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91-120

Leaving pastorate represents
identity change for Draper

By Linda Lawson

N-SSB

EULESS, Texas (BP)--Ending his 35-year career as a pastor to become president of the Southern Baptist Sunday School Board represents not only a change in vocation for James T. Draper Jr. but also a change in identity.

"I've always said being a pastor is not what I do but what I am," Draper said Aug. 5, the morning after his last Sunday as pastor of First Baptist Church of Euless, Texas. "How do you stop being what you are? It's a major adjustment."

Draper was elected July 18 to become the eighth president in the 100-year history of the denomination's Nashville-based church programs and publishing board. With a 1990-91 budget of \$190.4 million, the board employs more than 1,800 people in its Nashville headquarters and in 62 Baptist Book Stores and two national conference centers. The board directs 17 SBC programs including Sunday school, discipleship training, church music, church administration, family and student ministry and Bible and book publishing.

Meeting employees and learning about board structures and processes will be top priorities for Draper who will be inaugurated Aug. 20 during the semiannual trustee meeting.

"I will be meeting with top level management staff to find out what their divisions are doing. I also hope to do a lot of wandering," said Draper. "I would like over a period of time to meet all the employees personally."

He said he hopes to complete the initial process of gathering information and begin charting future directions within six months.

"It would be foolish of me to go in and start doing things without taking the time to learn what I'm doing," said Draper. On the other hand, "I don't want to drag my feet. I plan to work at it."

Working hard to excel is familiar turf for Draper. During his 16-year pastorate at First Church, Euless, the church registered a net gain of 6,500 members. A total of 4,300 people made professions of faith and were baptized.

"We ought to be the best at what we do," said Draper. "I think that is part of our faith. I was an average student until I really got my life turned on to the Lord. Then I started making straight A's. The only difference was that I realized that how I studied and how I performed in school was not only a reflection on me but a reflection on the Lord."

While Draper does not have specific plans and goals in place, he brings concerns about shortening the production process to make literature more current and about meeting critical needs such as depression and burnout in the ministry.

"My philosophy of pastoring a church is that you do ministry by touching people where they hurt," said Draper. "I think the Sunday School Board can do the same thing. If we're not touching people where they hurt we're not really meeting their needs. Everybody's hurting."

Draper said increasing pressure from competing publishers can be a positive challenge.

"If you don't have to compete, you're not going to excel," he said.

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To churches with questions about whether the board's literature will meet their needs, Draper asks patience. He also urges understanding about the purpose of Sunday school literature.

"Literature was never intended to be something you (Sunday school teacher) just parrot back to the class. It ought to be something to stimulate your own research and your own teaching of the Word of God," said Draper.

From his 35 years as a pastor of seven churches and associate pastor of one, Draper brings the conviction that Sunday school is the best way to build and sustain growth. As pastor, he regularly told new Christians and new church members that the first thing they needed to do was get in Sunday school.

He envisions the board using its resources and expertise to help churches not only in the United States but also around the world to strengthen their ministries by building strong Sunday schools. He hopes to strengthen relationships with the Foreign Mission Board and the Baptist World Alliance for such efforts.

"Think of the opportunities the Sunday School Board has," he said. "I think we ought to be an international Sunday School Board. We have so much to offer. We ought to be lying awake at night dreaming of things to do."

On a personal level, Draper said his July 23 experience with an irregular heartbeat did not cause him to rethink the decision to come to the board.

"I never felt bad. I now understand how a washing machine feels when it is out of sync on the spin cycle," he laughed. He is taking medication for one month as a precautionary measure.

On the morning after his election as president, Draper spoke in chapel at the board and described himself as an idealist and as "completely committed to the Bible as God's authoritative, infallible, inspired, perfect, inerrant word."

He characterized himself as an open, redemptive, people person. His wife, Carol Ann, affirmed those descriptions.

"What you see is what you get," she said of her husband of 35 years. "He's an honest man. He is loyal. His great strength is that he does love people. He is an encourager. He likes to be involved in people's lives. He thinks if there is something to do, let's just all do it."

In Draper's last Sunday morning sermon as pastor, he reviewed the growth of the past and challenged church members to greater days ahead. "Don't look back. Move forward," he urged.

He maintained control of his emotions until he said, "You know, I've never been anything but a preacher...."

His last official act as pastor was to preside at the election of a committee to seek his successor. The last action of the congregation was a prayer of commissioning of their pastor in service to the denomination.

Amid tears and hugs, the Drapers bade farewell as the choir sang "God's never failed me yet."

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(BP) photos will be mailed separately to state Baptist newspaper editors.

Lewis favors SBC meeting
in Salt Lake City in 1998

By Jim Newton

Baptist Press
8/9/91

ATLANTA (BP)--The President of the Southern Baptist Home Mission Board, Larry Lewis, urged support of plans for the nation's largest Protestant denomination to meet in Salt Lake City, Utah, in 1998, despite editorial opposition by a publication of Utah Missions, Inc., a subsidiary corporation owned by the Home Mission Board.

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Lewis disagreed with the editorial, published in The Evangel, which called on the Southern Baptist Convention to rescind the decision to meet in Salt Lake City.

Robert McKay, associate editor of The Evangel, wrote the editorial, claiming that Southern Baptists would face trained Mormon missionaries, and predicted that large numbers of Southern Baptists would be converted to Mormonism if the convention met there.

Lewis countered that "messengers to the Southern Baptist Convention are not so weak doctrinally that they would be persuaded to become Mormons."

In reverse, Lewis said he sees the convention meeting in Salt Lake City as an opportunity to train and equip Southern Baptists to witness effectively and convert thousands of Mormons instead.

Lewis said he envisioned a major effort by the Home Mission Board's Interfaith Witness Department to train and equip Baptists who attend the convention to understanding of Mormon beliefs and witness effectively to Mormons.

Ironically, Utah Missions, Inc., based in Marlow, Okla., was "given" recently to the Home Mission Board as a subsidiary corporation. John L. Smith, founder and previous owner of Utah Missions, gave the non-profit religious organization to the Home Mission Board in an effort to continue the organization's ministry after his retirement.

At the time of the editorial, transfer of ownership of Utah Missions, Inc., to the Home Mission Board was still in transition, and a new director of the organization had just been employed by the Home Mission Board.

Mike Reynolds, a former Hawaii pastor, started work as director of Utah Missions the week the July-August issue of The Evangel was delivered. Reynolds said Smith, as Editor-Publisher of The Evangel, had accepted full responsibility for the editorial.

Reynolds said he did not agree with the editorial, and that he supported the SBC's plans to meet in Salt Lake City because of it offers a "great opportunity" to educate Southern Baptists on Mormon beliefs and witness to them. Reynolds, a program consultant for the Home Mission Board Interfaith Witness Department, said he welcomed the opportunity to help train Southern Baptists to be effective in sharing their faith with Mormons.

Lewis added that even though the Home Mission Board owns Utah Missions, Inc., as a subsidiary corporation, the HMB would not try to control or censor editorial content of The Evangel.

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CORRECTION:

In the (BP) release "House approves lifting ban on fetal tissue research" dated 7/31/91, the first graph should read as follows:

WASHINGTON (BP)--The House of Representatives has approved legislation allowing the federal government to fund the use of tissue from aborted babies in experimental transplantation.

Thank you,
Baptist Press

Ken Chafin to retire from
Louisville, Ky., pastorate

Baptist Press
8/9/91

LOUISVILLE, Ky. (BP)--Kenneth L. Chafin, pastor of Walnut Street Baptist Church in Louisville, Ky., will retire on his 65th birthday, Nov. 18.

Chafin has been pastor of the 6,400-member congregation since April 1988.

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Chafin taught at Southern Baptist Theological Seminary in Louisville twice: as the Billy Graham professor of evangelism, 1965-69; and as the Carl Bates professor of Christian preaching, 1984-88.

He was a professor at Southwestern Baptist Theological Seminary, 1957-65; evangelism director for the Southern Baptist Home Mission Board, 1969-72; and pastor of South Main Baptist Church in Houston, 1972-84. He had student pastorates in Oklahoma, New Mexico and Texas.

He is a trustee of Baptist Hospitals in Kentucky and has been trustee chairman for Southwestern Seminary and a trustee of Houston Baptist University.

He is a graduate of Southwestern Seminary and the University of New Mexico.

Chafin, who had heart by-pass surgery in 1989, said health is not a factor in his retirement decision: "I'm feeling great, but there are things I want to do. The energy that being in better health has brought me has renewed a sense of stewardship of the things I've learned in 45 years of preaching and teaching."

Chafin, who has written four books, said he wants to focus on writing, both for adults and children.

He is married to the former Barbara Ann Burke, and they have three grown children.

Chafin said he and his wife will remain in Louisville and will maintain their membership at Walnut Street.

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Marketing termed a must
to reach the unchurched

By Chip Alford

F.S.S.B

Baptist Press
8/9/91

GLORIETA, N.M. (BP)--The research is clear -- America is losing confidence in the institutional church.

Studies by California-based Barna Research Group and other opinion polls have shown Americans are becoming increasingly self-centered, and, therefore, less likely to join churches or other organizations that require significant commitments. Denominational loyalty is waning, and a growing number of Americans are expressing a religious independence, 'decoupling' faith from church involvement.

To enhance their image and attract unchurched people, churches must learn to "market" themselves to their communities, according to Gary Hardin, editor of "Growing Churches" magazine.

"We just assume that people know who we are, where we are and what we do. But in many cases, that just isn't true," Hardin said. Churches must learn the principles of good public relations "to help correct the misconceptions people have about us."

Hardin, a staff member in the Southern Baptist Sunday School Board's church administration department, led the seminar, "Imaging Your Church," during Bible-Preaching-Administration Week at Glorieta (N.M.) Baptist Conference Center Aug. 3-10. He shared with pastors, deacons and other church leaders, "20 Ways Churches are Attracting People Today."

They included: giving people options by offering Sunday school and worship services at different times and in different formats, improving preschool and children's ministries, developing direct mail and telemarketing campaigns, media (television, radio and newspaper) advertising, target group outreach, and the development of ethnic ministries.

Other ideas included "enlarging the cafeteria" -- the "menu" of programs and activities the church is offering, holding additional Bible studies apart from the traditional Sunday school hour, giving greater attention to discipleship and sponsoring special events, such as musicals and family ministry conferences.

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But Hardin said the quality and variety of a church's programs and activities are only two of several factors which create its image. Also important are church members' attitudes toward the unchurched, the location and quality of the church facilities and the church leaders' and members' philosophy of ministry.

Advertising, Hardin said, should be used only as a "supplement" to personal outreach and a friendly attitude toward visitors by both church members and leaders.

"If you don't have a friendly church, \$50,000 worth of television ads won't change anything for you," he said.

Still, many churches are making effective use of media to enhance their image in the community, Hardin said. Some pay to have their worship services and/or other religious programs broadcast on local network affiliates or cable-access channels. Some pay for television, radio, newspaper, or billboard advertising, while others are finding success with direct mail and telemarketing.

"Churches have to determine the needs of their community and find out what works best for them," Hardin said.

But with the majority of SBC churches having 300 or fewer members and budgets which leave little if any money for advertising, simplicity and creativity are the keys, Hardin said.

"You don't have to have a lot of money to be effective in marketing your church," Hardin said. He shared six low-cost actions any church can take to improve its image:

- Create an "inviting" mentality among members and leaders, encouraging them to invite friends and associates to church.

- Provide a broad-based program of ministries and activities.

- Raise the "thermostat" on church leaders' levels of friendliness.

- Build a quality Sunday school program.

- Find the most effective and least threatening way to recognize visitors. Different methods work for different churches, he said.

- Plan quality worship services. "Your church's worship service is its best time for positive public relations," he said.

With a public increasingly skeptical of the relevance of validity of churches, Hardin said it is more important than ever for Christians to live what they believe.

"We need to live out our Christianity with passion and let the world know that self-sacrifice and service to others for Christ sake really makes a difference."

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NOTICE: Aug. 30, 1991 will be the last day for use of the Jacquard computer in the Baptist Press office. After that date, Baptist Press will be available electronically only on the CompuServe system. We will, of course, continue to mail Baptist Press to all our subscribers. Contact David Haywood at the Baptist Sunday School Board for more information.

Thanks,
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