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**Genevox Music Group
undergoes restructuring** By Chip Alford & Charles Willis

NASHVILLE (BP)--A change in leadership and reduction of staff have resulted from a restructuring of the Southern Baptist Sunday School Board's music publishing group, according to a board official.

Four of the five production positions at Genevox Music Group were deleted and an interim manager appointed as implementation began in the first phase of a business plan approved by Sunday School Board trustees at their Aug. 19-21 meeting, said Dessel Aderholt, publishing analysis director for the board's office of general publishing.

Aderholt spoke in the absence of vice president for general publishing Johnnie Godwin who was in the Soviet Union participating in a Scripture distribution project and could not be reached by telephone.

Begun in 1986, Genevox is charged with publishing and marketing Christian music and music products for the general trade. The Genevox business plan, developed by a task force of board personnel during a year-long study, is designed to consolidate resources and improve efficiency to bring Genevox to a profitable stance, Aderholt said.

The executive summary of the Genevox business plan listed competition, product mix, marketing approaches, and "other considerations" as factors related to the unit's failure to produce the desired contribution to the board's financial picture.

"Recommending a downsized organization to trustees was a tough and painful decision because of the personnel we will lose," Aderholt said. "But the growth of Genevox and an improved music ministry to the trade market are results we expect from these changes. We are making available outplacement assistance to those seeking job placement."

As part of the restructuring, Aderholt said the Genevox Music Group and the Genevox music marketing section were brought back together as one unit following two years of operation under separate components.

In addition, four employees were notified Aug. 23 their jobs are being eliminated, effective Oct. 1: David Danner, music design editor; Beverly Steele Gaia and Sam Sanders, music editors; and Willene Roberts, production clerk. Alyssa Goins, music manuscript assistant, will remain in her present position.

A decision also was made last spring to eliminate the position of music sales coordinator Jerry Brown, also effective Oct. 1, Aderholt said. Five marketing positions will remain in place, with two restructured toward increased sales responsibilities.

Earlier, Mark Blankenship was named interim manager of Genevox. Blankenship will assume the role of directing the day-to-day operations of Genevox, chair the task force which will continue to study and make recommendations about Genevox operations and oversee implementation of phase two of the business plan.

Blankenship takes up the work of Fes Robertson, a 24-year employee of the board, who elected to retire effective Oct. 1.

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"It became evident to me that my usefulness here at Genevox was not optimum anymore, and therefore, for me to move out of the way and let somebody else have a shot at it was the best thing to do," said Robertson, chairman of the task force that developed phase one of the Genevox business plan. "This gives me a chance to do something else with the rest of my years in ministry, and I have to say I feel perfectly at peace with where I am right now."

Robertson said he still sees trade music publishing as a "viable option" for the board, adding Blankenship "has 110 percent of my support, and I mean that quite sincerely."

A board employee since 1974, Blankenship for the past five years has been manager of the youth/adult/general materials development section in the church music department. He will continue in that role in addition to his new responsibilities at Genevox.

In overseeing phase two of the Genevox business plan, Blankenship will lead in further study to make Genevox a viable and profitable enterprise. He will present a progress report to board trustees at their February 1992 meeting and a complete business plan the following August.

Blankenship said he plans to employ two new staff members as part of the restructuring plan -- a music manuscript assistant; and a music coordinating editor who will oversee product design, relationships with writers and producers and direction of the group's production unit.

In helping Genevox find its niche in the Christian music market, Blankenship said he hopes to build on the group's already established tradition of quality choral material and also move toward consumer-oriented music and music products.

"I definitely feel that Genevox is going to have to move toward consumer-oriented products to have any chance of making the bottom line," he said. "This means we've got to sell types of products that speak directly to church members instead of just selling to the minister of music who buys music for use in the church."

He also said Genevox will continue to seek additional well-known composers to write music for the group.

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Events in Soviet Union spark
mission board's 'Green Alert'

By Art Toalston

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RICHMOND, Va. (BP)--Communism's crash in the rapidly disintegrating Soviet Union has triggered the Southern Baptist Foreign Mission Board's first "Green Alert" to seize missions opportunities amid social upheaval.

"The upheaval in the Soviet Union has world significance beyond all capacity to describe," Foreign Mission Board President R. Keith Parks and Executive Vice President Don Kammerdiener noted in a statement announcing the "Green Alert."

Green Alert procedures adopted by board trustees last June signal response to key world events demanding more than the agency's normal procedures. A Green Alert is determined jointly by the agency's top administrators and trustee officers.

To date, stunning events in the Soviet Union have included the Aug. 19 coup by Kremlin hard-liners; Russian President Boris Yeltsin's bravery in opposing the coup -- and its sudden collapse Aug. 22; Soviet President Mikhail Gorbachev's return to office and dismantling of the Communist Party; and declarations of independence by 10 of the union's 15 republics.

"We need to do as much as we can as quickly as we can," Parks said in an interview. Food shortages and severe economic woes could spawn more upheaval -- and perhaps even a regime "that will close things down," he said. "We don't know where it's going. Unless we react immediately, we may not be able to take advantage of some of the opportunities."

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Uncertainty over Baptist work in the rapidly crumbling union also fuels the need for urgency, Parks said. "We don't know whether we will be working with one group of Baptists loosely knit together or ultimately with 15 (republic-level) Baptist groups."

Under the Green Alert plans, the Foreign Mission Board can "cut through our normal procedures" and embark on a rapid decision-making process involving money and personnel, Parks said. The Green Alert provides "a remarkable flexibility for an organization of this size."

At key junctures in history the board must avoid "being too cautious," he said. "If we go through the measured normal process, we can't make funds or personnel available until after next year's budget."

As a first step the board named a seven-member task force to be chaired by Isam Ballenger of Richmond, vice president for FMB work in Europe, the Middle East and North Africa. Field deputies will be Paul Thibodeaux, associate director for Eastern Europe, based in Vienna, Austria, and Mike Stroope, a humanitarian based in London.

Other task force members are Lewis Myers, vice president of Cooperative Services International, Southern Baptist aid organization based in Richmond; Keith Parker, director of mission work in Europe, based in Zurich, Switzerland; George Lozuk, Southern Baptists' first missionary to the Soviet Union, based in Moscow; and Jim Smith, Southern Baptist missionary in Berlin assigned to Eastern Europe.

The task force will work with Baptist leaders of all the emerging republics to determine urgent needs, such as intensive training of church leaders or desktop publishing for Baptists to produce Christian materials in the midst of the country's turmoil, Parks said.

The task force also will signal ways Southern Baptist missionaries, pastors, teachers and other volunteers can get involved. And it will work cooperatively with the Baptist Freedom Fund established by the Baptist World Alliance to aid churches in the Soviet Union.

"It may or may not be an expensive venture," Parks said. "It may be heavily personnel-oriented. Or it may call for dollars up in the millions. We just don't know yet." But it will focus "on our primary purposes" of evangelism and church planting.

Green Alert procedures are an important addition to Foreign Mission Board strategy, Parks said. "There are many instances where we've been either first or near the first to respond to crisis situations," he explained. But now there's a "thought-through process," akin to longstanding procedures for hunger relief and responding to natural disasters overseas.

Recent rapid-response actions by the board include its Persian Gulf Response Unit, which coordinates ministries initiated in the wake of war in the Mideast to aid Kurdish refugees and others. After the Berlin Wall fell two years ago, the board initiated efforts to expand its mission force in the Soviet Union and Eastern Europe from 10 to 100 and to assist Eastern European Baptists in a range of evangelistic projects.

While giving the board a "strike-force capability," the Green Alert procedure also will feed into its longstanding work with Baptist bodies overseas. Many Christian groups "don't have a structure within a country and often go into a project, come out and that's it," Parks said. "We have a structure -- Baptists scattered across the Soviet Union. And we already have career missionaries in place."

The workers include Lozuk and his wife, Veda Rae; Stephen and Marilyn Haines in Kiev; and Danny and Libby Panter in Moscow. A fourth couple, Mel and Nancy Skinner, also has been appointed to the Soviet Union. Fifteen other Southern Baptist aid workers live in three republics.

Whether the Soviet Union becomes a loose-knit federation or splinters into independent republics, Parks said the board will help Baptists there plant churches that will have a stake in the future of Christianity in the land.

Allen Graves
dies in Louisville

LOUISVILLE, Ky. (BP)--Allen W. Graves, retired dean of the School of Christian Education at Southern Baptist Theological Seminary, died Sept. 4 at his home in Louisville, Ky., following an extended illness. He was 76.

Graves, a native of Rector, Ark., was dean from 1955-69 and from 1976-80 when he retired. Between his Christian education deanships, he served the Louisville seminary as administrative dean, vice president for student affairs and as the first executive director of Boyce Bible School.

Earlier, Graves was pastor of Southern Baptist churches in Florida, Virginia and Oklahoma for 12 years. He also was secretary for young people's work in the training union department of the Southern Baptist Sunday School Board for two years.

Graves, who grew up in Herrin, Ill., earned the B.Ed. degree from Southern Illinois University in Carbondale and the Th.M. and Ph.D. degrees from Southern Seminary.

He authored five books and was a former president of the Southern Baptist Religious Education Association, the Southeastern Baptist Religious Education Association and the American Association of Schools of Religious Education.

He is survived by his wife, Helen, and six children. Funeral services were Sept. 6 in Southern Seminary's Alumni Chapel.

The family requests memorial gifts be sent to the Baptist Theological Seminary in Richmond, Va., or the Home of the Innocents in Louisville.

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Four SBC universities
rank as Money 'best buys'

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NEW YORK (BP)--Four Baptist universities -- Samford, Wake Forest, Baylor and Furman -- are among 100 schools nationwide highlighted in the 1991 Money Magazine "Best College Buys" guide, released on newsstands the first week of September.

Chosen for their exceptional value, based on quality of academic program, selectivity of students and faculty, and cost of tuition, the 100 schools included a mix of 44 state-assisted and 56 private colleges and universities.

Rice University in Houston, was ranked No. 1. Among the Baptist schools, Wake Forest University in North Carolina ranked 36th, Baylor University in Texas 37th, Samford University in Alabama 40th and Furman University in South Carolina 75th.

In all, 1,011 fully accredited four-year schools were evaluated by the magazine for the 1991 listing.

Baylor (\$6,060) and Samford (\$6,540) were among the lowest-cost private schools on the top 100 "best buy" list. Tuition of private schools on the list ranged from \$16,900 at Massachusetts Institute of Technology to \$4,560 at St. Mary's of Maryland.

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Ministry opportunity knocks
on multi-housing doors

By Sarah Zimmerman

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ATLANTA (BP)--Opportunity is knocking on doors in multi-housing communities across the country, waiting for Southern Baptists to respond with ministry and evangelism.

From Kansas City, Mo., to Fort Lauderdale, Fla., managers of apartment complexes, condominiums, mobile home parks, marinas and retirement communities have agreed to allow church groups to minister on their property. Churches, however, have been slow to respond.

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Joan Stovall, multi-housing coordinator for New Orleans Baptist Association, said at one time she had a two-page waiting list of apartment managers wanting ministries. She had to become less aggressive about seeking supportive managers because she could not find sponsoring churches.

Her situation is repeated across the country. In Fort Lauderdale, three apartment complex managers are waiting for volunteers. In Memphis, Tenn., 21 apartment managers are open to ministries, but only two churches have responded to the need. Managers of public housing units throughout Kansas City are willing to support church-sponsored ministries; one manager is even offering an empty apartment to be used for Bible studies.

"We have more opportunities (in multi-housing ministries) in every major city in Texas than we can shake a stick at," said Carl Elder, consultant in church ministries for the Baptist General Convention of Texas. "The crying need is for churches to assume responsibilities."

Elder, who is also president of the Southern Baptist Multi-housing Association, called multi-housing ministries "the evangelistic field of the future."

"Around the country, 95 million people, or 38 percent of the population, live in multi-housing. It's estimated that by the year 2020, 50 percent of the nation's population will be in multi-housing," Elder said.

Currently, only 3 to 6 percent of people who live in multi-housing attend an evangelistic church. Yet Elder said it is wrong to assume residents are not interested in the gospel. He cited two Texas ministries as proof people in apartment communities are reachable.

In Houston's Union Baptist Association, 2,216 people attended Bible studies in multi-housing ministries in June this year, compared to 861 who attended last year. In Arlington, volunteers from First Baptist Church lead Bible studies in more than 100 sites each week.

Reaching people in multi-housing communities requires churches take the gospel to people rather than expect people to come to their church building, said Tommy Goode, coordinator of multi-housing mission ministries for the Arkansas Baptist State Convention.

"Verbally and philosophically, we're committed (to multi-housing ministry), but we're not there in presence yet," Goode said. "The reality is that things which do not build up the local congregation are put on the back burner."

Some churches tried multi-housing ministries and became frustrated when the program failed, Goode said. He urged churches to use methods that have been proven the last several years.

David Bunch, assistant vice president for strategy development, is the Home Mission Board's contact person for multi-housing ministries. He can refer people to resources and effective models of ministry.

One model is the activities approach. Volunteers visit the property regularly and gain high visibility. They lead Bible studies, children's programs and other activities to gain the residents' interest.

In the second model, a ministry coordinator lives in the multi-housing community. The person may be a pastor who leads a congregation which meets on the property. He also serves as a chaplain for residents in crisis situations.

Ideally, a ministry begins with six to eight volunteers, said Beth Allen, director of multi-housing ministries for Gulf Stream Baptist Association in Fort Lauderdale where 60 percent of the residents live in multi-housing units. However, she said she has seen effective ministries begin with one person.

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A key to the ministry's success is working with the property management, Allen said. She joined the local apartment managers association to meet and develop relationships with apartment managers.

Roy Smith, associate director for church extension and language ministry in Raleigh (N.C.) Baptist Association, said the need for multi-housing ministries is not confined to large metropolitan areas. He said his county has about 411,000 people, one-third of whom live in multi-housing units.

"If our strategy did not include multi-housing ministry, it would be flawed," Smith said.

He also noted, "This task is larger than the Southern Baptist Convention. The whole evangelical Christian community ought to be gearing up to respond."

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Modern church needs reformation,
Congregationalist tells Baptists

By Ken Camp

Baptist Press
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DALLAS (BP)--Much of the modern church suffers from a low view of God, an exalted view of self, a watered-down view of human depravity and an inadequate view of salvation, according to a keynote speaker at the third annual Cedars of Lebanon prayer retreat.

Richard Owen Roberts, a Congregationalist minister and director of International Awakening Ministries in Wheaton, Ill., addressed about 400 Southern Baptists at the retreat, sponsored by Texas Baptist Men, Aug. 30-Sept. 2 at Mt. Lebanon Encampment, near Dallas.

"Most of what is wrong in the modern American church is a result of an inadequate view of God," said Roberts, calling for a return to a pre-19th century understanding of God's holiness.

Labeling much of the present-day literature in Christian bookstores "Jesus junk," Roberts blasted the current glut of books about improving self-esteem.

"Our salvation is not in a high view of ourselves but in an extraordinarily high view of God that results in a low view of self," he said.

"As my view of God rises, my view of self sinks. Wonder of wonders that God loves me, wretch that I am, and the cross of Christ which bridges the great chasm between God and man is proof positive of that love."

The modern church needs not simply revival, but a thorough reformation, Roberts said.

"Part of what has gone foul in the church is we have made belief separate and distinct from obedience," he said, adding many church members have confused mental assent with saving faith and have not yielded to the Lordship of Jesus Christ.

"We need a reformation revival in which there is restoration of what it really means to believe," Roberts said. "What it really means is to obey God at every point."

The current emphasis on spiritual awakening and the proliferation of solemn assemblies among Southern Baptists reveals some are eager to encounter God, according to Henry Blackaby, consultant for prayer and spiritual awakening for the Southern Baptist Home Mission Board.

However, many do not realize God must first come as a refiner's fire to purge his church of impurity, Blackaby said.

"For so many to be praying that God will rend heaven and come down, I know God is hearing his people. But I am not at all sure we understand what that means. I am not at all sure we are ready," he said.

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"We have an enormous crisis of spiritual leadership. We have magnificent administrators, but few spiritual leaders."

Able administrators can meet numerical goals and successfully implement programs, but it takes a spiritual leader to help his people encounter God through prayer and to understand his attributes of holiness and glory, Blackaby said.

"You will never experience God except as a consequence of prayer," he said. "Nobody ever encountered the living God and went out the same way. It is spiritually impossible to encounter the living God and not be changed."

It appears God has "moved things up a notch" and intensified his work among his people, and 1991 could be a watershed year, Blackaby said. However, God may first choose to purge the body of Christ of flagrant sin.

"I believe this year we may well see God deal with the leadership with a strictness and absoluteness we have never known," he said.

"He will no longer tolerate leaders whose lives are full of sin. He is exposing sin in the lives of leaders."

Blackaby warned persons committed to an encounter with God they will experience brokenness, and they may encounter persecution.

"God is calling some to be trailblazers, and some of them will suffer," he said.

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BWA sends funds
to help Yugoslavia

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WASHINGTON (BP)--The Baptist World Alliance has sent funds to the European Baptist Federation to help Baptist pastors and families who because of the civil war have been displaced and are suffering.

In a message to the Baptist Union of Yugoslavia, one of the 157 member-bodies of the BWA, BWA General Secretary Denton Lotz expressed the support, prayer and concern of Baptists around the world to BUY General Secretary Orcic Ing. Sime.

"During these tragic days of civil war and conflict, we as Baptists around the world join you in prayer for peace and reconciliation," Lotz told Sime.

The General Council, the legislative body of the BWA, met in Zagreb, Yugoslavia for their annual meeting in August 1989. "The BWA remembers with joy the great occasions when we have met in Yugoslavia," Lotz told Sime. "The strength of your people, their commitment to mission, and their steadfastness in serving Christ in difficult situations has always been an encouragement to us."

Yugoslavian Baptists also have received a message of support from Baptists in Europe through the European Baptist Federation.

"As your country faces this time of crisis we want you to know how much you and your fellow countrymen are in the thoughts and prayers of all of us in the European Baptist Federation," said President Peter Barber and General Secretary Karl Heinz Walter. "We pray that in the midst of much uncertainty you may know God's peace and that you will be strengthened to bear a strong witness for Jesus Christ to those around you."

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