

September 13, 1956

127 Ninth Avenue, North — Nashville, Tennessee

Charles McKay Taking  
Arizona Secretaryship

PHOENIX, Ariz.--(BP)--The Baptist General Convention of Arizona has elected Charles L. McKay, of Nashville, Tenn., as executive secretary.

McKay, who is secretary of enlargement and enlistment for evangelism of the Sunday school department, Baptist Sunday School Board, succeeds Willis J. Ray. Ray resigned earlier in the year to become executive secretary of Colorado Baptist General Convention.

McKay will leave the Sunday School Board staff Oct. 1.

A native of Mississippi, McKay is a graduate of Mississippi College and earned master's and doctor's degrees at New Orleans Baptist Seminary.

When he joined the staff of the Sunday School Board in 1952, McKay had been pastor of First Baptist Church, Pascagoula, Miss., for three years. Before that he was a pastor in Mobile, Ala.

He is author of the recent Convention Press title, "The Call of the Harvest," a book on evangelism which will be used in the Sunday school training course.

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Gardner Vice-President  
Of East Texas College

MARSHALL, Tex.--(BP)--T. C. Gardner, retiring Training Union director for Baptist General Convention of Texas, has been elected vice-president of East Texas Baptist College here.

He will assume his new duties with the college Jan. 1, according to College President H. D. Bruce.

Gardner has been director of Training Union work in Texas since 1916. He is retiring Dec. 3, to be succeeded by Hooper Dilday.

This will be the second time Gardner has served East Texas Baptist College in administrative positions. He became the youngest college president in the nation Aug. 31, 1913, when he became East Texas president.

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Baptist Colleges Open  
For New Academic Year

By the Baptist Press

Thousands of students return to campuses of Southern Baptist colleges and universities this month for the start of the 1956-57 school year.

In many cases, they will be greeted by new buildings and other new facilities.

The official opening of Warren F. Jones Residence Hall for Women will be one of the major features when Union University, Jackson, Tenn., begins the new academic year.

The building is incomplete, but two of its four floors were expected to be ready for use at the opening of school. Jones Hall, the fifth in a series of buildings planned in 1946, was so named by college trustees in honor of Union's president.

Trustees of Mary Hardin-Baylor College, Belton, Tex., have voted to name the swimming pool in the college's new physical education building in honor of Mrs. Mattie E. Taylor, of Seymour, Tex.

Mrs. Taylor is one of the trustees, serving for over 30 years. She is a 1910 graduate of Mary Hardin-Baylor.

Baylor University, Waco, Tex., expected 1400 new students to swell its total registration to more than 5600, equalling last year's record number of students.

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Churches Affiliate In  
Minnesota, Wisconsin

DALLAS, Tex.--(BP)--Seven churches in Minnesota and Wisconsin have affiliated with the Baptist General Convention of Texas.

Forrest C. Feezor, Texas state executive secretary, said the church ties with the convention were approved at the quarterly meeting of the state Baptist board.

Speakers at the meeting said Wisconsin and Minnesota have 7½ million residents and cover an area half the size of Texas. Only 450 persons in the two states are known to be Southern Baptists.

Other churches in Wisconsin have affiliated themselves with the Southern Baptist state convention in Illinois.

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Texas Speaks Out  
Against Violence

DALLAS, Tex.--(BP)--As a result of recent demonstrations at Mansfield and other Texas cities, the Christian life commission for the Baptist General Convention of Texas has spoken out against racial violence.

A resolution adopted by the 12-member commission urged that Christians of all faiths join Texas Baptists in a five-point pledge:

1. To behave with charity and good will toward all persons in a time of racial crisis.
2. Not to engage in, nor to encourage, any action involving or implying violence.
3. Not to join with any group in actions which a person would not carry out openly as an individual.
4. To encourage moderation and patience at all times by word and action.
5. To show friendship and consideration for persons of all races with whom a person is associated.

Director of the Texas commission is Foy Valentine, of Dallas.

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Louisiana College  
Announces Contract

PINEVILLE, La.--(BP)--Louisiana College's long-range building committee has voted to award the contract for new dormitory construction to Tudor Construction Co. of Alexandria, La., on a low bid of \$545,062. Construction includes a three-story men's dormitory and an additional wing to Cottingham hall, newest of the school's women's dormitories.

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Bowers Changes Post  
In Texas Convention

DALLAS, Tex.--(BP)--Robert G. Bowers, associate secretary for the Baptist Foundation of Texas, has been named associate secretary for the endowment department, Baptist General Convention of Texas.

He will begin his new duties Sept. 15 and help plan the \$200 million endowment program which Texas Baptists have outlined for the next 25 years.

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BP folks & facts...

.....Scottish Baptist membership is once again over 20,000 -- the first time to pass this figure in 10 years. The 1155 baptisms this year are the highest in 30 years.

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# BAPTIST FEATURES

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September 13, 1956

Provided as Information for Editors Only

Introductory Note: The following article appears in the Summer, 1956, issue of Journalism Quarterly. The editors of this journal have graciously permitted the Baptist Press to distribute copies of the article to (BP) clients. Because of the subject it treats, the Baptist Press felt that it would be of interest to Baptist newspaper editors.

## An Analysis of Church Magazine Editorials

Editorials in the national Protestant magazines give the impression of being "off the cuff," without enough research and care in writing to make them strong as molders of opinion.

This is the conclusion drawn from analysis of 138 editorials printed by 12 denominational magazines in four test issues of 1954.

Thirty percent of the editorials were judged to be weak or ineffective. Of the remaining effective editorials, it was found that most suffered from defects which kept them from fully realizing their potential power.

The seven major faults discovered are:

1. The editorials tend to be long. This is seen in the fairly high average lengths (over 600 words for nearly half the magazines) and in the lengths to which a few individual editorials are allowed to run (some over 2,000 words).
2. They are difficult to read. The ideas treated are not overly difficult, but sentences tend to be too long and word choices favor the big words.
3. The subject matter is not well distributed. Each magazine tends to bunch up its editorials on a few favorite topics.
4. The editorials tend to play it safe in the selection and treatment of subjects, too often avoiding a forthright position.
5. The editorials talk too much in general terms. Too often they fail to find ways in which the problem relates to the reader.
6. They often fail to make a distinctively Christian witness. Many of the editorials, especially those on national and world affairs, can hardly be distinguished from those by writers making no claim to being Christian.
7. They are not well documented, and such documentation as they have is apt to be borrowed rather than a product of original research.

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It may be that the editors of denominational magazines should consider printing fewer editorials and taking time to make the few better. The total number of editorials -- an average of three per issue -- is not excessive, but a reduction would be worth while if it resulted in improved quality.

Strong editorial sections are needed in the church magazines because these journals are in a position to treat many subjects that will be ignored by the general press. Furthermore, the church press should be expressing to the nation and the world a unique Christian view on issues of common concern. The present weakness leaves these needs largely unmet.

There was a time a century ago when the church press wielded a tremendous influence in national affairs and in the forming of opinions by the rank and file of men. The rise of today's many powerful media of mass communication makes it unlikely that the church press will ever regain that pre-eminence. But the church press could and should be a much stronger voice than it is today.

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