



# BAPTIST PRESS

News Service of the Southern Baptist Convention

## NATIONAL OFFICE

SBC Executive Committee  
460 James Robertson Parkway  
Nashville, Tennessee 37219  
(615) 244-2355  
W. C. Fields, Director  
Robert J. O'Brien, News Editor  
James Lee Young, Feature Editor

### BUREAUS

ATLANTA Walker L. Knight, Chief, 1350 Spring St., N.W., Atlanta, Ga. 30309, Telephone (404) 873-4041  
DALLAS Orville Scott, Chief, 103 Baptist Building, Dallas, Tex. 75201, Telephone (214) 741-1996  
MEMPHIS Roy Jennings, Chief, 1548 Poplar Ave., Memphis, Tenn. 38104, Telephone (901) 272-2461  
NASHVILLE (Baptist Sunday School Board) Gomer Lesch, Chief, 127 Ninth Ave., N., Nashville, Tenn. 37234, Telephone (615) 254-5461  
RICHMOND Richard M. Styles, Acting Chief, 3806 Monument Ave., Richmond, Va. 23230, Telephone (804) 353-0151  
WASHINGTON W. Barry Garrett, Chief, 200 Maryland Ave., N.E., Washington, D.C. 20002, Telephone (202) 544-4226

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Hit Sponsors' Billfold TV  
Hearing Testimony Declares

By Toby Druin

ARLINGTON, Tex. (BP)--The surest way to rid television programming of excessive violence and sex is to hit the sponsors of offensive shows "in their billfolds--you can't get closer to their hearts."

That observation, put forth by an advertising agency executive, represented a consensus of methods offered at a public hearing here on television and morality.

The hearing at First Baptist Church, Arlington, Tex., a Dallas-Fort Worth suburb, was the first of four to be conducted across the U. S. by the Christian Life Commission of the Southern Baptist Convention (SBC). Others are scheduled in Montgomery, Ala., Dec. 8, at the Alabama state Baptist headquarters; Richmond, Va., in early January; and San Francisco in early February.

Foy Valentine of Nashville, executive secretary of the SBC's Christian social concerns agency, said testimony at the hearings will be compiled and presented to network executives and officials of federal regulatory agencies. The commission also will use the testimony in preparing plans of action to suggest to Southern Baptist churches.

Fifteen persons, including a housewife, a psychologist, a domestic relations court judge, a pastor, a seminary professor, a director of a children's home, a journalist, and representatives of the Southern Baptist Radio and Television Commission in Fort Worth testified at the first hearing in Arlington. Statements were also read for one television station executive and another pastor who could not attend.

They offered a variety of opinions about programming and how to combat objectionable excesses, from simply turning off the set to complaining to federal regulatory agencies. But most singled out making it unprofitable for the sponsors as the best tactic.

William Hill, who directs production of commercials for the Bloom Agency in Dallas, told Valentine and the commission's Harry N. Hollis Jr. and C. Welton Gaddy who conducted the hearing, that companies which sponsor network television shows are "extremely sensitive" to public opinion.

"The networks and sponsors live and die on audience," he said. "If the ratings are there the programs remain."

The way to influence the networks and sponsors to clean up the shows is to select individual programs and let the network and sponsor know they are offensive.

"Hit them in the billfold; you can't get any closer to their hearts," he said. He suggested that concerned persons also appeal to the Federal Trade Commission (FTC) which regulates content of commercials.

Persons testifying at the hearing singled out several programs as being particularly offensive. "Starsky and Hutch," "The Streets of San Francisco," "Baretta," "Police Woman," "Police Story," and "The Rookies" were cited as violence-prone.

Sex and profanity were also hit.

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DAYTON-CANVASE LITVAK  
S. B. C. HISTORICAL COMMISSION  
NASHVILLE, TENNESSEE  
ON

"I am concerned about the subtle way sexual values are being interjected into many so-called family shows," said Mrs. Gayle Taylor, a Dallas housewife.

She cited "The Tony Randall Show," "The Nancy Walker Show," and recent episodes of "Happy Days" as objectionable.

"I believe that if my children see enough pre-marital and extra-marital affairs on television, like with violence, they will come to accept this as beneficial behavior," Mrs. Taylor said. "Casual sex is so often treated as exciting, fulfilling and fun. Never is anything ever said of the hurt and suffering that inevitably comes not only to individuals but to families when sex is treated in such a loose and negligent manner."

Mrs. Taylor said she was concerned about an increasing use of profanity on "family shows" such as "Mary Tyler Moore" and "The Bob Newhart Show."

Forrest Smith, Dallas attorney, father of five and former chairman of the Texas Youth Council, said he was concerned that the effect of television on both children and adults had become so "deleterious" as to constitute a "clear and present danger to our society."

Smith said the major reason for the problem, however, is "because the adult audience is on a violence trip of its own, either at the movies or on television."

"Americans have, throughout history, been violence-prone and love to watch violence," Smith said. "Capitalizing on this trait, the commercial advertisers have seen violence as an epoxy for holding the audience together between commercials."

The only real answer, he said, may have to come from the President, who appoints members of the Federal Communications Commission (FCC).

"We, as Christians, ought to speak directly to Plains, Ga., about it," Smith admonished. "I think he (President-elect Jimmy Carter) ought to say 'shape up or ship out.'"

Price Pritchett, Dallas psychologist, said the networks should act more responsibly.

"The media," he said, "seems all too willing to blithely transmit scenes of pathological violence and decadent sexual behavior into our homes, and into the very lives of adults and particularly impressionable children."

Pritchett said he felt it was "hypocritical" of the television media to have spent countless hours of air time to expose legal and ethical violations of Watergate while breaching ethical behavior themselves by seducing the American people with violence and sex.

"If our top government officials must stand accused of selling out their ethics and their morality for power, prestige and perhaps money--and certainly they must stand so accused--then let the television industry stand accused of doing much the same thing," said the psychologist.

Truett Myers of the Radio and Television Commission said the threat to the American home through offensive programming "does not lie with the stations or networks, but largely with the Hollywood producers and packagers" of the programs.

"The final responsibility for morality on TV must rest in the end with the individual and family viewing public," Myers added. "Producers will not produce material and networks and stations will not air it unless there is a public out there watching."

Myers said he viewed appealing to the FCC for action as "resorting to strong-arm tactics" and a "dodge" for Christians. Some controls are necessary, he said, but he added he didn't know where to "draw the line."

Charles Rhoden, also of the Radio-TV Commission, said the Federal Communications Commission does not have direct control of programming and said the ultimate control is turning off the set--that a program's survival depends on its ratings.

Both Myers and Rhoden downplayed group action such as boycotts against sponsors of offensive shows. Rhoden said that such a "seller's market" exists in television today that often advertising time is sold six months before it is to be aired and the sponsor is merely buying a time slot, often with little knowledge of the show to be sponsored.

Domestic Relations Court Judge Oswin Chrisman of Dallas took a different tack than most. He called abuse of the television medium a "growing, continuing festering social problem" but singled out television news for criticism. The judge said he could not link television directly to the problems dealt with by his court but hit news teams' preoccupation with isolated incidents such as child abuse. Such coverage, he said, "begets" more of the same.  
(BP) Photo will be mailed to Baptist state papers.

Hospital Patient Load Up  
Despite Bombing Attempt

BUKITTINGGI, Indonesia (BP)--The patient load of the new Baptist hospital here has increased despite a recent widely publicized bombing attempt at the hospital.

"The number of people coming to the clinic (the only part of the hospital open so far) has increased rather than decreased since this was in the newspapers," said Dr. Winfield Applewhite, Southern Baptist missionary serving at the Immanuel Hospital. The home-made bomb was placed in a hospital lavatory on Oct. 10.

In fact, the only things that have come out of the bomb incident have been good, adds his wife, Laverne Applewhite. "The articles that have been in the paper and the fact that one of the military men himself (a Moslem major) was quoted in the newspaper as saying, 'The Lord was watching over this place, and this bomb was not allowed to go off,' was the best testimony that we could possibly have had in this area," she said.

The Southern Baptist Foreign Mission Board's secretary for Southeast Asia, William R. Wakefield, and Travis S. Berry, chairman of the board's Southeast Asia committee, were visiting Indonesia when the bomb was found.

Wakefield agreed with the Applewhites about the result of the bombing attempt. "The outcome has been one of bringing praise to the name of the Lord on the part of the local community that this nasty incident did not take place here."

He said the hospital staff believes that the incident will not only increase awareness of the hospital and its purposes but will also cause people to marvel that the bomb did not go off and to believe "the hand of God prevented it."

The opening of a Baptist hospital here has faced strong opposition since initial attempts were made in 1962. Permits to buy land for a Christian hospital, build it and operate it, have repeatedly been blocked, according to William N. McElrath, Southern Baptist missionary press representative. The outpatient clinic finally opened on Dec. 1, 1975.

The homemade time bomb was placed in the hospital in a package of fruit and cans of cookies, but the bulky package was not inspected until the fruit began to rot. Copper wire was supposed to make the contact between the 34 sticks of TNT and a watch set at 1 p.m. However, the bomb did not work because the copper wire was insulated and did not detonate, according to Wakefield.

Two hospital employees saw the man bring the plastic bag into the hospital but have not been able to identify a suspect yet.

In the aftermath of the incident, Wakefield said, "there is a very real sense of peace and lack of anxiety over the situation."

But, at the same time, "There is an awareness that even though it was a miracle of God that the bomb did not go off, they (hospital employees) are not presuming upon the grace of God." They are taking precautions to protect the hospital in case of future incidents.

However, Applewhite said he thought the incident was a "one-shot deal" to demonstrate a point related to a local situation.

Southern Baptist missionaries assigned to Immanuel Hospital are the Applewhites, R. Everley Hayes and Dr. Kathleen C. Jones, who is currently on furlough.

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Baptist Property Hit,  
No One Hurt in Fighting

Baptist Press  
11/17/76

BEIRUT, Lebanon (BP)--Baptist property was damaged by direct shell hits, but no missionaries were injured during recent fighting of the Beirut civil war.

The Beirut Baptist School, a Baptist church, and the residences of the James K. Raglands and Mabel Summers, Southern Baptist missionaries, sustained direct hits. Ragland was in his home at the time but was not hurt. Missionaries remain in Beirut and the Beirut Baptist School continues to operate.

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The school has remained open, except for the day of the shelling, and 300 children are enrolled. Most of the windows in the school and the other buildings are broken, according to reports received by J. D. Hughey, the Southern Baptist Foreign Mission Board's area secretary for the Middle East. Windows are not being replaced, but plastic is being used over the windows where necessary.

Emma Cooke, a Southern Baptist missionary and teacher at the Beirut Baptist School, is in the hospital after breaking a hip in an accident unrelated to the war. "She was able to get a hospital room and medical attention promptly," Hughey said. "She is recovering nicely."

"Fighting has ceased for the present time in Beirut," Hughey said, "but communication by telephone or telegraph with missionaries and other people there is still extremely difficult. If the cease-fire continues, more missionaries will go into Beirut."

Missionaries still in Beirut are the David W. Kings, Ragland, Miss Summers, Miss Cooke and the Finlay M. Grahams.

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#### \$1 Million Loan Fund Set Up For NAACP by Black Baptists

CHICAGO (BP)--An emergency backup loan program for the NAACP, consisting of \$1 million, has been set up by the National Baptist Convention, U. S. A., Inc. The announcement came from the office of J. H. Jackson, president of the over 6 million member denomination of black Baptists at the Olivet Baptist Church here.

Jackson, a life member of the National Association for Advancement of Colored People (NAACP) and the board of directors of the convention laid the ground work for aid to the national NAACP at a convention in Dallas, in Sept., 1976. The national NAACP has faced suits from a group of merchants in Mississippi.

Jackson said \$250,000 has been set aside in the cash fund by the National Baptist Convention for the NAACP. He said another \$250,000 will be borrowed by the convention from banks in Philadelphia when the convention has done business. He indicated that "another \$500,000 will be set up from another source if needed by the NAACP." Jackson did not disclose this source.

"We are convinced that no sacrifice is too great to buy the time needed for this oldest of civil rights organizations to perfect plans for a just and decent legal appeal," Jackson said.

Jackson said, "We fear the death of the NAACP" and would want to keep it from closing its doors.

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LYNN MAY  
HISTORICAL COMMISSION  
127 9TH AVE NW  
NASHVILLE TN 37203

NOV 13 1976

460 James Robertson Parkway  
Nashville, Tennessee 37219

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