



-- BAPTIST PRESS

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Local Churches Supported
In Baptist Media Ventures

By Jim Lowry

RIDGECREST, N.C. (BP)--"Electronic church" is a misnomer, according to Frank Pollard, who says the church is by biblical definition a body of people--a family--ministering to each other.

Pollard, probably Southern Baptists' foremost television and radio preacher, says there is a serious difference between the gospel-sharing media efforts of the Southern Baptist Convention and some of the well-known religious programs where appeals for money are frequent and urgent.

"We make no overt appeal for funds and we encourage people to attend a local church," explained Pollard, who is the preacher for the "At Home with the Bible" television and radio program and "The Baptist Hour" radio program.

Sunday morning worship services at First Baptist Church, San Antonio, Texas, where Pollard is pastor, also are televised live each week.

Pollard spoke at Ridgecrest Baptist Conference Center during the second Home Bible Study Fall Breakaway. Also featured were John Drakeford, who counsels listeners on "At Home with the Bible," and "A Joyful Sound," the music group on the program.

"Southern Baptists' broadcast efforts are an extension of the local church which promotes the local church," Pollard said. "You've got to let people know the church is there. It's a witness.

"Fifty years ago, door-to-door visitation and posters informed people about the efforts of the local church. Today, television and radio are ways to say to people, 'We want you to know about the church.'"

Pollard emphasized that religious broadcasts cannot meet the same personal needs as a local church.

"The media can create a climate for the gospel," Pollard believes, "but these efforts will never take the place of witnessing. People always have to be contacted personally."

Pollard said he is grateful that "At Home with the Bible" is an example of a program where Southern Baptists, through the Sunday School Board and the Radio and Television Commission, are willing to pay the price for a broadcast effort without being paid in return. He said this support by Southern Baptists is a positive statement that God's word is important in the lives of viewers.

"Southern Baptist radio and television programming promotes God's Word, not certain people or denominations," Pollard said. He predicted that telecommunications ventures by the board and the commission "will create a way for Christian society to view television."

"Material presented on television today, especially for children, is anti-Christian and anti-moral," he said. "The new telecommunications projects will provide people with an alternative to today's television programming."

The Sunday School Board network will provide programming to help churches train and equip workers while Radio and Television Commission programs will go into homes with alternatives for family viewing.

For Pollard, the time invested in his television and radio broadcast work is an extension of his priority of preaching.

"The only reason I live is to communicate the Word of God," Pollard said. "I don't know how many people hear the broadcasts, but I know it is more than I can get into the auditorium at First Baptist Church, San Antonio. Everyone has to ask what is their priority, and this is right down the line for me."

"I am extremely grateful to the Sunday School Board for producing 'At Home with the Bible,'" Pollard concluded. "It is a bold mission step. Instead of complaining about the electronic church, here is an example of people doing something about it."

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Marjorie Saunders,
PR Pioneer, Dies

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10/22/81

DALLAS (BP)--Baptist public relations pioneer Marjorie Saunders, director of public relations for Baylor University Medical Center from 1945-1976, died Oct. 20.

Following retirement from Baylor University Medical Center in 1976, Saunders was a free-lance public relations practitioner, working with Texas Baptist public relations, World Evangelism Inc. and others.

She earned an LL.B. degree from the Jefferson University School of Law in Dallas, and practiced civil law before serving with Baylor. She organized the American Association of Blood Banks and was its executive secretary for 10 years.

At the annual session of the Baptist General Convention of Texas in 1976, she was given the annual communications award of the BGCT Public Relations Advisory Committee.

She was a member of the Baptist Public Relations Association and an accredited member of the Public Relations Society of America.

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CORRECTION: In (BP) story mailed 10/20/81, entitled "Baton Rouge TV Station Drops Church For News," please change the last graph, line 2 to read "telecast" instead of "broadcast," and in line 3, change "telecast" to "broadcast."

Thanks,
Baptist Press

Home Mission Board Adopts
Budget, Sets Up 'Day' Fund

By Jim Newton

ATLANTA (BP)--Directors of the Southern Baptist Home Mission Board adopted a record \$40.5 million budget for 1982, established a memorial fund honoring the late Cecil B. Day of Atlanta, founder of Days Inns, Inc., and established additional guidelines for its church loans division recently authorized to issue church bonds for local churches.

Directors also named a new assistant director for its interfaith witness department to handle relations with other Christian groups in America, promoted two current staff members, and appointed 40 missionaries to join the 3,097 home missionaries serving throughout the United States, its territories and Canada.

The 1982 budget of \$40.5 million is an increase of \$3.6 million (9.9 percent) over the 1981 budget of \$36.8 million. Most of the income, almost \$30 million, will come from the denomination's Cooperative Program unified budget plan and the annual Annie Armstrong Easter Offering for Home Missions.

Although it is the largest budget the mission agency has ever adopted, Home Mission Board vice president Leonard G. Irwin said the increase barely kept up with the cost of living. Irwin pointed out the agency's budgets for 1975, 1976 and 1979 were actually greater in buying power if adjusted for inflation.

In creating the Cecil B. Day Memorial Fund, HMB directors expressed appreciation to Mrs. Day and other members of the family for "their continuing concern and support of home missions."

Although board officials will not disclose the amount of the gift in keeping with the wishes of the Day family, HMB President William G. Tanner said it was the largest estate contribution ever made to the Home Mission Board, and one of the largest ever given to a Baptist agency.

Tanner said the estate will be invested in short-term securities under a plan approved by the board, with the interest used to support the work of the Home Mission Board.

Tanner also announced record contributions this year through the Annie Armstrong Offering, with \$18,143,226 received as of Oct. 21, exceeding the 1981 goal by five percent.

In his annual report, Tanner said he is convinced Southern Baptists are standing on the threshold of the two most important decades of the twentieth century.

"It may well be that the towering issue of the final fifth of this hundred years will be world survival," Tanner said. "A creeping fear of utter extinction has burrowed into the secret depths of our collective nature."

In this kind of world, Southern Baptists have accepted the greatest challenge the denomination has ever considered in its Bold Mission Thrust plan to proclaim the gospel of Christ to every person in the world by the year 2000, Tanner said. "Bold Mission Thrust is not just another glib cliché, but rather a living, viable concept with real 'bite.'"

In an effort to help Baptist churches find additional financial resources to establish new churches and missions and improve existing churches, the directors approved additional guidelines for the church loan division's plan to issue church bonds.

Board members authorized the loans division to set aside up to \$1 million to purchase 20 percent of a church's bond issue provided that the interest return on the bonds be equal to the interest rate on current church loans (currently 13 1/2 percent with three points discount). The HMB loans division would not buy more than \$100,000 in bonds from any single church.

When the division's investment in church bonds reaches the \$600,000 level, the bonds would be offered for sale to the general Baptist public at face value.

In other actions, the directors elected Richard W. Harmon, curriculum development coordinator for the SBC Sunday School Board's Sunday School department, as assistant director for American Christianity in the interfaith witness department, effective Dec. 7. Harmon will succeed C. Brownlow Hastings, who is retiring as assistant director for Roman Catholics and Orthodox after 10 years on the staff.

Phillip B. Jones, formerly planning researcher, was promoted to associate director of the research division; and Michael D. Robertson, assistant director, was promoted to associate director of the special mission ministries department.

Directors also voted to consider helping sponsor financially a Bold Mission—New Orleans evangelistic effort before the Southern Baptist Convention in New Orleans, June 15-17, 1982, adopted resolutions expressing appreciation for two staff members who died last summer and seven who retired, and presented service pins to 23 employees who have served 10, 15, 20, 25 and 30 years, representing 370 years of service to the board.

Three employees received 30-year pins: W. Wendell Belew, director of the missions ministries division; Peter Chen, associate in the interfaith witness department; and Ella Keller, secretary in the promotion department.

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Home Board Appoints
40 To Mission Service

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ATLANTA (BP)--Forty persons were named to mission service during the October meeting of the Southern Baptist Home Mission Board.

Included are seven missionaries, five missionary associates, 20 persons granted church pastoral aid and eight persons named to receive language pastoral assistance.

Elected missionaries were William and Cynthia Black of Ochlocknee, Ga.; Kathryn Hardage of Columbia, Mo.; Glen and Susan Ray of Cincinnati, Ohio; and Truett and Sara Smith of Largo, Fla.

Named missionary associates were Sigman and Janet Hamilton of Springfield, Mo.; Gerald F. and Vicki Lynn Hutchinson of Louisville, Ky.; and Edward King of Columbia, S.C.

The Blacks will move to Gatlinburg, Tenn., where they will be resort missionaries. Black is a graduate of Emory University and Southern Baptist Theological Seminary and has been pastor and minister of youth in Georgia churches. The Blacks also have been summer missionaries and Christian Service Corps volunteers through the Home Mission Board.

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Hardage will remain in Columbia, where she will continue as director of Christian social ministries for the Columbia-Jefferson City area. Hardage holds degrees from Missouri Southern State College and Midwestern Baptist Theological Seminary. She has been a missionary associate in her present position since 1979.

The Rays will stay in Cincinnati where he will be director of associational missions. Ray is a graduate of Hardin-Simmons University, Southwestern Baptist Theological Seminary and Luther Rice Seminary. He has been pastor of churches in Ohio and Texas and is a former member of the HMB board of directors.

The Smiths will remain in Florida where he will become pastor/director of First Baptist Church of Miami Beach. Smith holds degrees from Mississippi College and New Orleans Baptist Theological Seminary, and has been pastor of churches in Florida, Mississippi and Louisiana. Miami Beach is a predominantly Jewish community.

The Hamiltons will remain in Springfield, where he will continue as director of Christian social ministries for Green County Association. Hamilton has held positions with Big Brothers in Atlanta and Dalton, Ga., and was community program director for the Savannah and Nashville YMCAs. He is a graduate of Drury College.

The Hutchinsons will move to Jacksonville, N.C., where he will be director of Christian social ministries for New River Baptist Association. A graduate of Mars Hill College and Southern seminary, Hutchinson has been youth director of churches in North Carolina and was social service coordinator and interim director of the Jefferson Street Baptist Center in Louisville, Ky.

King will be a church planter apprentice with West Central Association in Terre Haute, Ind. He is a graduate of the University of South Carolina at Columbia and Southeastern Baptist Theological Seminary. King has been associate pastor of a North Carolina church and is a former HMB missionary intern.

Slated to receive church pastoral aid were Melvin and Marlene Chasteen of Elgin, Ill.; James and Judith Hales of Pinch, W. Va.; Fred and Sara Jones of East Hampton, N.Y.; Timothy and Jill Owens of Indianapolis, Ind.; Richard Thomas and Marilyn Roney of Great Lakes, Ill.; James and Karen Sample of Tolleson, Ariz.; William and Sally Tober of Clarksville, Tenn.; Douglas and Ina Jo Weadick of Mill Valley, Calif.; Robert and Patricia Winston of Tallahassee, Fla.; and Arthur and Barbara Zawislak of Lombard, Ill.

Named to receive language pastoral assistance were Pedro and Eunice Cervantes of Chandler, Ariz.; Julian and Ruth Madriaga of Vallejo, Calif.; Kelly and Teresa Winlock of North Little Rock, Ark.; and Jong Ku and Ok Lim Yu of Anchorage, Alaska.

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Nashville Association
Witnesses In Korea

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10/22/81

NASHVILLE, Tenn. (BP)--Using a pattern well tested, the Nashville (Tenn.) Baptist Association sent 76 Baptist volunteers to South Korea, Oct. 1-15, to preach, teach, testify and share the gospel.

When statistics were tallied at the end of the effort, 2,982 professions of faith in Jesus Christ had been recorded. Southern Baptist missionaries and Korean Baptist leaders acknowledged the figures probably include some duplication. Some decisions made during personal

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evangelism efforts during the day may have been counted again during an evening worship service, they explained.

In 1973, World Evangelism Foundation, a Texas-based organization of Southern Baptists who at the time were unrelated to the Southern Baptist Foreign Mission Board, sponsored a partnership crusade in Korea. Using Southern Baptist pastors and laymen to work with Korean Baptist churches, WEF held such crusades each year for several years until Florida Baptists, working through the Foreign Mission Board, agreed to provide such teams during 1978 and 1979. Louisiana Baptists sponsored teams in 1980.

Earlier this year, the work of WEF was assimilated into the work of the board by mutual agreement of both organizations. The resulting FMB-sponsored partnership evangelism program will plan similar efforts in numerous other nations.

All but 14 of the recent group of volunteers were Tennesseans and most were members of churches within the Nashville Baptist Association. There were three from Louisiana, two from Alabama, and one each from Florida, Kentucky, Mississippi, Missouri and Ohio.

They shared the gospel on airplanes, in hotels, in shops, on the streets, in cemeteries, and even in billiard parlors. Two Koreans prayed to receive Jesus Christ on the plane between Seattle, Wash., and Seoul, Korea. In a Korean market, one team shared the gospel with an American woman and a Korean man at the same time. Both responded and invited Christ into their lives.

The volunteers, who went at their own expense or with support from their churches, worked in 27 teams of two to four people. Each team, including a pastor and one to three laypersons, was paired with one Korean church for a week and a second church during the second week. During the first week they worked with churches in Pusan, Taejon and Suwon. The second week they worked with 27 churches in Seoul.

The stories of spiritual decisions are numerous. A follower of Sun Myung Moon was converted. An 84-year-old man received Christ and told his new friends they almost waited too long to come.

A young man, angry and frustrated with his family, was plotting ways to vent his hostility through some act of violence when he passed a Baptist church building. Hearing the singing, he wandered in and found a seat at the back of the sanctuary. He listened to the American preacher preach a message on love and forgiveness and responded to an invitation to receive Christ.

One team member went with a Korean pastor into a nursing home in Pusan where 13 Korean "grandmothers" lived. All 13 were Buddhists. All 13 listened as the Korean pastor shared the gospel. All 13 prayed to receive Christ.

Korean pastors and church leaders will follow up the decisions.

Southern Baptist missionary Virgil Cooper, who along with missionary Bill Fudge coordinated the project for the Korea Baptist Mission, pointed out the value of such evangelistic efforts.

He said the American teams encourage both the missionaries and the Korean Baptists. "By being here," he explained, "the volunteer says, 'We care and we give, but we also care and we come.'"

For the Korean Christian, who is in a minority in Korea, the visit by American Christians says, "We care and we love you," Cooper said. "It is a real boost to them."

"Evangelism is not taught. It is caught," he emphasized. "As they watch the Americans sharing their faith, they catch the spark of evangelism."

Carl Duck, executive director of the Nashville association, predicted a long-term effect on the work in Korea, the work in the Nashville association and in the lives of the individuals who went.

"As the participants come back, the enthusiasm and spirit experienced on the field has a great impact," Duck said. "I see the association as an ideal body for sponsorship of such an endeavor because of the close ties of fellowship already established. The people know each other. It is easy to build a spirit of teamship and involvement. Also, the churches in a given association can have a feeling of oneness in a concentrated effort."

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Success Was Only
A Bike Ride Away

By Robert O'Brien

Baptist Press
10/22/81

CHONGWE, Zambia (BP)--Dave Parker's willingness to squelch his skepticism and spend \$12.03 to repair a bicycle could go down as one of the most cost effective decisions in the history of Southern Baptist missions.

Earlier this year, a Zambian layman offered to visit and preach in some villages near Chongwe, Zambia, if Parker, a Southern Baptist missionary from Georgia, would agree to repair his bike.

"I thought I'd heard that old story before," Parker recalled, "but I felt that the Lord would have me help him with this."

Even though skeptical, Parker got the bike fixed, and the layman, true to his word, hit the road.

Four months passed. During that time, the layman visited and began fellowship groups and preaching points in six different places only a bike ride away from his home. The missionaries soon conducted training sessions for leaders developing in new churches which resulted from the man's efforts.

"What the Lord can do with a \$12.03 repair job and a willing layman--even when we're skeptical," Parker exclaimed.

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