness. He was 87

Cooke was executive secretary of the nation-wide organization of Baptist laymen from 1936-51.

A former banker from Richmond, Cooke was the first general secretary of the Virginia state Chamber of Commerce.

Glendon McCullough, current executive director of the Brotherhood Commission, described him as a man who was "small in stature but took giant steps."

When Cook took over reins of the commission, there were only 250 churches with 10,000 laymen enrolled in Brotherhood. When he retired in 1951, there were 6,000 churches with Brotherhood groups and a total enrollment of 185,000 men.

Also in 1936, the Brotherhood Commission occupied one room containing a desk, two chairs and a rented typewriter in a downtown office building.

Today, there are nearly 500,000 men and boys enrolled in Brotherhood programs in about 14,000 SBC churches. The commission operates on a budget of more than \$1 million, publishing seven magazines and keeping 10 consultants on the field in addition to the staff working in a \$600,000 office building here.

Funeral services were scheduled Nov. 22 at First Baptist Church, Memphis. Survivors include a daughter, Mrs. Thomas B. Bussey of Fort Worth; a brother, Charles Porter Cooke of Richmond; and two grandsons.

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William H. Stephens
Named Broadman Editor

11/22/72

NASHVILLE (BP)--William H. Stephens, editor of "People" magazine since its beginning in 1970, has been named editor of inspirational books for Broadman Press, according to James W. Clark, director of the Broadman Division of the Southern Baptist Sunday School Board.

"Bill Stephens is a man who has enthusiasm for sharing the Word in many different ways and who will be alert to sharing it in ever-better ways," said Clark.

"We look to a bright future in Broadman book publishing, with a continuation of the best of recent years, an increase in the number of innovative book ideas and the republishing of some of the best from the past. Bill Stephens should make a real contribution to that future," Clark said.

Stephens joined the Sunday School Board in 1968 as editor of "Upward" magazine, a youth publication now named "Event". In 1970, he became editor of "People," an adult leisure reading magazine.

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A native of New Mexico, he is a graduate of Grand Canyon College, Phoenix, Ariz., and Southwestern Baptist Theological Seminary, Fort Worth.

He previously served as pastor and minister of education for churches in Arizona and Colorado.

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Baptists to Release TV Show,
SASH, For 9-14 Year Old Kids

11/22/72

FORTH WORTH (BP)--"JOT," Southern Baptists award-winning television series for Children, now has an older sister. Her name is "SASH."

"SASH," a bright five-minute cartoon series aimed at nine to 14-year-old television viewers, will be released by the Southern Baptist Radio-Television Commission here in January.

A "pilot" of the new program will be mailed in the "JOT" packet to the 100 stations now carrying the program for four to eight year-olds.

"SASH," like "JOT," is designed to help young people cope with the problems of relating to others, said Paul M. Stevens, president of the Radio-TV Commission here. Each segment will serve as a vehicle for a Biblical teaching in human relationships, he added.

"SASH" was developed to reach the audience that has outgrown "JOT," Stevens pointed out. "JOT" continues to appeal to the four to eight year olds, but there is little on television for those now entering the ages of nine to 14, he added.

"We are asking that the SASH pilot be shown in the JOT time slot because we feel the older brothers and sisters of JOT viewers probably will be watching television then also," Stevens said. "We are encouraging station managers to tell us how they like SASH and to give us their audience reaction. As an added incentive for audience reaction, we're offering a free SASH poster to youngsters who will write asking for it."

Mrs. Ruth Byers of Fort Worth, who created JOT for the Radio-TV Commission, will serve as editor and oversee production of SASH.

There will be some differences between JOT and SASH. "With JOT, the important thing is not the plot but the decision he makes," said Mrs. Byers. "Small children are learning to deal with themselves and JOT helps them in that situation.

"SASH, on the other hand, has more of a plot because older children, while still learning to deal with themselves, are doing so in the context of other people as well," Mrs. Byers pointed out.

While JOT is an animated "dot" who can assume many shapes, SASH will have a face and be limited to a more realistic form. She can be embellished, however, with abstract colors and designs to show inner thoughts.

The SASH pilot explores peer group relationships when a new girl who is "different" comes to school. Future programs will deal with problems that youth in the nine to 14 age group face in getting along with parents and other children.

Mrs. Byers said they showed the SASH pilot to several youngsters in that age group, asking them for ideas to use in future episodes. They weren't interested in programs on drugs or current social problems, but wanted to know how to get along with parents and with one another, she said.

Stevens said the SASH pilot will supplement the JOT series until there are enough episodes produced for a separate SASH series. Animation for SASH will be done by Keitz and Herndon of Dallas, the same company that animates the JOT episodes.

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