



BAPTIST PRESS

News Service of the Southern Baptist Convention

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Directors Approve
54 for Mission Work

ATLANTA (BP)--Directors of the Southern Baptist Home Mission Board approved 54 persons for mission service during their May meeting.

They named three missionaries, 11 missionary associates, eight mission pastor interns, 26 persons who will receive church pastoral assistance, and six persons who will receive language pastoral assistance.

Appointed as missionaries were Graciela Salazar of Fresno, Calif., and Tom and Janet Williams of Fort Worth, Texas.

Approved as missionary associates were Maisie Bruce of Bronx, N.Y., Richard and Allison Evans of Bovey, Minn.; James and Mary Lilly of Montgomery, Ala.; Celso and Maria Mendoza of Miami, Fla.; Armando and Yvonne Ramos of El Paso, Texas; and Donny and Delia Carrasco of San Antonio, Texas.

Salazar, who will live in Fresno, will direct migrant missions. She has been an editorial assistant and state Woman's Missionary Union president in Alabama, Texas and California.

The Williams couple will serve in Fort Worth. He will direct the Good Will Center for Tarrant Baptist Association. He is a graduate of Samford University and Southwestern Baptist Theological Seminary. Since 1977, he has been a youth minister, chaplain and group worker in Texas.

Bruce will serve in the Bronx, where she directs weekday ministries for Wake-Eden Community Chapel. She is a graduate of Fordham University, New York University and Bernard M. Baruch College. She has been a teacher, counselor and social worker in Jamaica and New York.

The Evans couple will serve in Grand Rapids, Minn., where he will be pastor of Grand Rapids Baptist Church. He is a graduate of Bethel College and Southwestern Baptist Theological Seminary.

The Lillys will serve in Montgomery, where he will be Christian social ministries director for the Montgomery Baptist Association. He earned his degrees from Georgia Institute of Technology and Troy State University.

The Mendozas will live and work in Miami. He will be a pastoral missionary. He graduated from the Baptist Theological Seminary of Cuba and has been pastor of churches in Cuba and Florida.

The Ramos couple will live and work in El Paso, where he will be Baptist Center director. He is a graduate of the Institute Technical Regional in Juarez, Mexico, and Mexican Baptist Bible Institute. He also earned his degrees from Wayland Baptist College and West Texas State University. He has served as pastor of churches in Texas.

Approved as mission pastor interns were Larry and Sara Husebo of Leesburg, Fla., Joseph and Sheila Mae Spay of Meadville, Penn., Nelson and Sonya Stuart of North Bangor, N.Y.; and Charles and Sara Eileen Williams of Tupper Lake, N.Y.

Named to receive church pastoral assistance were James and Ella Pearl Armstrong of Tiffin, Ohio; Earl and Patricia Geiszler of Cascade, Idaho; Stephen and Sandra Grace Hodges of Pinckney, Mich.; Leroy Jennings of Frankfurt, Ind.; Robert and Mary Jo Luebbert of Glenwood, Iowa; Kenneth and Martha Louise Pickens of Miller, S.D.; David and Claudia Jo Beth Piper of Yates Center, Kan.; Robert Allan and Ruth Emma Poage of Niles, Mich.; Larry Reagan of Chapmanville, W.Va.; Stanley and Faith Shiroma of Waianae, Hawaii; Michael and Lynda Stark of Duncanville, Texas; Robert and Carol Ann Toton of Jacksonville, Fla.; Bob and Margaret Underwood of Colby, Kan.; and Greg and Cheryl Ann Whitaker of Reedsburg, Wis.

Approved to receive language pastoral assistance were Andrew and Eunice Begaye of Fruitland, N.M.; Young Tae and Soo Jung Lee of Los Angeles, Calif.; and Ernest and Margie Martinez of Riverside, Calif.

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Tom Brannon Named
President of RPRC

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5/14/80

NASHVILLE, Tenn. (BP)--Thomas J. Brannon of Columbia, S.C., will head the Religious Public Relations Council for the next year as president.

Brannon, director of public relations for the General Board of the South Carolina Baptist Convention, is the first member-at-large to be elected to the national presidency in RPRC's 51-year history.

He succeeds Sue Couch of Nashville, director of interpretation for United Methodist Communications.

Also elected were Monica McGinley of Philadelphia, Pa., director of public relations for the Medical Mission Sisters, vice president; David A. Wilson of Minneapolis, Minn., assistant director of interpretation for the American Lutheran Church, secretary; and Nancy P. Wahnock of St. Louis, Mo., director of communications for the National Benevolent Association of the Christian Church (Disciples of Christs), treasurer.

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Southern Baptists Win 7
National RPRC Awards

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5/14/80

NASHVILLE, Tenn. (BP)--Roman Catholics claimed 18 awards here to lead all entrants in the annual national awards competition of the Religious Public Relations Council, while Southern Baptists trailed with seven and Methodists six.

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Best in class in the Victor DeRose/Paul M. Hinkhouse competition went to Norman Jameson, Baptist Press, Southern Baptist Executive Committee, Nashville, writing class; Msgr. John J. Murphy, National Shrine of the Immaculate Conception, Washington, broadcast; Joseph G. Vetter, Roman Catholic Diocese of Raleigh, N.C., print class; J. Fred Rowles, United Methodist Communications, Nashville, audiovisual class; and Barbara Kirk Baker, U.S. Catholic Conference, Washington, public relations campaign class.

Each grand prize winner won first place in a category in his class to become eligible for the top award.

Jameson took first in the feature category for on-the-scene coverage of Hurricane David in Dominica; Murphy for a videotaped program, "To Him, She Leads;" Vetter for a newspaper, "The North Carolina Catholic;" Rowles in the audio tape or disc category for "In a Land of Plenty;" and Baker in the public relations category for a campaign on human development entitled "Thirsting for Justice." Rowles also won a second place award in the filmstrip or slide category.

Other Southern Baptist winners were Robert O'Brien, Baptist Press, first in news category for Baptist Press coverage of the Southern Baptist biblical inerrancy debate; W. Howard Bramlette, Baptist Sunday School Board, Nashville, first in magazines for "The Student;" Don Whitehouse, Sunday School Board, first in filmstrip or slide category; Don Fearheiley, Baptist Sunday School Board, first in TV series, for "At Home with the Bible;" and Jim Lowry, Baptist Sunday School Board, runnerup award in the feature writing category for a series on Baptists facing the energy crunch.

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Home Mission Board
Leads BPRA Competition

Baptist Press
5/14/80

NASHVILLE, Tenn. (BP)--The Home Mission Board of the Southern Baptist Convention in Atlanta collected 13 awards here in the annual competition of the Baptist Public Relations Association.

The SBC Executive Committee and the Sunday School Board, both of Nashville, won five awards each and the Foreign Mission Board in Richmond, Va., and the Midwestern Baptist Theological Seminary in Kansas City received four each.

The top awards, which included a plaque and a \$50 cash prize, went to Robert Desbien of Midwestern Seminary, Don Rutledge and Phyllis Thompson of the Home Mission Board, David Wilkinson of the Brotherhood Commission in Memphis, Linda Brown of the Baptist World Alliance in Washington, D.C., and Don Fearheiley of the Sunday School Board.

Desbien earned two of the top awards, The Arthur Davenport Award for overall excellence in public relations and first place in total publications. He also was runnerup in the total development category.

Rutledge won the Fon Scofield Photography Award and two individual category photography awards.

Brown won the total public relations award, first place in slide presentations, and second in the general information brochure category.

Wilkinson and Thompson tied for the Frank Burkhalter Award for excellence in religious journalism. Thompson also shared first place in the feature category with Wilkinson and first place in the feature series with Norman Jameson of Baptist Press, SBC Executive Committee.

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Jameson's on-the-scene coverage of Hurricane David's devastation of Dominica and Baptist response also won two other awards—first in both the news and news series categories.

Fearheiley's total development program on home Bible study efforts related to the "At Home with the Bible" syndicated television series took the top award in its category.

Other individual multiple winners included Mary Ann Ward of Woman's Missionary Union, first in magazines for Contempo and first in advertising single; Ken Lawson, Foreign Mission Board, first in motion picture and second in feature photography single; Paul Obregon, Home Mission Board, first in news photography and second in feature photography series; Joe Westbury, Union University, first in catalog and second in feature (tie); Bonita Sparrow, Radio and Television Commission, second in both total publications and special publication (tie); and Michael Duduit, Palm Beach Atlantic College, second in both catalog and ad series.

Other first place awards went to Robert O'Brien, Baptist Press, SBC Executive Committee, editorial writing; Barbara Little, Midwestern Seminary, letterhead; Jim Hughes, Radio and Television Commission, television production; Karen Mitchell, Home Mission Board, promotional poster or flyer; Everett Hullum, Home Mission Board, ad series; John Seelig, Southwestern Baptist Theological Seminary, development brochure; Catherine Allen, Woman's Missionary Union, general information brochure.

Also, Bob Terry, editor, Word and Way, Missouri Baptist Convention, news publication; W. Eugene Grubbs, Foreign Mission Board, feature photography single; Thomas Brannon, South Carolina Baptist Convention, special publication; Lloyd Householder, Sunday School Board, newsletter; J. Robert Clark, Carson-Newman College, annual report; Stanton Nash, Golden Gate Seminary, direct mail.

Other runnerup awards went to Walker Knight, Dan Martin and Marvin Knox—all of the Home Mission Board, for editorial writing, news series and news story respectively; Larry Crisman, Annuity Board, annual report; Dorie Rockefeller, Stetson University, development brochure; Jim Lowry, Bob Ethridge and Bill Junker, all of the Sunday School Board, for feature series, total public relations and motion picture respectively (Junker is now with the Home Mission Board);

Also Martha Skelton, Foreign Mission Board, magazine category for The Commission; Leonard Hill, Baptist Program, Executive Committee, for promotional poster or flyer; Darrell Wood, Southern Baptist Theological Seminary, special publication (tie); Theodore Mall, First Baptist Church, Euless, Texas, letterhead; Don Cramer, Texas Baptist Children's Home, slide presentation; Teresa Parker, Missouri Baptist Convention, news photo single; Mike Chute, Word and Way, Missouri Baptist Convention, news photo series;

Also, John Hopkins, Baptist Digest, Kansas-Nebraska Convention of Southern Baptists, news publication; Orville Scott and Lynn Yarbrough, Baptist General Convention of Texas, advertising single; Isaac Terrell, Baptist Children's Homes of North Carolina, direct mail; and Mqrk Smith of Golden Gate Baptist Theological Seminary, newsletter.

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RPRC Honors 8
Secular Media

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NASHVILLE, Tenn. (BP)—Eight secular print and broadcast media received national awards here from the Religious Public Relations Council for "outstanding communication in the field of religion."

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RPAO's Awards of Merit went to Gannett News Service, Rochester, N.U.; the El Paso Times; ABC-TV, New York; the Detroit News; KDIN-TV, Des Moines, Iowa; the Albuquerque Journal; KNBC-TV, Los Angeles; and KPBS-TV, San Diego.

The national interfaith organization of religious communicators also named six individuals as "Fellows" of the RPRC. They are Craig Phelon, religion writer for the El Paso Times; Sid Darion, manager for TV public affairs of ABC news; George Bullard, religion editor of the Detroit News; Toby Smith of the Albuquerque Journal; and Howard Strum, manager of public affairs, and Beth MacKenzie, producer, both of KNBC-TV.

Gannett News Service was honored for publishing a series of investigative reports on The Pauline Fathers, despite strong public sentiment and threatened boycotts. John M. Hanchette, William F. Schmich and Carlton Sherwood wrote the series.

The El Paso Times was cited for developing a Kaleidoscope Section which shows the impact of national issues on its readers, obtains the opinions of local religious leaders about how these issues affect them, and gives a fair account of religious news.

ABC-TV was cited for its public affairs series, "Directions," and for the manner in which it examines the role of major faiths, presents issues which affect the nation's viewers and picks up where other news programs end.

The Detroit News award was based on its varied, balanced and consistent reporting of religious news and for allowing such news items to stand on their own newsworthiness to compete for front page positions.

KDIN-TV received its award for its half-hour special report, "Blessings and Burdens," which covered the inside story of what it takes to prepare for a visit by the Pope.

The award to the Albuquerque Journal cited its expanding religious coverage, which creates reader response and establishes a broader denominational base in its readership.

KNBC-TV was cited for its weekly program, "Odyssey," which, through a magazine format, covers the issues, events and personalities within the entire ecumenical religious community of Southern California.

KPBS-TV was cited for its presentation of "The Spirit of Eve," which took a provocative look at the changing role of women in western religion.

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Communicators Challenged
To Use Electronics Wisely

By Lillian Moir

Baptist Press
5/14/80

NASHVILLE, Tenn. (BP)—Religious communicators from around the world were challenged here to use the electronic media to carry out their ministry, but not to expect it to transform people's attitudes or opinions.

The electronic media may not add members or money to churches, but they can be used to "help create awareness of need, project your desire to help and reinforce what you are doing in the world," said Richard T. McCartney of Oklahoma City.

McCartney, editor of the Baptist Messenger and director of communications for the Baptist General Convention of Oklahoma, keynoted for the annual two-day convention of the Religious Public Relations Council at the Opryland Hotel.

The Baptist editor suggested that television and radio spot announcements which create awareness of community needs represent the best use of the electronic media by mainline religious bodies, rather than the "slick, Hollywood style" religious variety or talk shows.

"Mass media may be an effective money raiser or in enforcing opinions already held, but it is not effective in changing attitudes," McCartney said. To change attitudes, it is important for the audience to "know and trust" the speaker, he added.

A more regional approach should be keyed to local unmet needs which the churches can address, he said, stressing the need for quality work.

"Resist the temptation to do amateur productions to save money, otherwise the viewer will assume you are equally inept at doing God's work," he advised.

McCartney noted the "de-massifying"—the fragmenting—of communications media and urged specialization by the churches. He showed a number of television spots aimed at a variety of family styles and emphasizing that "Your Family Is Worth the Effort."

In responding to McCartney's address, Sister Elizabeth Thoman of Los Angeles, Calif., director of the National Sisters Communications Services, suggested the church needs to take the mass media more seriously and not produce amateur work.

A big failing is in not identifying or targeting the audience, she said. "You may want 'everybody to know' but not 'everybody cares' about your message. "Too often the church tries to make 'everybody' hear by browbeating them."

Sister Thoman encouraged the churches to engage in research and market segmentation efforts when working with media projects. On research, she asked the convention participants whether they were prepared to change their attitudes to meet the needs of their audiences, pointing out that the "real role of public relations is responding to the needs of the audience."

Media cannot be used for life decisions, but can be used to provide information, she said.

In another address during the opening day, outgoing national RPRC president Sue Couch of Nashville challenged the organization's members to "tell how faith makes a difference," not just concentrate on structural stories and "in-house arguments on whether to ordain women or homosexuals."

Couch, director of information services for United Methodist Communications, said "people are really starving" for a faith which "reflects joy, love and nourishment. From my experience, more people are dying from spiritual and emotional starvation than from physical hunger."

She urged the communicators to "convert their energy to a higher potential, to expand their ministry through the media," adding they "may even need to transform the media itself."

Luther Rice Board Urges
Merger with Criswell Center By Robert O'Brien

NASHVILLE, Tenn. (BP)—Luther Rice Seminary President Robert Witty has confirmed that the board of his institution has taken action urging that it and the Criswell Center for Biblical Studies in Dallas explore possibilities for a merger.

The LRS action in Jacksonville, Fla., May 9, included requests that the Criswell Center for Biblical Studies grant permission for Luther Rice to invite the president of the Criswell Center "to share a position of administrative leadership with the chief LRS administrative officer."

It also asked that the Criswell Center, which Paige Patterson serves as president, and its sponsoring organization, First Baptist Church, Dallas, allow W. A. Criswell "to become honorary chancellor of LRS." Criswell is pastor of the church and chancellor of the Criswell Center.

Witty said the next move in exploring the merger will be made by the board of the Criswell Center for Biblical Studies when it meets in July.

He emphasized that the proposed merger in which, he said, the two schools would maintain their separate identities, is not proposed "on the basis of personalities, but on the basis of institutional relationships."

"Informal conversation" between the two schools, he said, reveals "compatibility of conservative Baptist doctrine and desire to serve a ministerial education need among Southern Baptists." Neither school has any official connection with the Southern Baptist Convention or any state Baptist convention.

"Luther Rice is not and never has been political," he declared of the private, non-accredited institution which grants diplomas mainly by correspondence.

"Luther Rice is not and never has been divisive," he added. "Luther Rice has a publicly stated and written policy that no staff member of Luther Rice Seminary makes any critical statement concerning any Southern Baptist agency, institution or personality."

Witty's statement about Luther Rice's non-political stance came in response to a question referring to a recent statement by Criswell that Patterson would withdraw from the leadership of a "biblical inerrancy" movement aimed at controlling Southern Baptist presidential elections.

Criswell praised Patterson for his commitment to the effort and his zeal to keep SBC institutions "true to the Word of God in its credibility, infallibility and inerrancy," but said Patterson used methods "of a different world" which Baptists traditionally disdain.

Before Luther Rice's May 9 meeting, Patterson told Baptist Press that Witty approached him about the possible merger within the past six months. Since then, he said, the two presidents have been considering an approach in which the institutions would maintain their own names, and, for at least a time, their own boards of trustees and presidents.

Patterson said then that he envisions that in about a year after any merger occurs, he would head both institutions under one board of control.

Witty said that Richard Land, academic vice president at the Criswell Center, and some of the Dallas school's trustees attended the May 9 meeting of Luther Rice. Patterson, also a regent of Luther Rice, had been scheduled to attend but could not do so because of illness.

NOTE TO EDITORS: A complete text of the Luther Rice Seminary statement concerning the exploration of a merger between Luther Rice and the Criswell Center for Biblical Studies, Dallas, follows:

"Recognizing the historic leadership of the First Baptist Church of Dallas and recognizing the parent bond between the First Baptist Church of Dallas and the Criswell Center for Biblical Studies and upon the basis that informal conversation between the administration of the Luther Rice Seminary and the administration of the Criswell Center for Biblical Studies reveal compatibility of conservative Baptist doctrine and mutual desire to serve a ministerial education need among Southern Baptists, and desiring a closer bond of cooperative action between these two institutions which are committed to serving the best interest of the Southern Baptist Convention; therefore, the Luther Rice Seminary moves that the following overtures be made to the Criswell Center for Biblical Studies and to its parent organization, the First Baptist Church of Dallas:

- "1. That the two institutions establish organization for a mutual and joint exploration of the possibilities and perimeters of a merger designed to preserve the identity and mission of each but to increase the service to Southern Baptist Convention educational need of both.
- "2. That the CCBS grant permission to the LRS to invite the president of CCBS to share a position of administrative leadership with the chief LRS administrative officer.
- "3. That the CCBS and the FBC of Dallas allow their chancellor and respected pastor to be invited to become the honorary chancellor of the LRS. It is further moved that the chairman of the Luther Rice board of regents be given the authority to establish necessary and appropriate organization to implement the projected exploration and to report to the Board of Regents at subsequent meetings. This is a true and complete copy of the action taken by the Board of Regents and the Regents National Council at its annual meeting, May, 9, 1980."