

February 21, 1958

Public Relations Work  
Of Convention Outlined

ATLANTA--(BP)--Southern Baptists have no special department of public relations, yet are active in many public relations programs, a denominational leader reported here.

Albert McClellan, Nashville, director of publications for the Southern Baptist Executive Committee, explained the public relations work in an address to the annual Southern Baptist Public Relations Association workshop.

"One phase of public relations work is our internal communications program," he said. "A second is the external communications program, and a third is through the Baptist Press news service, which is both internal and external."

"These activities are carried on as a part of the work of the Executive Committee," according to McClellan.

He listed the two phases of internal public relations activity as (1) the Baptist Bulletin Service, and (2) the Baptist Program, a monthly leadership magazine.

External communications programs include the work of the Southern Baptist Convention press representative, Baptist mat service, contacts with national communications media, and contacts with other religious bodies on a national scale."

The Baptist Bulletin service provides 1,200,000 church bulletins in color weekly to churches. The front cover contains a picture, the back cover devotional material and information about Southern Baptists. The individual church uses the two center pages.

The Baptist Program goes to about 31,000 pastors and other denominational workers. Its articles deal with Baptist activities and programs of all types.

The Southern Baptist Convention press representative provides information and a pressroom equipped with necessary typewriters and other facilities for editors covering the annual session of the Convention.

The Baptist mat service has two areas of work, according to McClellan. It provides mats and stencils suitable for use in church bulletins and other periodicals. Subject matter relates to Baptist activity.

Another phase of the Baptist mat service is its production of newspaper

advertisements (on mats) which local Baptist groups may use to spread Baptist beliefs.

McClellan said constant contact is maintained between the Convention and national communications media and with other religious bodies on a national scale, both Baptist and non-Baptist.

The Baptist Press, he said, is the news service of the denomination. Internally it supplies news to the 25 Baptist state newspapers published in the Southern Baptist Convention. The news relates to Southern Baptist activities, or religious activities of interest to Southern Baptists.

The Baptist Press, in its external function, provides news releases to daily and weekly newspapers, press associations, and secular magazines, as well as exchanging religious news with other denominations.

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#### Public Relations Group Elects 1958 Officers

ATLANTA--(BP)--The Southern Baptist Public Relations Association has elected Albert McClellan, of Nashville, president. McClellan is director of publications and associate secretary of the Southern Baptist Executive Committee.

He succeeds Ben Fisher, director of public relations and administrative assistant at Southeastern Baptist Seminary, Wake Forest, N. C.

Other new officers of the association are Gene Kerr, Nashville, program vice-president; Roald Sorensen, St. Louis, membership vice-president; Harry Koontz, Berkeley, Calif., secretary-treasurer, and Marse Grant, Thomasville, N. C., editor of the association's newsletter.

Kerr is promotion secretary for Tennessee Baptist Convention. Sorensen is director of public relations for the Missouri Baptist Children's Home, and Koontz holds the same title at Golden Gate Baptist Seminary.

Grant is editor of a weekly Baptist newspaper, Charity and Children, published by the Baptist Children's Home of North Carolina.

The association voted to hold its next annual workshop in Nashville Feb. 16-17, 1959.

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