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To: Ralph Sweet

John Allen Chalk

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Memo to: Ralph Sweet

From: John Allen Chalk

Date: January 22, 1971

Last week during the Preacher's Workshop I talked for just a minute
with Jerry about the promotion of the 1971 Vacation Bible School material on "The Christian Family." I did not get an opportunity to
mention to Jerry some of the ideas I had about this matter, but I
thought I would pass them on to you for whatever they are worth. Dur­
ing the last few months special emphasis has been placed on family
life from various sectors of American society. It seems to me that
any promotion of our Vacation Bible School material could well be geared
to some of the emphases. For instance, the recent White House Confer­
ence on children made a number of proposals regarding family life. I
can envision an ad carried in our brotherhood papers that might ask
questions like the following: "Will Christians wait for a government­
established National Institute for the Family? Can the church say any­
thing to meet the need that is causing serious consideration of a
Cabinet-level Department of Family and Children? What does God's Word
say to our responsibilities to children, the same responsibility that
may create an Office of Child Advocacy? An indication could be made by
each of these three approaches to the solution of the problems facing
families in America, indicating at the bottom of the ad that these are
proposals encouraged by the recent White House Conference on Children
and then a specific tie-in to our 1971 Vacation Bible School material
could be made by the use of the Sweet Vacation Bible School material
this summer. The church can begin to speak, not only to church members,
but to all kind of people in the community who are becoming alarmed
about deteriorating family life in America.

Then I also thought of some kind of ad lay-out that might employ the
covers of Time, December 28, 1970 and Look, January 26, 1971 and
possibly even of Life issue of a month or so back, all three of which
featured the family life in America on the front page and as the
special emphasis in that particular issue. These ads could be used as
background on which to superimpose the timeliness of Sweets 1971
Vacation Bible School material. This could encourage congregations to
take advantage of the wide-spread interest in their own communities in
family life as created by these national publications that have featured
this problem recently.

You might even get someone to research these articles carefully and
prepare a special hard-hitting letter that could be sent in the next
month to all churches of Christ. It could indicate that the problem
does exist which now is being recognized by even the majority of people
in this country who are not Christians. This could be a very good way
to attract non-Christians to the Vacation Bible School this summer
with the proper kind of publicity in advertising in their local
communities.

These were a few of the ideas I had that I thought you might could
use in showing the timeliness for the 1971 VBS material and in
helping congregations see how they can capitalize on the current pub­
licity being given troubled family life in America right now.