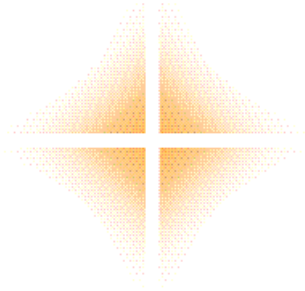


# *Let there be light*



## THE STANDARD OF EXCELLENCE CAMPAIGN

Loyal readers of the *Baptist Standard* are the bedrock of support for our denomination. Since 1888, the *Baptist Standard* has fulfilled its mission to inform, inspire, equip and empower people to follow Christ and expand the Kingdom of God.

While much has changed since the newspaper was published from the small room of a prairie church, the *Baptist Standard* enterprise remains self-supporting. That is why for many years, concerned individuals quietly have helped our ministry of publication. Now, all Christians who are committed to the historic principles of the Baptist faith have the opportunity to support financially the ministry of Baptist Standard Publishing by contributing to the financial campaign for excellence  
*Let there be light.*

**A**s a self-sustaining partner, the *Baptist Standard* is uniquely affiliated to support the churches and institutions of the Baptist General Convention of Texas. Though a part of the convention, the Standard receives no direct financial support from the BGCT Cooperative Program budget.

With our respected and award-winning journalists, the *Baptist Standard* is the most widely read Baptist newspaper in the nation. Our goal is to publish the best newspaper possible each week and to influence a growing number of readers in their devotion to Christ and loyalty to his church.

Through its weekly delivery to homes, offices and classrooms, the *Baptist Standard* reaches at least 150,000 readers each week. The electronic version of the Standard is read more than 30,000 times each month on the Internet.



*THE BAPTIST STANDARD  
MAKES A DIFFERENCE:*

Is the Baptist Standard a ministry beyond journalism? Ask Evan. He is one of several orphans who have been adopted after their photos and thumbnail sketches appeared in the Standard. Perhaps the reason I believe so strongly in the ministry of the Baptist Standard is that we at Buckner see the direct impact of what the paper does. When articles about a Buckner ministry appear in the Standard, we nearly always receive calls or inquiries. This tells us that readers of the Standard are faithful and dedicated. It also tells us that the longstanding Baptist motto of "tell the truth and trust the people" works. When Buckner, through the Baptist Standard, tells our story, the people come through for us.

Scott A. Collins  
Vice President for Communications  
Buckner Baptist Benevolences



**F**inancial partnership is needed to meet the denominational and economic changes that present new challenges to advancing the Baptist Standard's legacy of service and even its long-term financial independence.

**B**eyond the weekly newspaper, we have expanded our services to churches to include printing church newsletters and regional or special-interest editions. We help churches take advantage of innovations in electronic communication through the Good News Texas website program. For a modest charge, this service provides an effective presence on the Internet for any BGCT congregation.



**Y**ou can create a brighter future for Baptists by supporting the campaign for excellence. Contributions to the annual fund will underwrite the ongoing publication and distribution of the *Baptist Standard*. Endowment gifts will secure the future of a responsible free Baptist press and ensure the Standard's prophetic witness to historic Baptist doctrines also will be available to future generations.



With financial support, Baptist Standard Publishing will take advantage of opportunities available in a changing Texas. Within five years, we must meet a wide range of challenges to offer creative, vital communication for building Baptist relationships. Your investment in the future will enable us to achieve many of our most important goals, which are to:

- Create a subscription endowment to provide the *Baptist Standard* to the combined leadership of every Baptist church in Texas.
- Introduce a family-oriented periodical and accompanying website.
- Expand coverage of news in Hispanic congregations with a full-time Hispanic staff writer/editor.
- Enhance the visual impact of the news with a full-time photographer.
- Produce a weekly news program transmitted on our website using streaming video.
- Establish an internship for Baptist journalism students.

You perpetuate our Baptist heritage by supporting Baptist Standard Publishing. You carry on the responsible exercise of freedom. You publish the Good News of salvation through Christ for generations to come.

*Let there be light.*

BUDGET INCOME



- Subscriptions
- Advertising
- Newsprint
- Miscellaneous
- Endowment

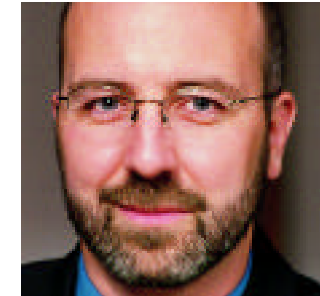
BUDGET EXPENSES



- Distribution
- Publication
- Administration
- Plant & Equipment



**Marv Knox**, a man with Texas-style courage and conviction and a faithful Christian, committed to traditional Baptist values, became editor of the *Baptist Standard* January 1, 1999. He was associate editor of the Standard for the three previous years. Before that, he was editor of the *Western Recorder*, the Kentucky Baptist weekly newspaper, from 1990 to 1995. He also has been an editor of *Baptist Press* in Nashville, associate editor of the *Baptist Message* newspaper in Louisiana, director of news and information at Southern Baptist Theological Seminary and assistant news director at the Southern Baptist Home Mission Board.



Over a 20-year career in Baptist journalism, **Mark Wingfield**, managing editor of the *Baptist Standard*, has developed one of the most well-known bylines in religious journalism, having written extensively on matters of theology, politics, religious trends and religion in popular culture. His stories have been carried not only in the Standard but also in many other newspapers and magazines nationwide. His work has been recognized frequently by the Baptist Communicators Association, which for the past two consecutive years has honored him with its Burkhalter Award for excellence in news-writing, the organization's top writing award.

**L**et there be light



*development@baptiststandard.com*

**THE STANDARD OF EXCELLENCE CAMPAIGN**

I support the Baptist Standard's mission to inform, inspire, equip and empower people to follow Christ and expand his Kingdom. Please let me know how I can be involved.

Name \_\_\_\_\_

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PM between \_\_\_\_\_ and \_\_\_\_\_

E-mail address \_\_\_\_\_

If you have questions, or for more information, call us at 1.800.749.4610 or dial directly to 214.630.4571 x 24

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