



# communicating the good news

## Communications

One of the primary roles of the BGCO Communications Team is to communicate the impact Oklahoma Baptists are having through the Cooperative Program as they reach the world for Christ.

The Communications Team brought the experiences of Falls Creek to a statewide television audience in 2005. The Falls Creek TV broadcast, recorded live during the final weeks of summer 2004, was rated number one and number two during regular and prime time TV programming. FamilyNet also aired the program nationwide.

The Communications Team represented Oklahoma Baptists on numerous critical issues through nearly 400 media interviews throughout the year. Stories covered include Oklahoma Baptists' response to natural disasters in the United States and abroad as well as a variety of social and moral issues impacting the state.

The number of churches with active Ethics and Religious Liberty Committees nearly doubled during the year following the distribution of a new ERLC Action Guide, which was

designed to help churches take an active role in making their voices known regarding moral and ethical issues that affect Christian life.

Many churches took advantage of the Edna McMillan Oklahoma State Missions Offering materials produced by the Communications Team in 2005. Materials included an interactive CD-ROM, informative videos on DVD and a variety of printed materials aimed at educating Oklahoma Baptists on state missions offering impact.

A new interactive BGCO Web site, to premier in early 2006, is in development as an online resource for pastors, staff and church leaders; [www.bgco.org](http://www.bgco.org) assists the local church and believers in Christian development.

A growing number of churches discovered the cost benefit of using the BGCO's printing services for materials such as brochures, newsletters, stationery and bulletin inserts.

The *Baptist Messenger* continues to be among the top five largest convention news journals in the nation and the third largest weekly newspaper in the state.

Nearly 150 churches and 12 associations utilize the *Baptist Messenger* special edition pages for their newsletter.

In 2005, the *Baptist Messenger* introduced an expanded service, "Messenger Wrap," which allows churches the option of wrapping the outside of the *Baptist Messenger* with a full color newsletter, printed at the BGCO's affordable rates. ■



# 2006 Cooperative Program Missions & Ministries Plan



TOGETHER WE CAN  
**\$ 22,650,000**

## BAPTIST GENERAL CONVENTION OF OKLAHOMA TEAMS & AFFILIATES

**60%\***  
**\$13,454,100**

### BGCO Missions & Ministries: \$ 9,345,446

- Prayer & Spiritual Awakening
- Evangelism
  - Personal evangelism training for churches
  - Evangelistic Campus Clubs
  - Media Web Evangelism
  - Church Media Outreach Strategy
  - See You At The Pole Student Rallies
- Baptist Collegiate Ministries
  - On 39 campuses with 42 BCM Directors
- Community Ministries
- Chaplaincy Training and Coordination
- Church Planting Training and Support
- Men's and Women's Missions & Ministries
  - Disaster Relief Training and Coordination
  - Men's Leadership Training
  - Women's Missionary Union
  - Women's Leadership Training
- Camp and Conference Ministries
  - Falls Creek
  - Camp Nunny Cha-ha
  - Camp Hudgens
- Partnership Missions (Armenia, Mexico & Chicago)
- Sunday School/Discipleship Leader Training
  - Sunday School Growth Training
  - FAITH Sunday School Outreach Training
- Worship & Music
  - Worship Leadership Training
  - Singing Churchmen, ChurchWomen and Symphony
- Children & Preschool
  - Vacation Bible School Training
  - Children's Leadership Training

- Student Ministry Training
  - Moral Compass Parent Training
  - Youth Pastor Training
  - Youth Leadership Training
- Leadership Development
  - Church Strategic Planning
  - Staff Development and Training
  - Demographic Analysis for Churches
- Family Ministries
  - Think Family Initiative
  - Family *Financial Peace* Training
- Ethnic Church Leader Education
- Associational Relationships
  - Cooperative Program Supplement
- Communications
  - Public Affairs and Media Relations
  - Web Resources and Services
  - Church Printing Services
  - Ethics & Religious Liberty Committee
- Baptist Messenger*
- Financial Services
  - Pastor/Staff Retirement/Supplemental Insurance
  - Insurance Services
  - Church Leader Tax Seminars
- Research and Databases (ACP, SBDS, Church Staff Compensation, etc.)
- Facilities Management & Support
- Historical Commission
- Technology & Network Services

### BGCO Affiliates: \$ 4,108,654

- Oklahoma Baptist Homes for Children
- Oklahoma Baptist University

- Baptist Village Retirement Communities
- The Baptist Foundation of Oklahoma

## SOUTHERN BAPTIST CONVENTION MISSIONS & MINISTRIES

**40%\***  
**\$ 8,969,400**

- International Mission Board
  - Over 5,050 Missionaries
- North American Mission Board
  - Over 5,100 Missionaries
- Six Seminaries Training Over 15,000 leaders
  - New Orleans Southern
  - Midwestern Southwestern
  - Golden Gate Southeastern
- Ethics and Religious Liberty Commission

### BGCO/SBC Shared Stewardship/Cooperative Program Education: \$ 226,500

\* Percentages are after 1% for shared Stewardship/Cooperative Program Education.