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Cable network plans coverage
of 'True Love Waits' rally

By Chip Alford

Baptist Press
7/7/94

NASHVILLE (BP)--A national cable network has announced plans to provide television coverage of this month's national "True Love Waits" celebration in Washington, D.C.

The Charlotte, N.C.,-based Inspirational Network (INSP) will air the event live from 6-9:30 p.m. on July 29 and rebroadcast a shorter version of the program from 8-11 p.m. EDT on Aug. 6. Included in the broadcast will be speeches on sexual abstinence from a variety of speakers, interviews with "True Love Waits" campaign leaders and concert performances by contemporary Christian recording artists DeGarmo & Key, Petra and Steven Curtis Chapman.

According to marketing manager John Roos, INSP currently serves more than 750 cable systems across the United States with a subscriber base of approximately 8.3 million households. The network also is contracting with a number of independent Christian TV stations to provide coverage of the event on a live or delayed-tape basis, he said. In addition, the program may be accessed via satellite dish on Galaxy 1R, Transponder 17.

The national True Love Waits celebration is sponsored by Youth for Christ, an independent evangelical group, and the Baptist Sunday School Board, the Southern Baptist agency which started the campaign last year. Approximately 25,000 teen-agers and college students from across the United States are expected to attend the event, which will be held on the Washington Mall near the U.S. Capitol.

Earlier in the day, 1,000 Southern Baptist youth will place in the ground along the mall hundreds of thousands of plastic stakes containing covenant cards from American young people who have pledged to remain chaste until marriage.

"It has been our goal from the very beginning that every teen who makes a True Love Waits commitment should have the opportunity to see the campaign's national celebration. The television coverage by INSP will allow them to discover how many of their peers share their values," campaign spokesman Richard Ross said.

INSP has set up a special information hotline -- (704) 525-1040 -- to answer questions about the network's coverage of the True Love Waits celebration. Those subscribing to cable networks which do not carry INSP, however, should call their local Christian TV station to inquire whether they will be carrying the broadcast, Roos said.

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In a related development, Interl'inc, a Nashville-based company, has developed a True Love Waits party package for youth groups planning to view the celebration as a summer activity. The package includes copies of the True Love Waits cassette, co-produced with the Sunday School Board's Genevox Music Group; posters; Bible studies and other materials. For more information, call Interl'inc at 1-800-725-3300.

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Florida pastor selected
chaplain's special assistant

Baptist Press
7/7/94

ATLANTA (BP)--Burney H. Enzor, pastor of First Baptist Church of Lynn Haven, Fla., has been selected special assistant for the Army National Guard chief of chaplains.

He is the first Southern Baptist to be selected for the post, said Lew Burnett, director of military chaplaincy for the Home Mission Board. Enzor will continue serving as a pastor during his two-year appointment. As the chaplain's special assistant, he will help coordinate the work of Army National Guard chaplains in all 50 states and four U.S. territories.

The National Guard has about 750 chaplains plus about 750 chaplains' assistants, Enzor said, but it needs more. Part of his role will be recruiting chaplains.

Enzor's selection must be approved by Congress, at which time he will be promoted from colonel to brigadier general, Burnett said.

Enzor has been a chaplain since 1967, when he was endorsed by the Southern Baptist chaplain's commission.

An Alabama native, Enzor graduated from Troy State College in Troy, Ala., and New Orleans Baptist Theological Seminary. He received his doctorate in divinity from Alabama Lutheran College in Selma, Ala.

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Louisiana editor says CBF
not captured Baptist hearts

By Herb Hollinger

Baptist Press
7/7/94

ALEXANDRIA, La. (BP)--The editor of the Baptist Message, Louisiana Baptists' state paper, says the Cooperative Baptist Fellowship has "not captured the hearts or imaginations of the kinds and number of Baptists ... to become a substantial national movement."

Lynn P. Clayton, in his weekly editorial dated June 30 titled "Next few years will tell the fate of Fellowship group," wrote the moderate Baptist organization has been primarily a channel of protest against Southern Baptist Convention leadership. A major change took place in June when at the SBC annual meeting convention agencies were directed to not receive funds from the CBF anymore.

For some, Clayton wrote, "the CBF is an embryonic national denomination. So, what is the future of CBF?"

Clayton listed five reasons why he believes the CBF will not become a substantial national movement. In summary:

1) ... The group has never overcome the perception that it is headed by older men who were leaders of the SBC before the controlling surge of the fundamental/conservatives. Although present leaders of the CBF say a shift to younger leadership is under way, the initial perception remains.

2) ... The choice of Cecil Sherman as its first executive director has not served the CBF well. Sherman has considerable intellect and skill, but his style does not appeal to a wide spectrum of Southern Baptists. His manner tends to be acerbic.

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3) ... The style adopted by the CBF in its national meetings does not relate to a broad spectrum of Baptists. Many younger pastors have attended national CBF meetings and did not feel at home with its formality of worship.

4) ... The CBF has chosen issues that most Southern Baptists are not willing to accept as live-or-die issues; i.e., the ordination of women.

5) ... The strong sense of loyalty and appreciation Southern Baptists have to their convention. The SBC and the Cooperative Program have been greatly used of God to help establish the kingdom of God on earth.

At Baptist Press deadline, Sherman had not returned phone calls for comment.

Noting that messengers to the recent SBC annual meeting directed convention agencies not to receive funds from the CBF anymore, Clayton said "this means that churches and individuals who want to protest something about (SBC) convention work will no longer be able to register the protest by giving through the CBF."

Clayton said a statistically small number, and even smaller percentage, of churches officially are aligned with the CBF.

Also, Clayton said an "interesting and perhaps telling development has occurred": The money sent to the CBF from churches has increased during the organization's four years of existence but "people in attendance at its national meetings have declined."

"Perhaps that reflects the possibility that some Southern Baptists have been using the CBF as an avenue of protest, but do not identify with it as a program organization," Clayton wrote.

The next two to five years will tell, Clayton added, and he predicts the CBF will become a separate, more identifiable denomination.

"That is what many of its members, and ironically, most leaders of the SBC, hope."

Clayton said the SBC's main challenge to maintain giving to the Cooperative Program is not the CBF, but the "disintegration of interest in supporting work beyond churches' local ministries."

"... The present need of the SBC is for a clear convention vision and statement of purpose that will elicit the support of all Southern Baptists. A positive vision and purpose will do more to help the convention than negative reaction to a protest splinter group."

The weekly Louisiana Baptist Message has a circulation of about 50,000.

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NAC highlights to be shown
July 23 on ACTS, FamilyNet

Baptist Press
7/7/94

BIRMINGHAM, Ala. (BP)--Highlights from the National Acteens Convention held in Birmingham, Ala., in June will be aired during July on the ACTS network and FamilyNet affiliate stations.

The four-day meeting, held every five years for girls in grades seven through 12, was sponsored by Southern Baptist Woman's Missionary Union. More than 13,500 Acteens and their leaders representing every state in the nation attended NAC. Acteens is the WMU missions organization for teen-age girls.

The broadcast of NAC highlights will air on the ACTS network (listed in local newspaper listings as the Faith and Values cable channel) Saturday, July 23, at 11 a.m. EDT.

FamilyNet affiliate stations will broadcast the program during the day and time of their choice. Viewers can call local FamilyNet affiliate stations for programming details.

The one-hour show will feature music by recent Dove award winner Point of Grace, Michel Wagner and Alicia Williamson. Two music videos will be included in the broadcast -- Michele Wagner singing "Heart of the Journey," theme song for the meeting, and Trish Landers singing "Together, Hand in Hand," the new song for the Acteens organization.

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Coverage also will include conferences, Bible studies and other events.

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Fellowship of Christian Athletes
sports Southern Baptist links

By Ken Walker

Baptist Press
7/7/94

KANSAS CITY, Mo. (BP)--At the 40th anniversary convention of the Fellowship of Christian Athletes (FCA) earlier this year, a member walked up to President Dal Shealy with a puzzled look on his face.

"A lot of these speakers are pretty strong," he said. "Do you have all Southern Baptists here talking?"

"We have people who accuse us of trying to convert everyone to Southern Baptist," laughed Shealy, a member of Pleasant Valley Baptist Church in Liberty, Mo. H added that the speakers weren't all Baptists, just dedicated Christians.

If anything, FCA's most noteworthy accomplishment is crossing traditional barriers. Methodist, Lutheran, Assembly of God and Catholic are some of the other denominations represented at its national headquarters, located near the Kansas City Royals' baseball stadium.

Founded in 1954 by Don McClanen, a Pennsylvania native who was raised Presbyterian, FCA has touched countless lives during its history. No exact numbers are available on the numbers who have come to know Christ as Savior at its meetings, rallies, banquets and camps. But they include more than half the chief executives of the nation's 81 leading sports ministries and a healthy percentage of the more than 250,000 youngsters who have attended its summer camps since 1956.

Its student groups, known as Huddles, reach into 20 percent of the nation's high schools and colleges. The 5,000 officially sanctioned groups involve an estimated 300,000 students per week.

While one of its strengths has been its interdenominational flavor ("We're not threatening to people," said Shealy), Southern Baptists play a key role in the athletic outreach.

Among them, in addition to Shealy, are Jim Noel, veteran director of management information systems, and trustee chairman Grant Teaff, former Baylor University coach who now directs the American Football Coaches Association.

Some other examples: its three-book discipleship training series was written by David Guinn when he was at First Baptist of Waco and led the Baylor FCA Huddle. Wayne Atcheson, associate director of the football donor program "Tide Pride" at the University of Alabama, wrote the 40-year history of FCA, a book titled "Impact for Christ: How FCA Has Influenced the Sports World." Atcheson, son of a Baptist preacher, is a member of Calvary Baptist Church in Tuscaloosa.

Ironically, FCA brought Shealy into the SBC. Although a believer in Christ and youth group worker in another denomination, the young football and track coach realized his priorities weren't right after attending an FCA summer camp. Instead of using his profession to help others, he said, he was using them to build up his name and advance in the coaching ranks. He rededicated his life to Christ, a calling that affected both his professional outlook and family life.

"After my family and I discussed it and prayed about it, we decided we needed to be where they taught the Bible, prayed and had a fellowshiping church that helped you in your Christian walk. If I had to motivate people, I needed to be fed."

After visiting several, they made an SBC church their home.

Since that decision 30 years ago, Dal has served as a deacon in three different cities.

He and his wife, Barbara, also have taught Bible studies and Sunday school classes for ages ranging from high school to 45 and over. Sons, Vic, a coach at Austin Peay University, and Lance, an FCA field staffer in Tucson, Ariz., are Southern Baptists. Their daughter, Robin, is a Southwestern Baptist Theological Seminary graduate and her husband, Ken Lewis, is pastor of Pisgah Forest Baptist Church in Brevard, N.C.

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Noel, the other Southern Baptist staff member at FCA headquarters, has served as deacon chairman at Liberty's Second Baptist Church. That is the church where his wife, Cindy, grew up.

Also raised in a different denomination, he decided to become a Southern Baptist at a revival where the evangelist talked about what it means to be a church member.

"I realized I can't simply go to church and sit in a pew," said Noel. "It requires giving of your gifts and also receiving the benefits. That's what that motivated me to join."

Both are strong believers in the local church, reflecting FCA's longtime stance as an evangelistic arm of the body of Christ. Shealy said field staff and coaches always try to steer those saved at FCA events into a congregation where they can grow spiritually.

On that score, Southern Baptists earn high marks. When well-known troublemakers accept Christ at summer camps, SBC congregations are generally more willing to work with those youngsters, he said.

"We find they have been a lot more open to the nurturing process and reaching out," said Shealy. "It's been exciting to see. It's been an easy denomination to work with because they hold the same commitment to the Lord that we stand for."

This cooperation extends both ways. FCA has supported the "See You at the Pole" youth prayer efforts and "True Love Waits" abstinence-til-marriage campaign, which originated in the SBC.

And Shealy, the fifth president in the athletic organization's history, hopes to see more cooperation in the future. He mentioned the 1996 Summer Olympics as an opportunity for the Baptist Sunday School Board to develop various teaching materials around an Olympic theme.

When the Olympics come to America, he said, everyone's attention will be on the world event; it makes sense to capitalize on it. In return, Shealy pointed out, various ministry groups that will be evangelizing in Atlanta may be interested in utilizing that literature.

"That would be a great benefit, an example of how working together within (Christian) fellowship can help FCA and FCA can help the church," he said. "Themes like 'how to win big,' 'be more than a conqueror' and 'be a champion.' Let that be the thrust for an Olympic year."

A prime reason for paying attention to sports in gospel work, Shealy added, is a study a beer company did in 1992 that showed approximately 96 percent of Americans are affected through athletics.

That is why brewers spend so much money advertising in stadiums and on television to reach sports fans, he said. It is the same audience FCA pursues.

"If we can get athletes and coaches to have a commitment to the person of Jesus Christ, then think of the influence they will have over 96 percent of the people in America," he said.

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Walker is a free-lance writer in Louisville, Ky. Atcheson's book is available from FCA headquarters, 8701 Leeds Road, Kansas City, MO 64129; phone, (816) 921-0909.

He does sports ministry
from his computer terminal

By Ken Walker

Baptist Press
7/7/94

KANSAS CITY, Mo. (BP)--His face will never grace a Wheaties box. You're not likely to see him on the podium at national Fellowship of Christian Athletes events. His only direct tie to athletics is running the scoreboard at Kansas City's Kemper Arena during Big 8 Conference basketball games.

But Jim Noel finds his behind-the-scenes work for FCA, the nation's oldest sports ministry, just as rewarding as those who are on the front lines. In the body of Christ, he said, not everyone can be in the spotlight.

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"I feel God has blessed me so richly I don't even deserve it," said Noel, FCA director of management information systems -- better known as computer operations. "I get a lot of satisfaction from my job, even though I may be behind a computer terminal all day.

"When I hear from field reps about kids getting saved or someone being touched by our magazine, I know that my work was part of that. God uses administrative jobs to make this happen."

That means more than maintaining subscription lists for FCA's "Sharing The Victory" magazine. It involves such tasks as overseeing accounting, maintaining accurate lists of donors, members and other supporters; and assuring that vital information flows to field staff across the nation.

A graduate of Missouri's William Jewell College, the St. Louis native majored in mathematics and business administration.

Noel spent several years as a surety bond underwriter, selling performance bonds backing general contractors' work.

Yet he never felt comfortable with the work. He wanted to do something more with his life than worry about a large insurance company's bottom line.

"I'm sure that was the Holy Spirit tugging at me," Noel recounted. "In a very dramatic way, God woke me out of my sleep one night. I knew that he had something for me to do and I felt it was back in the Midwest."

Soon after he left his job and moved back to the Kansas City area where his wife grew up. There he met Jack Goodner, a friend of his wife's family and then vice president of FCA's business division.

While he felt very good after interviewing for a job at national headquarters, he wrestled for a week with the salary offer. The money was a lot less than he had made before.

"It was where faith meets the road," he said. "I decided to step out on faith and believe God would make it work. I've had companies in the bond and computer business make me offers, but I've never felt that is what I should be doing. So I always turned down those opportunities."

One of the most satisfying aspects of his 18 years with FCA has been realizing denominational labels don't matter when someone walks through the door of the three-story headquarters building.

All staff members realize they are working for God's kingdom, and questions about denomination never arise, Noel said. He believes all Christians can find encouragement from this type of organization: It shows believers from diverse backgrounds can work together.

"It's the call to serve God that makes it important," said Noel. And, it's a call he's glad he answered.

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Teen problems open doors
for FCA school ministries

By Ken Walker

Baptist Press
7/7/94

KANSAS CITY, Mo. (BP)--Although the U.S. Supreme Court upheld the Equal Access Act in 1990, guaranteeing Christian student groups the right to meet on school grounds, the battle over separation of church and state goes on.

Several times in recent years the Fellowship of Christian Athletes has fought legal battles with school boards over on-campus FCA groups, known as "huddles."

But in some cases, school administrators concerned with severe problems like drug use, crime and teen-age pregnancies are throwing open the doors to FCA.

"We've had principals call us up and say, 'We're losing the battle. Can you come to our campus and start an FCA group?'" said Dal Shealy, president of the interdenominational organization. "I think our best years are ahead of us."

The numbers support his contention. The number of sanctioned groups has nearly doubled, from 2,600 two years ago to 5,000 today. They help fight school battles over such issues as racial and cultural divisions, which Shealy said are as bad as ever.

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Gangs are another widespread problem FCA addresses, he said. "We challenge them, (we) say, 'You want to be involved in a gang? We'll let you be involved in ours. We'll accept you unconditionally and help you understand family values and see that God created you in his image and wants you to succeed.' We're making an impact."

But there is plenty of work yet to be done. There are 11 states without a full-time FCA staff member, and those in the field have a wide territory to cover. For example, two staff members in the Kansas City metropolitan area work with 250 schools, including 50 huddles.

That is where Southern Baptist churches can play a role. According to Shealy, in recent years various congregations have voted to add FCA programs to their missions budget because of the athletic ministry's success in public schools.

Some even provide office space, or pay part of a staff member's salary (many field workers raise their own financial support).

"We've had some churches sanction an FCA huddle like they used to sponsor Boy Scout troops," he said. "There have been some major turnarounds in senior high youth groups because of this. One of the things we encourage churches is to do things relevant to teen-agers."

The group's interdenominational approach also can be more effective in off-campus situations, in that parents of students wouldn't let their children attend a Baptist meeting but would let them go to FCA.

For example, Shealy's son, Lance, is an FCA field worker in Arizona. There the Mormon church is buying property close to schools so it can offer training to students who are permitted to leave campus for religious instruction.

FCA could hold similar Christian instruction for students who might otherwise ignore the classes if sponsored solely by a Southern Baptist church, he said.

"Utilizing the vehicle of athletics, if churches open their arms and help bring young people in, they can help nurture them," Shealy said. "By sharing resources, we can give these young people alternatives to other things that are out there."

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Churches need to 'market'
Sunday school, author says

By Ken Camp

Baptist Press
7/7/94

DALLAS (BP)--Too few churches "market" Sunday school effectively by stressing the benefits of ongoing Bible study, according to author Jerry Wilkins.

"With so many options available on Sunday morning, we need to show that Sunday school is the best choice for the use of a person's time," said Wilkins, director of missions for the Tuscaloosa Baptist Association in Northport, Ala.

"We should be saying, 'If you want to change your marriage for the better, if you want to keep your kids off alcohol and drugs, if you want to give your children a moral base for making life's choices, Sunday School can help.'

"We ought to be making the sales pitch based on the benefits of Sunday School, not telling people, 'Shame on you if you're not coming.'"

Wilkins, author of "Marketing Your Sunday School: Strategies for the 21st Century," published by Broadman & Holman, will lead conferences on that topic at the 1994 Texas Baptist Sunday School/Discipleship Training Convention, Sept. 22-24 at Prestonwood Baptist Church in Dallas.

Studies in marketing and business administration at the University of Alabama and Samford University, along with nearly 20 years of experience as a pastor in Texas, Tennessee and Alabama and involvement in the church growth movement, convinced Wilkins that churches could use secular marketing principles to help increase Sunday School enrollment and attendance.

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"I'm convinced that we have neglected to use all of the tools available to us. One pastor told me that marketing is the missing link in Flake's Formula," he said, referring to a classic text by Arthur Flake on Sunday school growth. "It's a new way to 'go get 'em.'"

"I believe God can empower a message on the printed page or on a television screen as much as if I am telling people something sitting across the coffee table from them."

Wilkins emphasized that marketing concepts such as product development and evaluation, packaging the product, determining the target audience and communicating the benefits of the product translate easily into principles for Sunday school growth.

He acknowledged some church leaders with whom he has worked initially resist the notion of applying secular, Madison Avenue-style methods to Sunday school.

"But actually, marketing is a concept that is easily baptized," he said. "Advertising is just telling the benefits so that customers will use the product. When you apply it to the gospel, that's evangelism!"

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5 'Women of Excellence'
honored by BSSB, WMU

Baptist Press
7/7/94

GLORIETA, N.M. (BP)--Five Southern Baptist women were recognized as the 1994 Christian Women of Excellence during Discipleship and Family Development Week at Glorieta (N.M.) Baptist Conference Center.

They are Cathy Blalock of Sullivan's Island Baptist Church in Sullivan's Island, S.C.; Georgia Mowery and Dimple Honey of First Baptist Church in Ullin, Ill.; Guinell Freeman of First Baptist Church in Jacksonville, Fla., and Joyce Wong of Nu'uaniu Baptist Church in Honolulu, Hawaii.

Jay Johnston of the discipleship and family adult department at the Baptist Sunday School Board in Nashville made the announcement during the July 2-8 discipleship week at Glorieta. The recipients will be recognized again during the July 16-22 week at Ridgecrest (N.C.) Baptist Conference Center.

The women were recognized for exemplifying biblical models and for maintaining a growing relationship with Jesus Christ, Johnston said.

Recognized in three categories -- minister's spouse, layperson and vocational ministry -- the women were chosen from more than 150 nominations. The recognition is sponsored jointly by the Baptist Sunday School Board and Woman's Missionary Union, auxiliary to the Southern Baptist Convention.

Blalock was recognized in the minister's spouse category. Freeman, educational director at her church, was recognized in the vocational ministry category. And Mowery, Honey and Wong were named in the layperson category.

Recognitions of Christian Women of Excellence were first presented at last year's National Christian Women's Enrichment Conference in San Antonio, Texas.

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