7-25-1966

To: Walter Burch

John Allen Chalk
July 25, 1966

Mr. Walter Burch
Fidelity Enterprises
P. O. Box 1739
Abilene, Texas

Dear Walter:

I have just carefully read the statement concerning Mission. I am thrilled at the prospects of such a magazine beginning in early 1967. I completely approve the "STATEMENT OUTLINING PROPOSED NEW CHRISTIAN JOURNAL," and pledge my support in whatever way possible to build subscriptions.

I am tentatively scheduling September 10 for the meeting in Memphis and hope to attend. According to present plans, I will have that date free and can meet with the steering committee.

I approve of the title of the journal and believe that the outlined issues will be highly stimulating. There might be a minor suggestion, especially regarding issue #1. Fifty percent of the authors of articles in that issue are members of the faculty at Abilene Christian College. We may need to draw from a broader base, especially since the first issue will be viewed so critically. Furthermore, I would strongly urge that we make no denominational connection between this magazine and churches of Christ. It should, in fact, be a magazine whose pages will be open to all readers and to all contributors who have something material and significant to offer, even though we will be working among members of churches of Christ in the original promotion of the magazine. It should remain in every sense of the word, nondenominational.

You have done a great job in bringing the "STATEMENT" together. It will be a pleasure to meet with you and the other men on September 10 in Memphis.

Fraternally yours,

John Allen Chalk

JAC:1ct

cc: George Gurganus
MEMORANDUM

TO: Banowsky, William S.  
    Chalk, John Allen  
    Ganus, Clifton, Jr.  
    Hart, Lee  
    Johnson, J. Rolfe  
    Lemmons, Reuel  
    McInteer, Jim Bill  
    Malherbe, Abraham J.  
    Martin, William C.  
    Meador, Prentice, Jr.  
    Morehead, Barney D.  
    Nichols, James W.  
    Reagan, Wesley  
    Rockey, Edward H.  
    Smith, Eugene  
    Young, M. Norvel

FROM: George Gurganus

SUBJECT: Report on Plans for New Missions Journal

DATE: July 15, 1966

We regret you were unable to participate in our June 25 meeting in Memphis to discuss a new concept for a religious journal designed to stimulate missions.

I can report that the 15 men who attended our meeting unanimously adopted the report submitted by Walter Burch and his committee. This report calls for the introduction of a new journal, named Mission, in early 1967.

The design and format was enthusiastically received, and our tentative plan is to publish Mission 10 times during the year (monthly except July and August).

Your copy of the report is enclosed. May I kindly request two things of you:

1. Your appraisal of the report.

2. A statement indicating whether we can count on you in the promotion of this journal.

We are a long way from actual publication of Mission, and we continue to solicit suggestions from all members of our Steering Committee.

The men present who endorsed the enclosed concept of Mission were:

Batts, James  
Broadus, David  
Gatewood, Otis  
Gurganus, George
A committee of four -- Burch, David Gatewood, Gurganus, and Ward -- was asked to prepare a statement of editorial policy for review at our next group meeting. James Batts accepted the responsibility of translating the physical format concept into a production plan and proposing a tentative budget for the first year of publication (10 issues). Burch and David Gatewood will develop a nationwide promotion-circulation plan for Mission.

Please mark Saturday, September 10, as the next meeting date of our entire committee. We very much want you to be present at this one, also to be held in Memphis. At that time we will:

1. Review proposed editorial policy statement.
2. Review plan for production and budget estimates.
3. Receive report on plan to obtain financing of first issue by interested individual.
4. Review nationwide promotion-circulation plan.
5. Review advanced plans on design and layouts for Mission.

Our September 10 meeting will be an important one, and I trust you will plan to meet with us at that time.

In His service,

George Gurganus

GG/sh

Enclosure: Copy of report.