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93-17

TEXAS -- 'Slipped disk' is more than a headache to RTVC.
ATLANTA -- Volunteers asked to register early for Crossover Houston; graphic.
ILLINOIS -- Southern Baptist chaplain returns from 'harsh, austere environment.'
CALIFORNIA -- Bivocational pastor helps seminarians learn marketing.
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'Slipped disk' is more
than a backache to RTVC

By Doug Dillard

Baptist Press
1/28/93

FORT WORTH, Texas (BP)--Some of the almost 900 radio stations that carry the Radio and Television Commission's program "Powerline" may be in for a rude awakening unless they heed warnings issued by the Southern Baptist agency.

A few of the stations may find the compact disc labeled with the name of the popular program and marked "for airing the week beginning Feb. 5" actually contains material they don't want to put on the air, according to Ed Malone, vice president for radio for the commission.

Because of a labeling machine mixup in a subcontractor's shop in Michigan, the disc marked "Powerline" may contain a rock album, "Fresh Fruit for Rotting Vegetables" by a group called Dead Kennedys.

The album is "vulgar, highly offensive" and "not anything we would ever play on any program," according to Malone. "In our opinion," he added, "the language on this album is obscene and we would hope that it would not be played on any radio station."

Powerline is a 30-minute radio program produced by RTVC since 1969. One of six public service programs produced by the commission since The Baptist Hour was introduced in 1941, "Powerline blends adult contemporary hit music with brief inspirational messages that encourage listeners to consider Christian alternatives to the dilemmas of life," according to Kirk Teegarden, who has been producer since 1974.

Recently the commission contracted with A&R Records in Dallas to transfer the digitally recorded program to compact disks for distribution to stations which play Powerline each week in public service time. The improved quality of the compact discs has drawn enthusiastic response from program directors and audiences alike, Malone said.

"Our 'fail-safe' quality and delivery controls call for us to be mailed a copy of each album as if we were a radio station," said Malone. "But before we could play our control copy, we had already had a call from a station manager to alert us to the mistake."

"As soon as we found out about the error," said Malone, "we immediately began calling the radio stations to warn them not to play the album, and inform them that we are sending the correct compact discs."

A&R Records has been very apologetic for the human error leading to one box of 30 mis-labeled discs, RTVC officials said, but discussions with the company are continuing.

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Producer Teegarden said he has just begun to appeal for "Powerline alumni" who may have started listening in the early days of the program to contact him and "talk about their pilgrimage." The program will celebrate its 25th anniversary in 1994.

"Many troubled teens tuned in for the music and found that the inspirational messages spoke some sense to them when they seemed 'out of joint' with the rest of the world." Now, Teegarden believes, many of the Powerline family have successfully stepped up the ladder to responsible positions in business, politics, religion, and the arts. "We want to hear their stories."

"I suspect that we are fulfilling requests for Powerline printed scripts today from children of some of those early teenage listeners," said Teegarden.

"And if a teenager should wander into a record store this month to buy a Dead Kennedys album and is surprised when he winds up with Powerline, we'd like to hear from them, too," he added. "They'll have a real collector's item."

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Volunteers asked to register
early for Crossover Houston

By Sarah Zimmerman

Baptist Press
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ATLANTA (BP)--Volunteers are encouraged to sign up now for "Crossover Houston," an evangelistic thrust to precede the Southern Baptist Convention annual meeting in Houston.

The SBC meeting is scheduled for June 15-17, with the evangelistic emphasis set for June 9-13. Volunteers can register by writing Bobby Sunderland at the Home Mission Board, 1350 Spring Street NW, Atlanta, GA 30367-5601.

Volunteers are needed for local church revivals, mass evangelism rallies, street evangelism such as puppet shows or concerts, block parties, door-to-door campaigns and a three-day prayer conference, said Sunderland, evangelism assistant for promotion and project development.

Last year in Indianapolis, 1,043 people made professions of faith because of Crossover activities.

The event caused Indiana churches to be more motivated with evangelism efforts, said Loren Robinson, associate director of evangelism for the State Convention of Baptists in Indiana.

"Pastors and church members began to get a vision for reaching their community," Robinson said. "It sparked a vision and enthusiasm for evangelism."

Evangelistic efforts have been held prior to the annual meeting since 1989 when the meeting was held in Las Vegas.

One woman in Las Vegas began teaching Sunday school at a local Baptist church after she was contacted during the pre-convention outreach. She was already a Christian but not involved in a church, and her husband and four children have since become Christians.

In 1991 hunger relief ministries and street evangelism were added to the door-to-door campaign for Crossover Atlanta.

Russ Barker, director of missions for the Atlanta Baptist Association, said Crossover Atlanta reminded local churches of the many different approaches to evangelism.

The purpose of Crossover activities is to "impact the convention for soul-winning," said Darrell Robinson, HMB vice president for evangelism. In addition to bringing people to Christ, Robinson said he hopes the events will remind Southern Baptists to keep evangelism a priority.

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Clip art mailed to state Baptist newspapers by Atlanta bureau of Baptist Press.

**Southern Baptist chaplain returns
from 'harsh, austere environment' By Sarah Zimmerman**

BELLEVILLE, Ill. (BP)--Returning from Somalia, Chaplain Jack Elliott is convinced Southern Baptists must find creative ways to minister in predominantly Muslim countries.

In 23 years with the Air Force, this was Elliott's first assignment to a Muslim country. "We know little about them and vice versa," Elliott said. More dialogue between cultures is necessary to alleviate fear and suspicion, he said.

Elliott, who is endorsed by the Home Mission Board chaplain's commission, arrived in Somalia on the fourth day U.S. troops were in the country. He described it as a "very harsh, austere environment."

"The first challenge was to personally survive," Elliott said. "You lose two things right away: privacy and control."

For more than two weeks, Elliott lived with 400 troops in an open-air hangar at the Mogadishu airport. Yet he saw few selfish acts among the troops who were highly motivated to help others.

One of Elliott's memories is celebrating Christmas without commercialism. At 2:30 p.m. Christmas Eve, Elliott stood in the hot African sun singing "Joy to the World" with noise from helicopters overhead. The experience forced him to focus on the spiritual meaning of Christmas, he said.

Elliott led Wednesday evening Bible studies, prayer meetings and three Sunday worship services, two at the airport hangar and one at the U.S. Embassy compound. Christians found their faith gave more meaning and purpose to their relief efforts, Elliott said.

Elliott returned to the United States Jan. 17 where he is stationed at Scott Air Force Base in Belleville, Ill.

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**Bivocational pastor helps
seminarians learn marketing**

By Walt B. Collins

**Baptist Press
1/28/93**

MILL VALLEY, Calif. (BP)--Standing behind the lectern, the speaker switches on the overhead projector, projecting graphs and demographic tables onto the wall. Economic trends, population projections and census data provide ammunition for the marketing consultant to place the product into the hands of needy customers.

In any board room, this scene would be commonplace. In a seminary classroom, however, it marks a significant shift in thinking. This marketing consultant is a pastor; the consumers, a lost and foundering generation; and the product is the gospel of Jesus Christ.

Phil Hester is bivocational pastor of Northstar Community Church in San Diego, Calif., and head of a marketing and research firm.

"This is not church growth," Hester told Golden Gate Baptist Theological Seminary students in a "Marketing Ministries" class. "Marketing is a management tool ... the process by which a church seeks to impact a targeted community for Christ."

Knitting history and marketing together, Hester explained why marketing is necessary today: "The conversion of the Roman emperor Constantine provided a 'home-field advantage' for the church for 1,000 years. That has changed with the baby-boom generation. There is a higher percentage of professing Christians in Angola and Fiji than in the United States. We are now a mission field."

Hester urged students to grow churches in the apostolic pattern of ministry found in the New Testament Book of Acts.

"We need to inform people about the story of Jesus, we need to influence people to have a positive attitude toward Christianity and we need to invite people to accept Christ. To do this we must be intentional and creative."

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To encourage this creativity in existing churches as well as in church starts, Hester has written a "how-to" manual entitled "Dunamis." Named after the Greek word for power, the book explains how research properly done can empower the church for growth and relevance.

B. Wade McKinley, director of metropolitan missions for the San Diego Baptist Association, has seen Hester's techniques work successfully.

"Every job where Phil has been allowed to do the proper research with us has been successful," McKinley said. "We have planted nine new churches using these processes in a wide range of socio-economic settings that include multicultural ethnic adaptations. In the first 30 months more than 1,000 unchurched people were gathered in new congregations."

Hester is one of the many adjunct and permanent faculty at Golden Gate Seminary seeking to apply principles of Scripture to the changing times in which the church exists.

Looking up from the overhead and addressing the seminary students, Hester emphatically stated his mission.

"We in the church must demonstrate relevance and identity to a world that is dying. Either we are going to be fully committed to the Great Commission and meet people where they are, or we become exclusive Bible clubs with no room for the lost. We must be reeducated in the Great Commission and the Great Commandment if we are going to reach the lost for Christ."

Hester advised church leaders to use a comprehensive marketing plan that includes:

- determining the church's numeric potential on the basis of population in its geographic area.
- identifying popular ministry organizations in the area and discovering what they are doing.
- reexamining the church's outreach policies to evaluate their effectiveness.
- determining the resources the church possesses, both financial and personnel, to permit a marketing program to succeed.

Once these areas have been identified, Hester said, a church marketing program can include direct mail, news releases, advertising, door-to-door and other tools.

Before surrendering to the ministry, Hester was a partner in a Houston-based advertising agency. Working primarily with financial firms, the agency became a \$4.7 million-per-year company with offices in Houston and Midland, Texas, and in New York.

Still in the midst of this successful career, Hester experienced God's call into the pastorate. "I felt a strong desire to reach the unchurched 'agnostic' -- those who have no knowledge of Christ."

While studying at Southwestern Baptist Theological Seminary in Fort Worth, Texas, Hester's gifts were discovered by the school's staff. Soon Hester was teaching a course and employed by the school using his skills.

Hester was still unsatisfied. "You know when it's God speaking to you when it makes no logical sense whatsoever," he said. "I was in a secure happy place at Southwestern, but I knew God wanted me pastoring somewhere."

Somewhere turned out to be San Diego, in an area where two earlier church plants had failed, a sub-development called Scripps Ranch. Applying scriptural principles to resources gleaned from his marketing career, Hester learned some of the reasons the other churches had failed, and how these people could be reached with the gospel. Four years later, Northstar averages 140 people in attendance and continues to grow.

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Baptist Press

CORRECTION: In (BP) story titled "Fitness vital to faith, nutrition expert maintains," dated 1/22/93, please change the 14th paragraph to read:

-- Research reports say 30-60 percent of all cancers may be attributed to improper nutrition.

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