

Light

THE CHRISTIAN LIFE COMMISSION OF THE SOUTHERN

BAPTIST CONVENTION

JANUARY-MARCH, 1990

The Bible says human life is holy

'In the image of God' (Gen. 1:27)



Observe Sanctity of Human Life Sunday
January 21, 1990

Few biblical phrases emphasize more strongly the holiness of human life and challenge more directly the practice of abortion in America than "in the image of God." Appearing in the first chapter of Genesis, this founds the origin of the doctrine of human nature, points Godward and manward, and speaks about a timeless truth.

The highest point of the divine drama of creation was the formation of human life. All of creation was good. But the creation of human life represented the crowning glory of God's creation: "So God created man in his own image, in the image of God created he him; male and female created he them" (Gen. 1:27). God then looked upon what had been done, saw that "it was very good," and rested (Gen. 1:31).

With the divine image stamped on human beings came a special blessing and an important assignment. Human beings were given the task of caring for God's garden. God said, "Be fruitful and multiply, and fill the earth and subdue it; and have dominion over the fish of the sea and over the birds of the air and over every living thing that moves upon

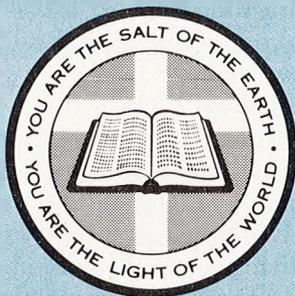
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Think about it!

Multitudes of Christians find compelling reasons in Scripture to be against abortion on demand. Passages such as Psalm 139:13-16, Jeremiah 1:5 and many other texts provide convincing evidence that unborn life in the womb is to be accorded the same respect as life after birth.

However, a congressman hostile to the pro-life cause has criticized the pro-life movement as being "pro-life from conception to birth." To counter this charge and the perception it echoes, several things must be done.

First, Christians must publicize and praise the abortion alternative ministries that have already been started by churches and other groups of Christians across the country. These are more numerous than people commonly know.

Second, Christians must support rapid and widespread expansion of such ministries. The Home Mission Board's efforts in this area under the leadership of Larry Lewis, its president, and Sylvia Boothe, its coordinator for alternatives to abortion ministries, are to be commended.

Third, if Christians and others are going to insist that abortion on demand be abandoned, then we must also endorse and support alternatives for pregnant women, their babies and their families, not only before birth, but after birth as well.

As abortions are restricted, increased numbers of mothers, babies and families will need additional spiritual, emotional and financial support. If Christians are to claim successfully the title "pro-life," then we must be there with such support as these babies begin their postnatal lives.

The need for medical care both before and after birth will increase dramatically. This will be particularly true in cases where the baby has physical and/or mental handicaps. The need for reliable adoption services will rise rapidly, as will the need for much larger numbers of Christian families to open their hearts and their homes to adoption of those children whose birth mothers decide for that option.

Christians and their churches will need to expand subsidized day care for mothers who choose to keep their babies and need to work to support themselves and their child. They will also need to subsidize job training for such mothers when necessary. They will need to expand counseling services to minister to the mother and to other family members.

What a tremendous challenge! What a tremendous opportunity to demonstrate the love of Jesus Christ to people in spiritual, emotional and financial need.

While in a pastor's study recently, I noticed a framed galley proof of one of C. H. Spurgeon's sermons which contained handwritten notations by the great pulpiteer himself. In commenting on Psalm 103:1, "Bless the Lord O my soul," Spurgeon observed, "be not satisfied with thinking well and wishing well, and speaking well, but *act* well." Spurgeon had underscored the verb *act* with his own pen, and so must we.

Think about it!

Richard D. Land

*East Side Baptist in Cullman, Ala.***Small town ripe for pregnancy ministry**

By Louis Moore

East Side Baptist Church in Cullman, Ala., does not fit the stereotype of churches that successfully launch crisis pregnancy centers.

It is not situated in a large urban setting. It is not one of the so-called superchurches. By most yardsticks, East Side Church is a small-town, average Southern Baptist congregation. Its weekly attendance is about 350, and its annual budget is about \$300,000.

Cullman itself is a city of about 13,900 in north Alabama. The town allows neither the sale of alcoholic beverages nor pornographic materials. It also boasts no abortion clinic.

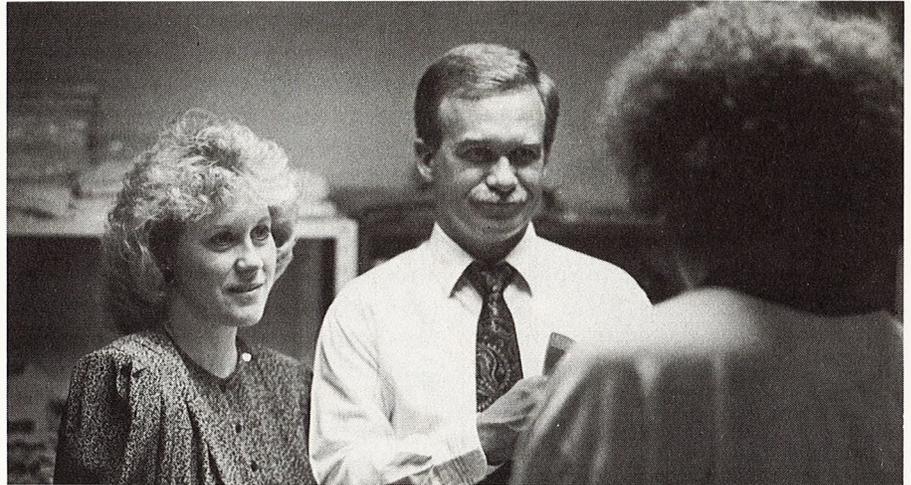
Churches are plentiful in Cullman, too. Though Southern Baptists are dominant in the city, the large Roman Catholic and Lutheran populations in the city bear testimony to the community's early German ancestry.

Yet, East Side Church's crisis pregnancy ministry has succeeded beyond its founders' earliest and biggest dreams. The center offers free pregnancy testing, counseling and referrals to expectant mothers.

"We draw from a 40-mile radius, but 90 percent of our clients are from Cullman itself," says Danny Morrow, a used car dealer, who along with his wife, Paula, helped East Side Church found the center in early 1988.

Morrow believes the center's surprisingly large number of clients is a barometer of how much illicit sexual activity occurs even in small Baptist-dominated towns in the so-called Bible Belt.

After operating the center for almost two years, Morrow says he can predict cyclical patterns in the



Paula and Danny Morrow present a baby carrier to an expectant mother at the crisis pregnancy center in Cullman, Ala.

town's behavior. For instance, he says crisis pregnancies rise in number shortly after a holiday or an event such as a prom.

But another dramatic factor has caught Morrow's attention and that of the leadership at East Side Church: Nearly half of the center's 1,600 clients during its first 20 months in operation were married women over 21. Some were even in their 40s.

Abortion has become an option for more Americans than many Christians realize, Morrow says.

And like many other Southern Baptist-operated crisis pregnancy centers, the one in Cullman has discovered that it ministers to more Southern Baptists than any other group.

Nevertheless, the center tries to present Christ to as many of the women it reaches as it can. Seventy-six of the 1,600 women who have sought help from the center have accepted Christ, Morrow says.

The Morrows, who are members of East Side Church, founded Shepherds Way Ministries in early 1988 after the church

expressed an interest in such a program, says Pastor Sam Hollis. Shepherds Way is the parent corporation which operates ABC Crisis Pregnancy Center in Cullman.

Morrow chose the center's board of trustees from among members of the church's steering committee on abortion.

For advice, the church sought the help of Andy Meritt, pastor of Edgewood Baptist Church in Columbus, Ga., which operates a successful crisis pregnancy center.

"The Morrows took the ball and ran with it," Hollis says.

The Morrows say their volunteer commitment to the center developed after Paula miscarried several years ago and sensitized them to pregnancy-related issues.

East Side Church contributes \$300 a month to the center. Four other Southern Baptist churches in the area make contributions, but the bulk of the center's \$2,000 monthly budget comes from individual contributions.

Louis Moore is an associate director of the Christian Life Commission.

'God shows no partiality' (Acts 10:34-35)

By Robert Parham

Twenty-five years ago, Southern Baptists observed their first Race Relations Sunday on the denomination's calendar. That was in 1965. The goal was improved race relations. The context was crackling racial tension.

That first, official emphasis Sunday occurred after the Supreme Court decision against the segregation of public schools, the Montgomery bus boycott and the massive march on Washington, which had a profound impact on the nation.

That observance came before the march on Selma, the scorching riots in Watts, the assassination of Dr. Martin Luther King, Jr., the black power salutes at the Olympics and the Kerner Commission which warned that "our nation is moving toward two societies, one black, one white--separate and unequal."

Amid such tension, the Southern Baptist Convention voted in 1964 to place Race Relations Sun-

day on the denomination's calendar. The Christian Life Commission and the Home Mission Board jointly mailed a small packet of material throughout the Convention. It included a pamphlet entitled "The Bible Speaks on Race," a poster of people kneeling at the foot of the cross, a list of resources and a page of quotations from missionaries, expressing concern about the negative impact racial conflict was having on mission work.

While some approved the emphasis, many did not.

The scriptural theme for that hallmark Sunday was the racial impartiality of God based upon Peter's contact with Cornelius. It was as timely then as now.

In a sermon before the household of Cornelius, Peter preached: "Truly, I perceive that God shows no partiality, but in every nation any one who fears him and does what is right is acceptable to him" (Acts 10:34-35). When Jewish Christians, who belonged to the circumcision party, heard of

Peter's association with a Gentile, an uncircumcised person, they were stunned. They questioned his judgment and criticized his actions. But Peter was convinced of the inclusive love of God, as well as committed to a community of believers without barriers based upon race.

Like the early church, we Southern Baptists have made many strides on the race front. But we are still imperfect people, with miles to go before we rest.

Here are some suggestions:

- Observe Race Relations Sunday on February 11, 1990.
- Pray about joining the long walk toward racial reconciliation, equality and justice in 1990.
- Ponder the ways you think and talk about minorities.
- Think about how you and our society act toward minorities.
- Find ways to give witness to the impartiality of God.

Robert Parham is an associate director of the Christian Life Commission.

Sanctity theme: 'In the image of God'

(Continued from Page 1)

the earth" (Gen. 1:28, RSV).

Human beings are created "in the image of God." Although the Fall mars the divine stamp in human beings, it fails to erase it. We still have bestowed upon us a unique dignity and have bequeathed to us dominion over creation. But how does the biblical phrase, "in the image of God," impact with the issue of the sanctity of human life?

First, "in the image of God" means that we are to reverence human life. We are to acknowledge that human life has sacred value because of God's action. The divine image was given, nei-

ther earned nor based upon human evaluations. As such, human life is a sacred gift to be treasured with a sense of awe.

Second, "in the image of God" means we are to respect all human life. Stage of development, mental ability, skin pigmentation and physical beauty should not determine how we see other human beings. We are to respect and protect all human life as sacred.

We protect human life when we seek to stop the killing of unborn children in their mothers' wombs. We preserve human life when we support local church ministries aimed at helping peo-

ple make life-affirming, rather than life-denying decisions about human preborn life. We prevent the taking of human life when we work to alleviate those economic and social forces which pressure some into aborting their babies.

We promote human life when we witness for Christian values related to human sexuality and marriage.

This Sanctity of Human Life Sunday, carefully consider ways in which God's declaration of humanity as "in the image of God" can challenge your attitudes and behaviors. Seek God's guidance in finding ways to witness and to act for life.

*Quietly and steadfastly***Black, white Baptists meet yearly in Alabama**

By Louis Moore

Quietly and steadfastly, black and white Baptists have gathered in Alabama annually for the past 25 years with the goal of bridging the gulf that divides them.

The get-togethers started in 1964, and since 1969 they have been held annually in the spring at Shocco Springs Baptist Assembly in Talledega, Ala.

"Despite all the problems of racism, the Ku Klux Klan, the White Citizens Council, the Selma-to-Montgomery March, and the police dogs and firehoses in Birmingham, we have maintained a fraternal relationship between the [white and black] Baptist bodies in our state," says Dr. Billy Nutt, director of associational and cooperative missions for the Alabama Baptist Convention.

When the annual sessions began, few blacks attended white Southern Baptist churches in Alabama. The meeting then was strictly one of white Southern Baptists and black National Baptists.

The annual black-white Baptist meeting--this year it was called "The Baptist Family Reunion"--remains essentially a session for Southern Baptists and National Baptists to meet, but on the Southern side more and more black faces are showing up. For instance, Joe Coates, a black Southern Baptist pastor at Glendale Baptist Church in Miami, was a recent conference speaker.

By 1982, 62 Southern Baptist churches in Alabama had at least one black member. Today, the state convention no longer keeps such records, believing the number has grown too large to survey.

Nutt says the meeting grew out of the racial turmoil of the 1960s as a way to bridge the

widening gap between white and black Baptists in the state.

"Dr. H. O. Hester was director of the special missions department of the Alabama Baptist Convention's State Board of Missions back then," said Nutt. "His major assignment was cooperative work among National and Southern Baptists. That was our way of saying 'among black and white Baptists.' This was in the midst of the emerging civil rights struggles of the 1950s and 1960s.

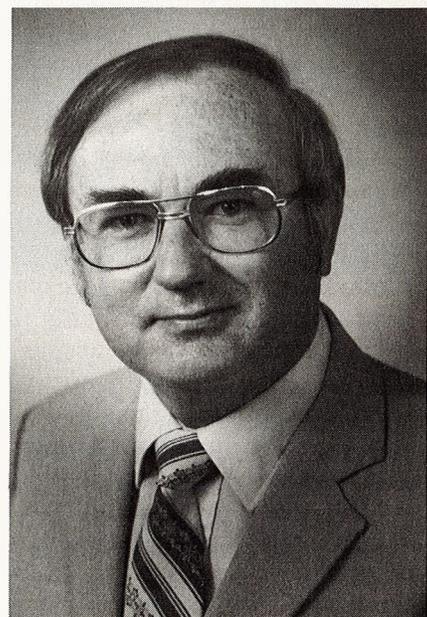
"More than any other person in Alabama in those days, he (Hester) kept the channels open between the National and Southern Baptists," Nutt said. "Even now, some of the black pastors still tell me how they had to slip Dr. Hester into the back doors of their churches just for him to be able to speak--the tension was that bad."

In 1964, Hester led in helping establish the Joint Committee of Southern and National Baptists.

...the meeting grew out of the racial turmoil of the 1960s as a way to bridge the widening gap between white and black Baptists in the state.

The group held its first meeting in February of that year. Representatives from both the National and Southern Baptist Conventions attended.

Five years later, in 1969, the group launched the Human Rela-



Billy Nutt, executive secretary, State Board of Missions, Alabama Baptist Convention.

tions Conference at Shocco Springs. "It was called the Human Relations Conference because in Alabama at that time the term Human Relations was less inflammatory than Race Relations," said Nutt.

In the early years, the meeting drew 25 people. By 1976, it averaged about 100. Today, attendance averages 275 to 300.

"At the meetings, we don't have a formal agenda, but it is a time for black and white Baptists to sit down with one another and express themselves and to hear each other and to get each's frustrations out into the open and talk about them."

The format is focused around three leaders--a music director, a Bible teacher and a preacher. National and Southern Baptists alternate each year choosing the leaders.

Richard Land of the Christian Life Commission was the confer-

(See Alabama on Page 10)

Sanctity conference focus is womb to tomb

IRVING, Texas - To be biblically pro-life is to embrace a variety of issues ranging from the womb to the tomb, a series of speakers told participants at the Southern Baptist Christian Life Commission's Conference on the Sanctity of Human Life Dec. 4-5.

Texas Baptist Pastor Ralph Smith urged the 232 registered conference participants to expand their interpretations of being pro-life by addressing such issues as nuclear arms, hunger, environment, euthanasia, racism, smoking, alcohol and drug abuse as well as abortion.

But on the issue of abortion, Smith said, "The acid test of the integrity of the Christian pro-life movement in this generation will be whether we have the courage to let God, rather than competing

Abortion is a woman's issue, but it is far too serious and far-reaching to be only a woman's issue.

secular ideologies, shape our agenda."

A former Dallas-area abortion clinic operator said abortion "is not a choice but a skillfully marketed product sold to women at a crisis time."

Carol Everett, now legislative liaison to the Texas Right to Life, said, "If abortions are so good for women, why aren't they free?" Instead, she said abortion is a greed-driven, profit-making industry that preys on troubled women. She described abortion clinics as multimillion-dollar businesses.

Christian Life Commission Executive Director Richard Land said Christians must sound the clarion call against all attitudes



Youngest conference attendee with his parents at the banquet.

and actions which assault the sacredness of human life. He said action against abortion must be multilevel and include attacks against root causes.

"We must oppose the barbaric, lethal combination of technical expertise and spiritual ignorance which would deny that sanctity and would abort and experiment on our unborn, harvest fetal tissue, allow death into the nursery for our mentally and physically handicapped infants and encourage euthanasia in our hospitals, retirement centers and nursing homes," he said.

Land said that if Christians "are going to insist that abortion on demand be abandoned, then they must also endorse and support alternatives." (See editorial in this issue for examples cited.)

Criswell College Professor Dorothy Patterson urged Southern Baptists to make pro-life "our issue of the 1990s."

"We must guarantee life and liberty from the moment of conception to the moment of natural death. Abortion is a woman's issue, but it is far too serious and far-reaching to be only a woman's issue," she said.

Campbell University Law Professor Lynn Buzzard warned that

there is "no reason to rejoice in the political environment created by the Webster decision."

He called for a multilayered approach to the anti-abortion issue in which the gains made by the Supreme Court's decision in the Webster case are consolidated while pro-lifers remain vigilant over the long term to judicial appointments and possible changes in the U.S. Constitution.

Buzzard urged Southern Baptists to present a "prophetic model" in dealing with abortion. "Spiritual, not political, calculus should be the foundation of efforts to rid the nation of this terrible problem," he said.

Southwestern Seminary Professor Raymond Higgins said expectant parents in Southern Baptist churches are often unprepared to face the moral decisions when they opt for prenatal diagnosis, the medical procedure used to determine the health of a baby in the uterus.

"I wonder how Christians can expect parents to welcome children with birth defects into their families and care for them 24 hours a day, seven days a week, 52 weeks a year for their entire

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lives, when Christians in local churches do not minister to the parents and children several hours a week," he said.

Mississippi legislative lobbyist Paul Jones said, "Churches have as much right to lobby as anyone else" and should do so on such issues as abortion.

Jones delineated a number of specific ways to lobby in state legislatures, then asked if Christians are prepared for the results of a win.

CLC commissioner Liz Minnick said Christians should enter the legal battle against abortion with their homework done in both political process as well as biblical theology.

"Many of our enemies are nice, friendly, professional, even charming people," she said. "But be not deceived. This is a spiritual battle. I guarantee, there are giants in our land."

Two veterans of the Southern Baptist effort in Florida in favor of anti-abortion legislation said the essence of the movement was action and conversion.

Florida Baptists called a special state convention session to



Ed Young speaks at Sanctity Conference banquet.

adopt a statement they hoped would influence a specially called session of the Florida Legislature. Legislators did not adopt the measures.

"The world is not going to be changed by our resolutions," said John Sullivan, the Florida convention's executive director. "We did not call a special session to debate the morality of abortion or to pass a resolution. We had a recommendation. We were calling a special session of the convention to ask ourselves the question, 'How are we going to affect this state's abortion laws?'"

Bobby Welch, a Florida pastor and a leader of the Baptist effort

there, said "Abortion is the issue which I believe both history and God will judge as the supreme test of the Western church in this generation."

Jimmy Draper, a former president of the Southern Baptist Convention, described his own church's crisis pregnancy center then said Southern Baptists "need to stand together with everyone who is pro-life." He called for supporters of the controversial Operation Rescue strategy to respect those who oppose nonviolent civil disobedience as an anti-abortion strategy, while opponents of Operation Rescue need to respect its advocates.

Audio cassettes from Sanctity of Human Life Conference

Quan.	Speaker	Message Title @ \$3.85 each	Price
	Sylvia Boothe	What Are Southern Baptists Doing and What Needs to be Done	
	Lynn Buzzard	What the Webster Case Did & Did Not Do: What Needs to be Done Now	
	Jimmy Draper	The Impact of a Crisis Pregnancy Center on a Local Church and Community	
	Carol Everett	What Really Happens in an Abortion Clinic	
	Raymond Higgins	The Complex Issues of Pre-Natal Diagnosis	
	Paul Jones	Do's & Don'ts of Lobbying Legislators: Utilizing Professional Expertise & Experience	
	Richard Land	The Obligations of Being Pro-Life	
	Liz Minnick	Do's & Don'ts of Lobbying Legislators: Mobilizing Volunteers Effectively	
	Dorothy Patterson	Is the Right to Life Issue a Woman's Issue?	
	Ralph Smith	Theme Interpretations	
	John Sullivan & Bobby Welch	The Florida Experience	
Save \$2.35 on entire set of 11 tapes @ \$40.00			
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By Grant Teaff

We Americans are people who love sports. Even when we don't play sports ourselves, we love to watch others play.

Television executives recognize this attachment to sports and rightfully try to put as many sporting events on the airwaves as the market will allow. Television wouldn't be the same for millions of us without the easy access "the tube" provides us to professional and college games.

While trying to satisfy this appetite for sports, television executives have become entrapped in a problem that carries with it significant moral and ethical implications. That problem is the source of the revenue to pay for putting those games on the airwaves. Too often the predominant number of advertisers of sports events in this country today are the manufacturers of alcoholic beverages. The beer industry particularly has discovered a marvelous marketing tool by piggy-backing its advertising on televised sports events.

These manufacturers of alco-

Alcoholic beverages destroy lives, homes, careers and innocent bystanders who are victims....

holic beverages pay top-flight advertising firms to produce high-quality advertising spots featuring popular and well known sports and pop-culture personalities.

The combination works exceptionally well. Television viewers get intriguing ads to watch, televi-

Grant Teaff: Alcohol not suitable for sports ads



Grant Teaff

sion executives get premium advertising dollars from the ads and the alcoholic beverage industry receives escalating revenues every year.

Because of the popularity of this practice, many people today associate televised sports events with beer and alcoholic beverages. These ads present the image that it is American, masculine and savvy--and even sportsmanlike--to consume alcoholic beverages. Those are false images, but the truth is not told.

Alcoholic beverages destroy lives, homes, careers and innocent bystanders who are victims of those who allow themselves to become dependent upon these beverages.

These ads contribute to the escalating rate of alcoholism in this country. In addition, as the consumption of alcoholic beverages increases in this country, so do the number of people who die as a result of alcohol-related traffic accidents and of alcohol-related diseases. The time has come to halt this trend.

We must do something to stop the problem at the source. We must call a halt to the link between television sports events and the advertising of alcoholic beverages.

I believe former U.S. Surgeon General C. Everett Koop is correct when he says we must start now to break the link between televised sports and alcoholic beverages.

We must encourage television executives to look elsewhere for new advertising dollars to pay for the broadcast of sports events.

We must encourage our athletes to resist the financial temptations to appear on lucrative alcoholic beverage ads.

We must encourage those at the FCC who manage the airwaves to move toward a policy that discourages rather than encourages the link between sports and alcohol.

Alcohol is a drug. I do not want my players at Baylor University to participate in the consumption of alcoholic beverages. I do not want them to be lured into public endorsement of such products just because the fees for such ads are so tempting.

Baylor University consistently votes against the majority of the other Southwest Conference schools in allowing the sponsorship of athletic events by manufacturers of alcoholic beverages. But without their support, the university's attempts to ban alcoholic advertisements and sponsorships from athletic events remains thwarted. Of course, the university stands firm in its opposition to the consumption of alcohol in any form.

(Continued on Page 10)

By Stephen J. Burrows

In recent weeks, we have applauded the dramatic events in Berlin and behind the Iron Curtain as Communist governments have taken giant steps toward freedom for their citizens and economies. Ironically, however, as these events have taken place we have been moving in the opposite direction here in the United States. Increasingly here at home, there are calls for new government restrictions on what we can say, watch or hear.

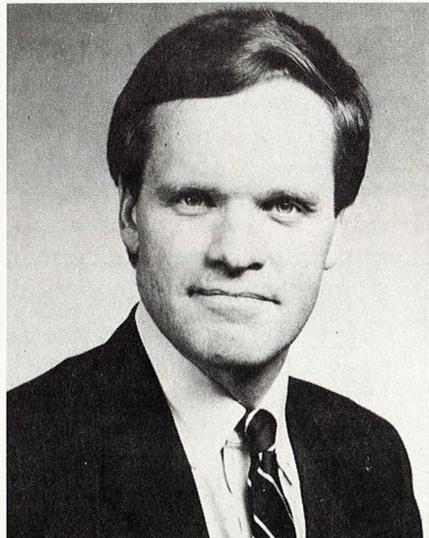
Exchange rate manipulation, higher taxes, protectionism and other means have been used to manipulate and control consumers' choices, undermining the average American's right to what once was the highest standard of living in the world. More recently, government censorship has been suggested as a means to control consumer choices.

Banning beer ads on sporting events a government censorship issue? When a form of communication that is legal, responsible and appropriate is involved, yes, that's censorship--and it is wrong.

...at Anheuser-Busch we support many initiatives to prevent abuse before it happens...

It is an issue that has nothing to do with whether people choose to drink. Many millions of Americans choose *not* to drink--and we respect their choice. However, more than 100 million Americans *do* enjoy an occasional drink. Almost all of them drink responsi-

Stephen Burrows: Leave censorship to Soviets



Stephen J. Burrows

bly--and their choice also is legal, respectable and appropriate.

Nor is the question of censorship one that has anything to do with alcohol abuse. Alcohol abuse is a national health concern, and at Anheuser-Busch we support many initiatives to prevent abuse before it happens, to encourage responsible drinking behavior and to help those who need assistance. These programs are working. Since 1982, according to the federal government, the number of persons killed in drunk driving collisions has declined 9 percent and the number of teenage drunk drivers involved in fatal crashes is down 34 percent. Since 1985, the number of adults who say they drive after drinking has declined 24 percent, according to the Roper Poll.

Education and consumer awareness, along with tough law enforcement, have brought about this progress. These efforts have an impact because they focus on solving the problem. Censorship, in the form of advertising bans, does not.

First of all, the scientific consensus is clear that while beer advertising affects the choice of brand--for example, whether to drink Budweiser or another brand--it does not compel anyone to drink, much less to drink abusively. That is not an industry opinion--it is the conclusion of Congress and the Federal Trade Commission, which studied every piece of scientific research available on the issue and then decided not to further restrict beer advertising. It is also the lesson of history. Consider the Soviet Union, long a practitioner of censorship that allows no beer or liquor advertising at all. Their alcoholism rate is one of the highest in the world.

Second, and most germane to this discussion, is the appropriateness of advertising on sports broadcasts. Anheuser-Busch is one of the nation's leading sports advertisers because our product is for adults--and that is precisely whom our sports advertising reaches. In major events such as the NCAA basketball finals, ratings figures indicate that 80 percent of the audience is 21 or older. That is much more than the 70 percent of "legal age" persons in the population as a whole, and among the highest concentrations of adult viewers for any programming on television.

For proof that sports broadcasting is an "adult" medium, one need only look at who sells there. During the NCAA tournament coverage last spring, for example, major advertisers included IBM; Mercedes-Benz and Cadillac automobiles; insurance and other financial service companies such as American Express and State

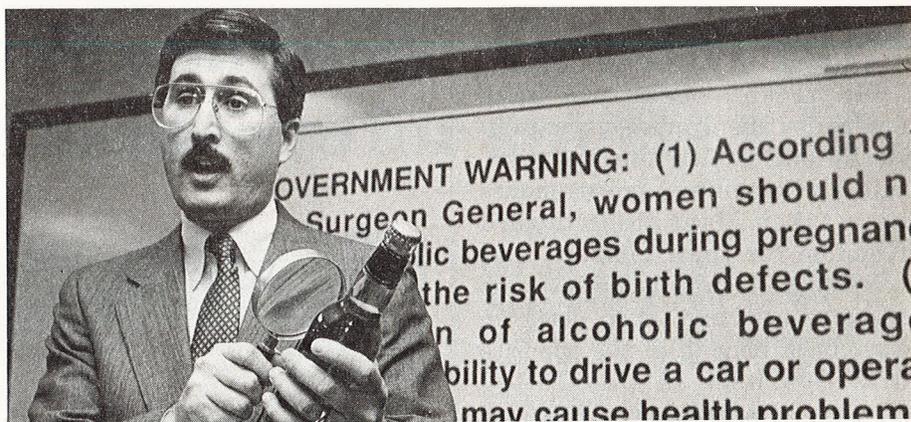
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Blacks, whites in Alabama get together

(Continued from Page 5)

ence preacher in 1989. Other conference preachers have been Mack King Carter, pastor of Mount Olive Baptist Church in Fort Lauderdale, Fla., Ray Robbins of New Orleans Baptist Theological Seminary, and E. Edward Jones, president of the National Baptist Convention, Inc., one of the two National Baptist conventions in the U.S.

Nutt says the conference in recent years has tended to draw more blacks than whites. He says this trend reflects a growing erroneous attitude existing among some Southern Baptists that the battle to improve race relations has been won. While change has come, Nutt says Southern Baptists must continue to focus on the issue because much remains to be accomplished in black-white Baptist relations.



During a press conference, CLC Associate Director Robert Parham illustrates his concern about the microscopic size of the new warning labels on alcoholic beverage containers.

CLC chides size of new warning labels

Warning labels on beer and liquor containers will save lives, but they must be larger and more conspicuous, said the CLC's Robert Parham during a press conference Nov. 14 in Nashville.

The Alcoholic Beverage Labeling Act of 1988, which went into effect Nov. 18, requires all alcoholic beverage containers sold in the U.S. to carry warning labels.

During the press conference, Country and Western entertainer Rudy Gatlin said he made a per-

sonal choice to stop using alcohol because of the devastation and destruction it causes.

The CLC was one of several groups that participated in press conferences across the nation praising the new warning labels but criticizing them for their size.

In a related development, CBS' net \$1 billion contract for NCAA Tournament broadcast rights requires CBS to reduce by 33 percent its beer advertising on sports events.

Burrows: Leave censorship to the Soviet Union

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Farm; United Airlines; and Ryder Truck Rental. Few youngsters could afford these companies' products or services or would want them. These firms advertise on sports because sports reaches adults, not children.

This isn't a recent development. One of the earliest leading sports advertisers was Gillette, which sponsored the Friday night

fight in the early days of television and still advertises today. As most persons over 30 will recall, razor blades, after-shave and other products geared to adult males always have dominated sports advertising.

Beer is a legal product that is a good part of the good life for tens of millions of Americans. We have a *right* to advertise our product and a responsibility to

target appropriate adult audiences. Advertising in sports broadcasts allows us to do both.

Stephen J. Burrows is vice president, Consumer Awareness and Education, Anheuser-Busch, Inc. He accepted the invitation to write this article after numerous football coaches declined to go on record on the issue.

Teaff: Alcoholic beverage ads, TV sports are bad mix

(Continued from Page 8)

There are those who support the view I have just given, and, fortunately, I see the beginning of encouraging signs on this issue emerging among some of our lead-

ers in the sports community in this country today.

Let us join hands and work diligently together to eliminate the unfortunate link between alcoholic beverages advertising and tele-

vised sports in this country.

Grant Teaff is Baylor University's head football coach and is noted for his strong Christian faith and convictions.

Addictions focus of 1990 annual seminar

By Lamar Cooper

"Addictions and Family Crises" is the theme for the annual seminar March 12-14 at the Wynfrey Hotel at the Galleria in Birmingham.

The conference will feature speakers who will address the impact of addictive behavior on the family. Registration will

begin at 11 a.m. and the sessions begin at 1 p.m. and conclude at noon on Wednesday.

Topics include: "Ways Churches Can Respond to the Drug Crisis," "Workaholism," "Gambling Addiction," "Pornography Addiction," "Sexual Addictions," "Alcohol Addiction" and "Domestic Violence as an Addictive Behavior and the Church's Response."

Speakers are listed on the registration form below.

For registration information contact the Christian Life Commission, 901 Commerce St., Suite 550, Nashville, TN 37203 or telephone (615) 244-2495.

Lamar Cooper is an associate director of the Christian Life Commission.

Join us for the annual seminar

"ADDICTIONS AND FAMILY CRISES"

Wynfrey Hotel, Birmingham, Alabama

MARCH 12-14, 1990

Speakers include:

- **Doug Anderson**, Director, Family Ministry Dept., Baptist Sunday School Board
- **Nancy Badgwell**, Marriage and Family Therapist and Certified Sex Therapist, Dallas
- **Charles Carter**, pastor, Shades Mountain Baptist Church, Birmingham
- **Mark Corts**, pastor, Calvary Baptist Church, Winston-Salem, and chairman of FMB
- **John Drakeford**, Professor Emeritus, Southwestern Baptist Theological Seminary
- **Monsignor Joseph Dunne**, Founder/former president, National Council on Compulsive Gambling
- **Frank Minirth**, Minirth-Meier Clinic, Dallas
- **Paul Hegstrom**, founder and Director, Domestic Violence Project Learning Centers, Denver
- **Sara Hines Martin**, counselor, Marietta, Ga., former SBC missionary and author of *Healing for Adult Children of Alcoholics*
- **J. Alfred Smith**, pastor, Allen Temple Baptist Church, Oakland, California
- **Glen Stassen**, Professor of Christian Ethics, Southern Baptist Theological Seminary
- **Richard Wells**, Professor, Samford Divinity School
- **Curt Scarborough**, Christian Civic Foundation of Missouri
- **Jay Strack**, Texas-based Evangelist

Name _____ Phone () _____

Address _____
 (Street) (City) (State) (Zip)

Please reserve room(s) at Wynfrey Hotel:

Single \$72____/Double \$72____ (Free shuttle from airport to hotel)

Arrival date/time _____

Departure date/time _____

For special travel arrangements, call Wilcox Travel Tours 1-800-237-0434 and in Tenn. 1-800-383-4500.

Credit Card: _____
 (Name) (Number) (Expiration Date)

Call (615)244-2495 for information for alternate accommodations.

\$35 Seminar registration fee enclosed. \$17.50 for spouse or student.

(\$45 after February 15, 1990, \$21.50 spouse or student)

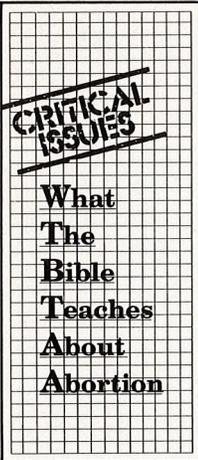
Return to: Christian Life Commission

901 Commerce Street, Suite 550

Nashville, TN 37203

Lewis' abortion pamphlet now available

Larry L. Lewis, president of the Home Mission Board of the Southern Baptist Convention is the author of the latest addition to the Christian Life Commission's *Critical Issues* series.



Lewis' pamphlet is entitled *What The Bible Teaches About Abortion*.

Lewis writes about why Christians should oppose abortion and what they can do about it.

The pamphlet sells for 33¢ and is available by writing or calling the CLC offices.



New pamphlets on AIDS published

The Christian Life Commission has published a new four-part pamphlet series on AIDS.

The pamphlets may be purchased either individually or as a set. They cost 25¢ each or \$1 for a set.

Based on the latest findings by medical researchers and theologians, the pamphlets offer insights into the disease and how the Bible says Christians ought to respond.

Among those who contributed to the series were Richard Good-

game, a medical missionary who worked extensively with AIDS patients in Uganda, and James Hightower, pastoral care consultant in the Church Administration Department of the Baptist Sunday School Board.

The four pamphlets are entitled *AIDS: A Deadly Disease*, *People With AIDS*, *AIDS: Biblical Insights* and *Ministry to People with AIDS*.

To order these new materials, write or call the Christian Life Commission.

AIDS: Crisis for Church and Family

First Baptist Church, Nashville, Tennessee

February 12-13, 1990

A conference featuring speakers and workshops for church staff, denominational workers and concerned laypersons cosponsored by the Christian Life Commission; Church Administration, Discipleship Training, Family Ministry and Student Ministry Departments, BSSB; and Missions Ministries Division, HMB.

Speakers:

- Richard Bridges, pastor, First Baptist Church, Bowling Green, Ky.
- Richard Goodgame, M.D., Foreign Mission Board
- Beverly Hammack, Director, Missions Ministries Division, Home Mission Board
- William Holladay, pastor, East Hartford Baptist Church, Hartford, Ky.
- Belinda Mason, Hartford, Ky., President, National Association of People with AIDS
- John Sullivan, Executive Director, Florida Baptist Convention
- William Tillman, Professor of Christian Ethics, Southwestern Baptist Theological Seminary

The conference begins at 1:30 p.m., Monday, Feb. 12, and ends at noon, Tuesday, Feb. 13, 1990

Registration Form AIDS: Crisis for Church and Family

Name _____
Address _____ (Street) (City) (State) (Zip)

- Enclosed is \$40 registration fee for me.
 - Enclosed is \$20 registration fee for spouse or student.
- Call (615) 244-2495 for hotel room information.

Make check payable to:
AIDS Conference

Return form to:
AIDS Conference
P. O. Box 25266
Nashville, TN 37202-5266

Resources for Sanctity of Human Life Sunday

Quantity	Abortion-Related Materials	Unit Price	Total
	New Pamphlet - Critical Issues: What the Bible Teaches About Abortion by Larry Lewis	\$.33	
	Pamphlet - Abortion and the Law	.22	
	Pamphlet - Alternatives to Abortion: Suggestions for Action	.22	
	Pamphlet - Issues and Answers: Teenage Pregnancy	.17	
	Sanctity of Human Life Sermon Outline	.22	
	Bulletin Inserts for Sanctity of Human Life Sunday - undated (package of 20)	1.20	
	Sanctity of Human Life Resource Packet (one of each above)	1.00	
Resources from the National Conference on Abortion			
	Speaker	Audio Cassettes	
	Bob Terry	The Bible a Witness to Life	3.30
	Fred Loper	Abortion Following <i>Roe vs. Wade</i> : Patterns and Perspectives	3.30
	Paul Jones	Where Did the Early Church Stand on the Issue of Abortion?	3.30
	Joe Trull	Where Do Evangelicals Stand on the Issue of Abortion?	3.30
	Robert Parham	Where Do Southern Baptists Stand on the Issue of Abortion?	3.30
	Susie Hoeller	Abortion and the Law: A Review	3.30
	Andy Merritt & Jane Delaney	Pathways to Mission Action: Alternatives to Abortion	3.30
	Book of Proceedings (Includes each title listed above)		3.30
	Save \$3.10 on entire package of 7 audio cassette tapes		20.00
	New Videotape: "One in a Million" 1/2" VHS - Showing Time: 18 minutes		
	Rent for \$11.00 [] Show Date: _____ Purchase for \$39.95 []		

Resources for Race Relations Sunday, February 11, 1990

Quantity	Race Relations Resources	Unit Price	Total
	Race Relations Bulletin Insert (undated)	20/\$1.20	
	The Bible Speaks on Race (pamphlet)	.17	
	Issues and Answers: Race Relations (pamphlet)	.17	
	Issues and Answers: Human Rights (pamphlet)	.17	
	Help for Families: Marriage Across Barriers of Religion, Race, Culture (pamphlet)	.17	
	Critical Issues: Refugees (pamphlet)	.33	
	Declaration of Human Rights (pamphlet)	.28	
	Race Relations Resource Packet (one of each above)	1.25	
Audio Cassettes from 1989 Conference on Race Relations			
	Order individually tapes by Joel Snider, Jerry Sutton, Charles Page, Foy Valentine, Harold Branch, Lynn Clayton, Emmanuel McCall, Sidney Smith, David D'Amico, Lloyd Elder, Frank Thomas (2), Richard Land, or panel discussion	3.85	
	Save \$6.20 on entire set of 12 tapes	40.00	

Mail either or both order forms above to

**Christian Life Commission, P. O. Box 25266, Nashville, TN 37202-5266
FOR FASTER SERVICE CALL: ORDER DEPARTMENT (615) 244-2495**

Pay cash and save delivery costs

Payment enclosed (no charge for postage)

Bill to address below (actual postage charge will be added to bill)

Ship to _____

Address _____

Phone () _____

City _____

State _____ Zip _____

Bill to (if other than above) _____

Person placing order _____

Light from the Capital

Child care legislation pending as year ends

A flurry of activity at year's end created more excitement than progress on child care legislation. The debate will resume in January 1990.

As discussed in recent issues of LIGHT, the Christian Life Commission has worked for child care legislation which relies primarily on tax credits which benefit families (including those with mothers who are not employed outside the home), targets benefits for lower-income families, and emphasizes state and local as opposed to federal regulation. These three criteria, along with an emphasis upon separation of church and state, were embodied in a 1988 Southern Baptist Convention resolution.

What has the two-year process produced? A great deal of change.

New tax credits were added to the Senate-passed bill (S. 5). The House Ways and Means Committee likewise has reported a measure which relies on tax credits. Best guess is that the tax credit eventually passed will phase out at an income level between \$15,000 and \$22,000. If enacted, these credits would benefit lower-income families and maximize parental choice.

Proposals for new subsidized child care programs are varied. The Senate version would allocate federal funds through a program of private child care providers. House bill, H.R. 3, would allocate federal funds through expansion of the Head Start program and child care services provided through elementary schools. Originally, legislation would have established federal standards for all recipients under this program. Much opposition, including that of the National Governors Associa-

tion, has moved the legislation away from federal regulation. Instead, both Senate and House versions would require states to establish regulations in a number of non-content areas such as health, safety and caregiver/child ratios.

One of the more volatile parts of the child care debate is the high-income levels of families who would benefit under original proposals. Using the concept of median family income, original proposals in some states would have provided subsidized child care for families making \$46,000.

House-Senate conferees were looking at revised proposals that would lower the benefit eligibility from 115 percent of median family income to 75 percent of median

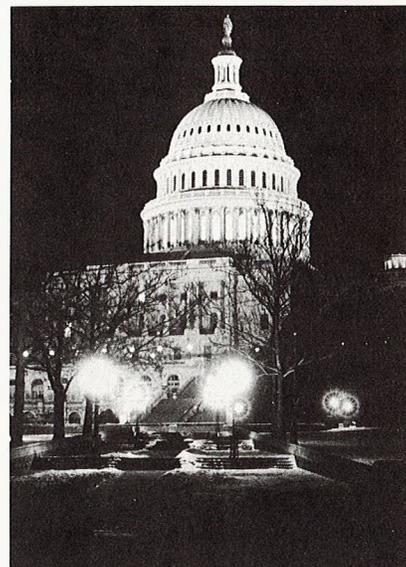
...activity at year's end created more excitement than progress on child care legislation.

family income for child care subsidies. That is a much better targeting of funds for the benefit of low-income families.

Conferees also lowered the eligibility levels for participation in Head Start. Earlier proposals would extend Head Start benefits to middle-income levels.

Where is this legislation headed? It is hard to say. What is clear is that constant tension and opposition has changed this legislation. Commission staff, along with many other groups, have opposed at least some part of every proposal.

Will the legislation progress to



the point where support would be urged? It hasn't yet, and considerable change would still be needed prior to that point.

Will President Bush veto the legislation as conferees have shaped it? That's a great unknown!

Will a veto be urged? Unless the legislation changes considerably from its present form.

What can you do? Write your Senators and Representative and urge opposition to any legislation which does not comply with the four criteria mentioned earlier.

Child pornography legislation introduced

A provision of the 1988 Child Pornography and Obscenity Enforcement Act regarding record keeping has been declared unconstitutional. Senator DeConcini (D-Ariz.) has introduced legislation to cure this defect.

Record keeping is vitally important in the war against child exploitation by producers of pornography. The amendment would require all producers to obtain proof of a performer's age and to keep the records on file.

-- Larry Braidfoot

-- James A. Smith

More Light from the Capital **Back laws that limit beer ads**

Michelob Beer's ad campaign began a decade ago with a catchy slogan: "Weekends are made for Michelob." Soon the ad evolved into "Put a little weekend in your week." Now the sales pitch is "The night, the night, the night belongs to Michelob."

Michelob moved within a decade from advocating drinking as a way to unwind on the weekend to promoting drinking as a habitual nightly activity.

Michelob's campaign represents one of many alcohol industry efforts to stimulate consumption. Some campaigns tout beer as being basic as bread; others identify wine as just another fruit. Still other industry advertisements use sex to glamorize consumption. Almost all alcohol industry campaigns use a variety of approaches which increasingly bombard specific target groups--Hispanics, African Americans and women.

College students are another target group, despite the fact the legal drinking age in all 50 states is 21. The alcohol industry saturates the college market with ads in school newspapers, the promotion of special events such as parties and the sponsorship of rock concerts.

Two factors drive the alcohol industry's involvement on campuses. First, the industry knows that winning the brand loyalty of a young student may result in loyalty for 20 to 35 years. If a student becomes a heavy consumer, then the company gains an annuity. Second, the industry knows that the largest portion of beer drinkers are between 18 and 24, with college students spending \$2 billion on beer annually.

Alcohol ads and promotions

may pay off in terms of corporate profit, but the cost to colleges and college students is often devastating:

- Alcohol is a factor in an estimated 34 percent of academic problems and 25 percent of the dropouts.

- 64 percent of violent behavior on campus is alcohol-related.

- Alcohol-related traffic fatalities account for the largest single number of deaths for Americans 16-24 years old.

A few states have taken initiatives to address alcohol-related problems on college campuses. Utah has banned all campus alcohol advertising, while Washington and Michigan States prohibit alcohol promotions.

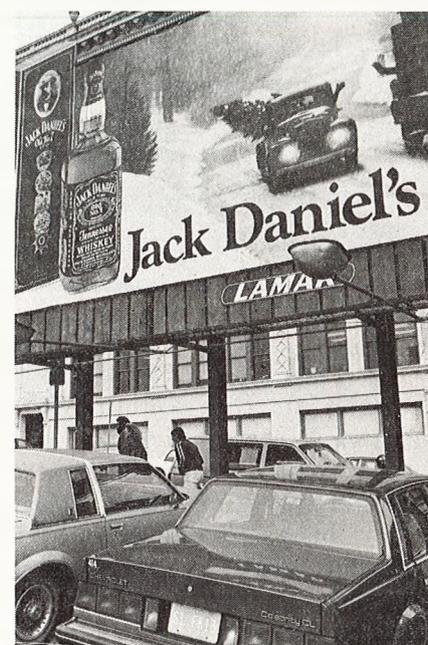
College students are another target group, despite the fact the legal drinking age in all 50 states is 21.

The most promising initiative at the federal level is legislation expected in early 1990 which would restrict the alcohol industry's involvement on college campuses. It will

- prohibit the alcohol industry's sponsorship of athletic events, parties, concerts, and cultural events;

- ban distribution of free alcoholic beverages;

- halt the distribution of any promotional material of alcohol on campuses; and



- limit ads in campus newspapers for alcohol to price and product identification.

Academic institutions which fail to adopt and to implement these objectives will face the threat of losing their eligibility for federal funds.

Although a premature attempt to pass such legislation in the Senate in late 1989 was watered down, a coalition of pro-health advocates is now gearing up to secure legislation with teeth. The coalition's success depends upon hard-pressing citizen involvement.

Curtailment of alcohol ads and promotions on college campuses is a timely objective worth pursuing for Southern Baptists in early 1990.

Write to your Senators (U.S. Senate, Washington, D.C. 20510) and Representative (U.S. House of Representatives, Washington, D.C. 20515), expressing support for legislation which would restrict campaigns designed to encourage the consumption of an illegal drug for most undergraduate college students.

-- Robert Parham

Noteworthy 1990 CLC dates

AIDS conference Feb. 12-13, Nashville
Spring trustee meeting March 1-2, Nashville
Annual seminar March 12-14, Birmingham
Booth at SBC June 11-14, New Orleans
Staff at Ridgecrest July 14-20
Staff at Glorieta August 4-10

Have you received your race relations guide?

As part of the celebration of the 25th anniversary of the observance of Race Relations Sunday by the Southern Baptist Convention, the Christian Life Commission is distributing a special race relations guide.

The guide will be mailed in January 1990. If you don't receive yours, let us know.

CLC criticizes ABC's 'thirtysomething'

Christian Life Commission Executive Director Richard Land has called upon Southern Baptists to join him in protesting to ABC Television for "breaking one of the few remaining barriers to decency on prime time television."

On Tuesday, November 7, the ABC prime time show "thirty-something" portrayed two male homosexuals in bed.

Land wrote ABC President Tom Murphy and sponsors of the program to express outrage at the intentional and vivid portrayal of homosexuality in the show.

"Southern Baptists have long been concerned about the declining quality of television programming. We have also been alarmed by the increasingly sympathetic portrayal of homosexual behavior in various forms of the media."

"I am aware that some critics of homosexuality evidence a hysteria

that may be accurately called homophobia. But it would be a serious mistake on your part to dismiss many others who compassionately yet firmly regard homosexuality to be a destructive, non-biblical and tragic lifestyle choice. I consider myself and most South-

Call ABC Television Network today

ern Baptists to be among those with these compassionate but strong convictions.

"Television should not use its power to model vividly for the families and children of America this debased lifestyle.

"Will you be kind enough to respond and to outline for me what your network's guidelines are regarding the portrayal of sex-

ual matters, of which homosexuality is but one part? I want to share this information with 15 million constituents whom I serve and who are potential viewers, and nonviewers, of your network's programming."

ABC spokesman Eddie Centron said that about 200 callers had complained about the program, while "about 500 calls from the gay community have expressed appreciation for portraying homosexuality in a natural and normal manner."

Another spokesman confirmed that ABC confers regularly with the Gay Media Task Force on shows featuring homosexuality.

"It would be unthinkable that Christians would allow more calls of support to be registered than expressions of opposition. Calls of opposition should be made to ABC at (212) 456-7777," Land said.



**Christian Life
Commission
of the Southern
Baptist Convention**

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