

news briefs:

■ **Nominations sought for mission leader**

(UMNS) The United Methodist Board of Global Ministries is seeking suggestions from the denomination as a whole in selecting the agency's new staff leader. Members of the search committee for the board's general secretary position invite any United Methodist to nominate qualified men or women to succeed the Rev. Randolph Nugent, who is expected to leave his post at the end of the year. The application deadline is March 31.

The search committee plans to interview candidates this summer and to submit a candidate for nomination at the board's annual meeting in October. The new chief executive would begin duties on Jan. 1. Inquiries and nominations can be sent to Bishop Joel Martinez, search committee chairman, P.O. Box 781688, San Antonio, TX 78278-1688.

■ **Black church committee adds centers**

(UMNS) Five African-American congregations have been added to the 15-member roster of churches that serve as Congregation Resource Centers for the United Methodist effort known as "Strengthening the Black Church for the 21st Century." The centers will serve as places where black congregational leaders and members go for help in providing more effective Christian ministry to their communities.

The five United Methodist congregations were selected from two of the church's five geographic jurisdictions. They include: (Northeast) Eastwick in Philadelphia, Emory in Washington; (Southeast) New Life Community in Jacksonville, Fla., and Ousley in Lithonia, Ga. The churches will attend a March 8-10 congregation resource-training event in Atlanta. ■

who said that?

(RNS) *"I was taught that you don't pray with a laundry list. So I ask for wisdom and guidance and strength of conviction."*

National Security Adviser
— **Condoleezza Rice**

Responding to an interview question about what she asks for when she prays.

ad campaign:

TERRORIST ATTACKS
Cause Jump In New Attendance

NASHVILLE, Tenn. (UMNS) — New attendance at United Methodist churches in five cities increased an average of 108 percent for the first month of the denomination's national television ad campaign, a result not only of the commercials but also of the Sept. 11 terrorist attacks.

The number of new attendees at the churches increased 55 percent during the first week of September, when the denomination launched its national television ad campaign, "Igniting Ministry," according to a survey prepared for United Methodist Communications (UMCom). Nashville-based UMCom is managing the campaign, which includes TV, radio and print ads.

During week two, the number of new attendees increased 218 percent, followed by 81 percent and 77 percent in the last two weeks of the month, respectively, according to the study, prepared by Prince Market Research. A new attendee was someone visiting a church for the first time or who hadn't been to the church in at least six months.

Prince conducted a national telephone survey of 1,256 non-United Methodists in five test markets and also tracked attendance at 100 United Methodist congregations, equally divided among the five areas — Baltimore, Indianapolis, Portland, Ore., San Antonio and Raleigh-Durham, N.C. Those surveyed were between the ages of 25 and 54 — a key audience that the church is trying to reach.

The calls were made between Sept. 26 and Oct. 10. The survey had a 2.8 percent margin of error.

Igniting Ministry already had purchased the time for its ads on the cable television networks, giving it access to national media that no other denomination had at that time. When the attacks occurred, UMCom pulled its regular ads and instead placed a reworked ad on several of the channels, including CNN, TNT and Lifetime. Its message: "We as a denomination are praying with you."

While CBS aired the ads during the opening week of the campaign, NBC and ABC had not accepted any of the spots before Sept. 11. Now, both networks have indicated they will accept the ads, and UMCom officials believe that change was dictated partly by economics but also by the content of the ads themselves.

Other key findings

◆ **More than one-third** (35 percent) of those surveyed reported an overall favorable attitude toward the United Methodist Church. "Given that this number is based on non-UMC members only, many of whom are confirmed Baptists or Catholics, this is somewhat encouraging," the report stated.

◆ **Less than 5 percent** of the respondents had an unfavorable view of the church, and 60 percent were neutral or had no opinion.

◆ **Thirty-five percent** expressed willingness to visit a local United Methodist church, compared with 23 percent who were neutral and 39 percent who were unwilling.

◆ **In terms of both aided and unaided mentions**, 14 percent of the respondents recalled seeing the ads, compared with 18 percent for ads by the Church of Jesus Christ of Latter-day Saints, 12 percent for those by Baptists, 9 percent for those by the Catholic Church and 6 percent for ads by the Lutherans.

"The overall impression of the church ... is actually pretty encouraging," said the Rev. Steve Horswill-Johnston, Igniting Ministry executive director. Improving the impression of the church will take years of commitment not only to advertising but to becoming known for having welcoming congregations, he said. "One year of advertising is not going to change that."

The survey also showed that the local United Methodist congregations support continued funding for the campaign by the denomination. General Conference, the denomination's top legislative body, approved about \$20 million in funding for the campaign from 2001 to 2004. Other funding is coming from the denomination's annual conferences and local congregations. ■

Church giving, continued from page 1

The 4.4 percent represents the biggest yearly increase for the 2001-2004 quadrennium. The increase for 2002 will be 0.4 percent, according to Steve Zekoff, communications officer for GCFA.

Three of the general funds received an increase in support. The biggest of the seven funds, World Service, received a 5 percent increase for its work supporting the church's program agencies. The Interdenominational Cooperation Fund had a 28.7 percent increase, and the General Administration Fund saw a 12.9 percent increase.

Receipts for the four other funds decreased slightly. The Africa University Fund, supporting the United Methodist-related school in Zimbabwe, decreased 1.1 percent, and the Black College Fund dropped 1.6 percent. Giving to the Ministerial Education Fund was down 0.8 percent, and support for the Episcopal Fund dropped 1.0 percent.

Total giving for all general funds, including the apportioned ones, reached \$171.3 million, up from \$153.9 million during 2000.

The United Methodist Committee on Relief (UMCOR) received \$32 million of the giving beyond the apportioned funds. The \$17.5 million for "Love in the Midst of Tragedy" accounted for more than half of the giving to UMCOR, which is administering the money.

Giving to all of the denomination's Advance Specials, which include "Love in the Midst of Tragedy," was \$49.2 million. Other denominational outreach funds collected \$807,396 in special gifts.

United Methodists also gave more to support the church's six Special Sunday offerings, sending that total figure up 7.5 percent to \$6.7 million.

Fourteen annual conferences paid 100 percent of their general fund apportionment: Baltimore-Washington, Central Pennsylvania, Desert Southwest, Detroit, Kansas West, Minnesota, Northern Illinois, North Texas, Oklahoma Indian Missionary, Peninsula-Delaware, Red Bird Missionary, Western Pennsylvania, West Michigan and Wisconsin. That number is a slight decrease from the year before, when 16 conferences paid all of their apportionments.

Another six conferences paid 100 percent of their World Service commitment: Illinois Great Rivers, West Ohio, Troy, Oklahoma, Rio Grande and North Carolina. The autonomous Iglesia Metodista de Puerto Rico also paid 100 percent of its voluntary participation in the United Methodist Church's general funds.

The United Methodist Church has about 8.4 million U.S. members and more than 1 million additional members in Europe, Africa and Asia.

Coming in a future issue of The Call: a report on Holston Conference giving in 2001. ■

Donor promises \$20M, continued from page 1

ties for students to expand their worldview by interacting with people from other cultures, according to news reports.

Hiwassee currently has 434 students. Four percent are from outside the United States, representing 16 countries. Eighty-eight percent of the school's students are from Appalachian counties and 8 percent are from other counties.

United Methodist News Service contributed to this report. ■