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10 Advertisers Drop
'Soap' Sponsorship

NASHVILLE (BP)--Ten of the 11 advertisers listed by Television Digest as the scheduled sponsors of ABC-TV's "Soap" series have indicated that they will not sponsor the new show--at least temporarily, according to reports received by the Christian Life Commission of the Southern Baptist Convention (SBC).

The Christian Life Commission sent letters to each of the advertisers asking the companies to withdraw sponsorship if they actually planned to purchase commercial time during the show.

Two of the original sponsors said they have removed their names from the list of advertisers for the present, but that decision could change after further evaluation.

Officials from Warner-Lambert indicated that the company will delay a decision until November to allow for more time to "properly evaluate" the program's content, while American Home Products said it will evaluate "Soap" week by week.

The only corporation still listed as a sponsor for the first episode of "Soap" is Timex, which has promised to announce a decision soon on whether it intends to remain a sponsor, the Christian Life Commission, SBC social concerns agency, reported.

"Soap," tabbed by ABC as an adult comedy series, deals with such sex-related themes as homosexuality, adultery and transvestitism. It has ignited a fiery protest from a host of religious and community leaders across the nation.

Foy Valentine and Harry N. Hollis Jr. of the Christian Life Commission, denounced the show as "prime-time pollution" and a "30-minute dirty joke" after previewing the first two segments, and SBC President Jimmy Allen, who has also seen the introductory episodes, said the show is "obviously designed by those who would pander to lower sexual appetites for profit."

A "No Soap" coalition of 10 national religious and civic groups has also been formed in an attempt to pressure ABC into cancelling the show.

Companies listed in Television Digest which have chosen not to advertise on the show are Datsun, Keyser-Roth Hosierty, Lever Brothers, Miller Brewing, Pfizer, Revlon and Volkswagen. And a spokesman from American Motors told the Christian Life Commission that his company is working with an advertising agency to cancel its commercial participation in "Soap."

Officials from several of the companies said that the decision to withdraw sponsorship was based on post-screening judgments that "Soap" did not fit the requirements of "good taste" included in the companies' advertising policies.

Officials of Revlon and Volkswagen said that Television Digest has erroneously listed them as sponsors.

Pan American Divisions
Voted, Laity Challenged

By Charlie Warren

NITEROI, Brazil (BP)--Participants of the third Pan American Congress of Baptist Men meeting here voted to organize the Pan American Union of Baptist Men to include divisions of North America, the Caribbean and Latin America.

A constitution and bylaws were adopted and a committee, composed of three representatives from Brazil and one representative from each of the other countries, will work out the details of the area organizations.

Some 500 persons registered for the week-long meeting in Niteroi's First Baptist Church, but 1,000 to 2,000 persons attended the evening sessions during the week.

Two mass rallies in Niteroi's Caio Martins Stadium, aired on nationwide television, climaxed the week as Brazilian pastor and evangelist Nilson Fanini preached. More than 16,500 attended a Sunday rally. Fifty professions of faith and 49 other decisions were recorded at the two rallies.

During the week, the delegates heard reports from each of the 15 countries represented and 12 main speakers challenged them to be "new men for a new world," the theme for the congress.

"Every person who belongs to Jesus Christ becomes a fountain through which others can be blessed," said Joao Falcao Sobrinho, executive secretary of the Brazilian Baptist Convention.

"Through total evangelism--involving every person in reaching others--Jesus Christ has promised to be a river of joy reaching to the ends of the earth. If we don't do our part, the river will dry up," he said.

"What would happen if all Christians in all the Pan American countries would allow themselves to be used by God to evangelize? The Americas would be won to Jesus Christ."

Stephen Steeves of Canada, chairman of the men's department of the Baptist World Alliance, echoed the call for active laymen: "We are looking for men who will work. The day for sleeping Christians is past.

"Unfortunately, sometimes there is a gap between the pulpit and the pew. But we encourage men to stand with their pastor, to work with him and pray for him," Steeves said.

Another North American speaker, Glendon McCullough, executive director of the Southern Baptist Brotherhood Commission, Memphis, Tenn., called for a "new alliance between the pulpit and pew." He said Baptists in many parts of the world have a narrow concept of how laymen can serve the Lord.

"We've said to the world, 'Come to our meeting,' instead of saying to our people, 'Go and minister.' When Jesus called the fishermen, he went to the shore where they were fishing. He didn't send them a post card inviting them to the synagogue on Saturday so he could talk with them," McCullough declared.

The recently-elected director of the Baptist Spanish Publishing House in El Paso, Tex., Aldo Broda, told the congress participants that before they understood the concept of the "laymen as minister," they must understand the "priesthood of the believer."

Broda, a Baptist layman from Argentina, explained, "No one can say, 'I can't minister... I don't have theological training for the priesthood...I haven't been set aside for the ministry.' We must each add our own special abilities so that our priesthood as believers will amplify the cause of Christ. Jesus came to seek and save the lost, but not just so they would come to church on Sundays. Not just so they will pray and give, but so they will be disciples."

The congress president, Owen Cooper of Yazoo City, Miss., a former Southern Baptist Convention president, told the trilingual group that every person is important in God's sight because of their relationship with God, their unique individual ability and because "God has commissioned each one of you to be his witness."

"If you are a believer, you are a child of God. And no child of God is unimportant," Cooper said in the presidential address.

He told of the attention that has been given to Amy Carter by the press and the American people. He said her importance is not a result of her own special abilities, but because of her relationship with the President of the United States.

"If the child of the President is important because of relationship, so much more is the child of God important," the retired industrialist said.

Cooper was re-elected president of the Pan American Union of Baptist Men. Daniel Piaxao, pastor of Iraja Baptist Church, Rio de Janeiro, was elected secretary and Aldo Broda was elected treasurer. Vice presidents elected were Ophia de Barros of Brazil; Ed Alexander of Canada; P. R. Figueiroa of Puerto Rico; Samuel Proto Gomes of Venezuela; Samuel Libert of Argentina; and William S. Rhodes of the United States.

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Foreign Board Veterans
Plan October Wedding

Baptist Press
8/22/77

RICHMOND (BP)--Miss Johnni Johnson and Fon H. Scofield Jr., veteran employees of the Southern Baptist Foreign Mission Board and co-workers for some 20 years, plan to be married in October.

Scofield, recently retired as associate secretary for program and product development, made the brief announcement during a weekly noon hour worship in the board's Baker James Cauthen Chapel.

The small family wedding will be Friday, Oct. 28, at Ginter Park Baptist Church, Richmond. Following the ceremony, the couple will live in Richmond.

Although Scofield officially retired on Aug. 1 after 29 years at the board, Miss Johnson, planning specialist in the department of denominational coordination, said she will continue her work at the board. Her duties include being a resource consultant with audiovisual products and a liaison in development of video-programming with other agencies.

Scofield came to the Foreign Mission Board in 1948 to develop the audiovisuals program. A native of Charleston, Mo., he previously was secretary for the department of visual education and radio of the Baptist State Convention of North Carolina. He was also pastor of several churches. Scofield's first wife, the former Maude Bowers, died last year after an extended illness.

A frequent contributor to Baptist periodicals, Miss Johnson is also the author of five books. Her latest, "The Gift of Belonging," was published in 1975.

Before joining the Richmond staff in 1954, Miss Johnson was a Southern Baptist missionary to Japan. Earlier, she was assistant editor of the Baptist Student, a publication of the Sunday School Board in Nashville, Tenn.

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