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Brotherhood Publication
Gets New Name, New Format

MEMPHIS (BP)--The Baptist Men's Journal, monthly magazine of the Southern Baptist Brotherhood Commission, will change both its name and format beginning in November.

World Mission Journal, the new name of the publication for Baptist laymen, will be published monthly--four times a year in the current magazine format (during the first month of each quarter) and eight times a year in a tabloid newspaper format (during the two succeeding months of each quarter).

Purpose of the change is "to inform, inspire and motivate Baptist laymen to become personally involved in missions to a greater degree than ever before possible," said Glendon McCullough, executive director of the commission.

Jim Newton, new editor of the Journal and director of the communications department for the commission's men's division, said the agency hopes to boost the circulation of World Mission Journal from its current 55,000 to more than 250,000 by reducing the production costs, lowering subscription rates and conducting a mass circulation campaign.

"Our approach, a new concept in Southern Baptist missions reporting, will triple the amount of space available for human interest, including as many as 40 to 50 stories an issue aimed at telling laymen the total scope of missions--foreign, home, state, associational and local.

"We will not limit missions coverage to a geographical area," said Newton, former assistant director of Baptist Press, news service of the Southern Baptist Convention.

McCullough and W.J. Isbell, director of the commission's men's division, said the idea has prompted positive response from the SBC's Home and Foreign Mission Boards, which will participate in planning and development.

Walker Knight, editor of Home Missions magazine, and Jesse C. Fletcher, missions support division director for the Foreign Mission Board, will serve as contributing editors.

The announcement on the new direction for the publication came only a month after the commission had formally withdrawn a request to the SBC Executive Committee to establish a subsidiary corporation relationship with Lay Ministries, Inc., of Arlington, Tex., which publishes a tabloid newspaper called Mission Action News.

McCullough said the commission had decided to follow the advice of several editorials in Baptist state papers which said the convention does not need another new publication but to improve and better utilize the ones it already has.

World Mission Journal will continue to provide curriculum and program material for Baptist Men's units in Baptist churches in both the magazine and tabloid format.

Baptist School Will Operate
Radio Station in North Carolina

BOILING SPRINGS, N. C. (BP)--A 5,000 watt FM non-commercial radio station will begin operation on the campus of Gardner-Webb College.

The Federal Communications Commission has granted the Southern Baptist college a permit to operate the station seven days a week, 12 hours each day, (11 a.m. to 11 p.m.) at 88.3 on the FM dial.

"We plan to make it a strong Christian station with many educational features in the programming which will both benefit the community and train students in radio operation," said Eugene Poston, the college's president.

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Baptist Responds to Earthquake;
Baptist Damage Report Incomplete

8/30/73

MEXICO CITY (BP)--Responding to immediate needs from Mexico's worst earthquake in modern times, a Baptist church in Puebla, Puebla state, southeast of here, has dispatched its pastor and a team of physicians to assist victims.

The church, Primera Iglesia Bautista (First Baptist Church), is the nearest Baptist work to the earthquake epicenter, according to David P. Daniell, a Southern Baptist representative in Mexico.

Charles Bryan, area secretary for Middle America and the Caribbean for the Southern Baptist Foreign Mission Board, said the board is awaiting requests from the field before determining how possible relief funds should be designated.

Both Bryan and Carl Tiller of Baptist World Alliance headquarters, Washington, said they stand ready to respond as needs are known.

Tiller said three other BWA-affiliated Baptist bodies, besides Southern Baptists, have "fraternal ties" with Baptist work in Mexico--the American Baptist Churches, the Baptist General Conference and the Seventh Day Baptist General Conference.

He said none of these four groups yet know what damage may have occurred to local Mexican Baptists because of crippled communications from the disaster area.

According to incomplete early reports, no Southern Baptist representatives in Mexico suffered harm and none of their property seemed to be damaged, Bryan said.

The pre-dawn earthquake, which wire service reports say may claim 1,000 lives, ripped through Mexico's midsection, devastating villages in Puebla, Vera Cruz and Oaxaca states, which form a belt across Central Mexico south of the capitol.

Thousands were injured and homeless in an area just recovering, wire reports said, from the effects of Hurricane Brenda and a month's torrential rains which had left hundreds without shelter, including some local Mexican Baptists, according to a report from the National Baptist Convention of Mexico, and killed 70.

Tiller said the BWA has sent \$1,000 as initial aid to Baptists made homeless by the flooding, and that "they can use that for any earthquake damage they may find if they wish." He said other assistance to flood victims will be forthcoming, along with any aid necessary for earthquake victims.

The last Southern Baptist representatives assigned to the Puebla area were Mr. and Mrs. James A. Williams Jr., who transferred to Chihuahua in June.

Mexico City and Oaxaca are the mission stations nearest the area hit by the disaster. Stationed in Mexico City are Mr. and Mrs. David P. Daniell, Mr. and Mrs. Alan W. Compton, Mr. and Mrs. William H. Gray Jr., Mr. and Mrs. James M. Short Jr., and Mr. and Mrs. H. Eldon Sturgeon. In Oaxaca are Mr. and Mrs. James M. Philpot and journeyman Martha Stevens.

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