

Present:

Joe Westbury

Gerald Harris

Geoff Hammond

Brandon Pickett

Ken Weathersby (conference call)

Westbury: We've got several questions so I'm just going to start asking some we'll just go from there. Who is the point person for NEI?

Hammond: Point person is Jerry Pipes. Of course, we as a team are taking responsibility for it and also the whole of the North American Mission Board. So in a sense, we all have some point on it.

Westbury: OK, When is the roll out for NEI? Will that be in June or January 1st, 2009? Or

Hammond: Well in a sense it's already rolling out. It doesn't have just a you know we start on this day but you know if you think about NEI, and I don't want to take too much time on this but even before I came to this job, folks were saying we need a National Evangelism Initiative. It was being worked on and we were grateful for the leadership of Dr. Frank Page because he made that call publicly. Several times at the convention in fact right after I was called to this job he called me and said, you know are you comfortable with me calling for a National Evangelism Initiative? And I said I can't think of anything better to rally Southern Baptists than a National Evangelism Initiative. And some people are calling it a great commission resurgence but we're calling it a National Evangelism Initiative same idea and so really we launched it at Southern Baptist Convention 2008 but the rolling out will be in 2010 will be the first time that we will do a coordinated activity together. For example I was at a convention Monday and a guy walked up to me and said hey I'm doing GPS at my church and I didn't stop him and say wait we haven't started yet we've got to do, is your association on board, is your convention on board but we've got it in such a way that we are respectful of our Acts 1:8 partners. We want to make sure that we don't get ahead of state conventions. So our big mail out to all the churches will be done probably in March of next year. But every state convention is telling us when they want to do that mail out and so in a sense some have already got started. I think you're going to find this growing in a crescendo to where in 2010 the earlier adopters will be on. They'll be some late adopters. But the beauty of having the 2020 goal is this is not just a one year initiative or one year emphasis and I hope that's going to be a strength of NEI.

Westbury: OK, so does that mean the media kits will go out about in about in March?

Hammond: Media kits...Brandon do you want to refer to those a little bit?

Pickett: Yeah,

Westbury: That's the tangible thing...

Pickett: Absolutely, in a, with these pilot projects the media kit, we are hoping to get them out about a month before Easter. And Ken you'll have to correct me if I have anything wrong here, but we're hoping that they have them mailed out and in the field about a month before Easter to let these the field based personnel get with that and understand it and learn it and be able to start using it.

Westbury: Now is that to that is the actual media kits will be out there by Easter. That's not the pilots, that is, everybody?

Pickett: Ken you want to talk to that? He's asking when we're talking about the media kit, we're talking about everybody or just the pilots?

Weathersby: What we are planning to do is have the media kit ready about a month before Easter .

Hammond: that's '09

Weathersby: to make sure that we give it to our pilots. But yet we will have it available to any other state convention who would like to also pilot it on their own. So the media kit will be prepared and our pilots certainly will be utilizing it next year.

Westbury: So will there be two different kits? Are you doing a pilot and then come back and field test it and tweak it or is this just going to be one kit?

Weathersby: The kit is being designed in such a way that it can be contextualized. They will utilize the resources that they deem necessary for them out of the kit so there will be a different aspects of the kit that a local church or an association of churches or state convention can use.

Westbury: Will there just be a limited number for the pilots that you're going to evaluate and then come out with a new and improved vision for everybody?

Pickett: Hey Ken, I can touch a little on that. What we're doing is we're looking at where the pilots are and what needs to go in that kit for each pilot then based on whether is a rural area, suburban area or even a urban area we will learn from how it worked in those pilots, retool them and what a great word, Joe, retool those media kits and so we will have something that an urban, suburban or rural, whether you call in town and country can use based on what we learn from the pilot.

Westbury: OK so before we get too far from that is there going to be any single coordinated time period for a evangelistic push? Former campaigns, not all of them, but they would have a six week period of simultaneous revival where everybody in the country would be focused on that. Will there be any kind of element like that at this time, that's planned?

Hammond: Do you know what we're going to try to do in 2010 is say to folks lets all sow the gospel in 2010 and so we're using this resource Across America. Now some people will do it all on Easter Day but others have said to us don't tell us when to do it. We want to know when will it fit best. For example, in a pioneer area they may want to do it in the summertime where they can have volunteers come help them. So you know we've got a state convention like Louisiana that says we're going to sow down the gospel in a million homes in 2010. They launched it at their state convention I think it's called "Sharing the Peace of Jesus". Wonderful thing and they have they're really walking with us and we're walking with them. But some associations will say you know we don't want to do Easter and we want to do a summer or a fall. But we would say that the 2010 is the coordinated activity.

Westbury: OK

Harris: If somebody's going to do "Sharing the Peace of Jesus" and somebody else is going to do "Across Missouri" and somebody's going to be doing something else, will that be confusing for different states to have different themes for it?

Hammond: Hopefully they'll all tie in with the GPS banner. For example, Canada has an "Action 52" which is where you kind of give someone 52 seeds and say we would like you to share the gospel 52 times this year. And so it's as the seed bag goes down you can see how many times they've

shared the gospel. What they did is they took "Action 52" and said this fits right in with GPS. And so now they have as an overarching barrier, banner, excuse me, GPS on that and they took that to their convention this year.

Westbury: Will there be a national media buy? What is the strategy of that?

Hammond: We are going to do a targeted media campaign. Taking into account, areas, markets, where the churches are, you know trying to customize it. Because every area you know is so different, every market is different. New York, what would work in New York may not work out in Idaho, or those kinds of areas. So Brandon is working on that targeted media buy. We're trying to do it very scientifically with some research and some objective facts that we don't just say this is what every American's thinking about in every neighborhood about the gospel. Now if you want to add to that.

Pickett: I can just add a little bit to that. We are getting research from the top 200 markets. We're working with an agency to help us with that and we're finding that some areas, television would be the best way to do it. Some, it's actually putting an ad on Google because it's more social media

Hammond: Seattle

Pickett: or Facebook. I mean some pioneer areas, it's actually putting things at the Walmart. Because Walmart is the place that everybody goes but there's not a whole lot of television coverage. So we're looking at those markets to find out which would be the best media campaign and that's why we're calling it targeted media campaign, based on the region.

Hammond: One guy from New York said to me, we have access to this public cable television. He said, actually I'm the guy who puts all that stuff on there. If you'll let me shape it as to what they'll accept on that public cable television we put on there, we can get the National Evangelism Initiative on there and we'll use that word because he preferred that to GPS because National Evangelism Initiative words maybe it's an easier word for public cable.

Westbury: How much money do you plan to put into that?

Hammond: The targeted media buy?

Westbury: Yea

Hammond: I guess it would depend on the market.

Pickett: depends on the market, we're working on that right now.

Westbury: Do you have a just a budget set aside?

Pickett: That's, I'm going to let Dr. Hammond or Dr. Weathersby speak to that.

Westbury: Other campaigns in the past would have \$200,000 to \$500,000. It doesn't matter. I'm not asking how much you'll spend on each market but just the budget. Do you have any indication about how much you'll be able to do?

Hammond: We've already this year spent you know on NEI. People are asking, do you have a line item on NEI? What we're trying to do is say we need to bring all of our resources, we need to bring all of NAMB's resources to bear on NEI. So for example, in the Evangelism group in the 2009 budget every MMA will have something related to NEI in it. Now when you the targeted media buy that's going to come, may come out of the communications budget may not necessarily come out of the Evangelism budget. But what we're committed to do is to have the resources necessary. Of course we don't have unlimited resources but to bring to bear all the resources we can on this particular initiative. Just this year we gave 1.7 million dollars to the states in what we call new money and I'm hoping that a lot of that will be used towards NEI initiatives. Plus you know we have this huge field ministry budget that has within it Evangelism. And it's a process, we don't want to force it on our partners but we're asking the questions strategically, how could NEI help you in your evangelism strategies in 2010? Of course we're already in 2010 budget with our partners.

Westbury: OK, what did you say about Evangelism area about line items or something?

Hammond: In Evangelism we have Major Ministry Objectives then we have Major Ministry Actions and every one of those, we're asking them to show how that relates to NEI. Is it praying, sowing, engaging or harvesting?

Westbury: For what year is that?

Hammond: That's for 2009. And we'll begin to see that I think affect the whole building as we talk about that. I mean I've when I've been in these state conventions and associations some of them just ask me to come and talk about GPS. That's been great.

Westbury: OK

Harris: When you presented your NAMB vision and so forth at the convention in Indianapolis last year. I thought you did a great job and I think

Hammond: Thank you

Harris: most of your presentation had to do with GPS at that time and I think people left with very high expectations about that. How do you think you can maintain the high level of interest in that for what did you say, 10 year period, 10-11 year period of time?

Hammond: Good question and that's one of the reasons I'm so grateful when we had lunch together Gerald you said, how can I help you with this? I honestly think state papers can help us keep this before people. We are in all of our Evangelism conferences as we talk to folks about evangelism conferences in state convention we're trying to keep it in front of folks there. We're going to have to have these initiatives that come like initiatives within initiatives. Every two years there's coordinated activity. I think will help people say OK we've done that now we've got to ramp-up for the next one. So the coordinated activity or the simultaneous activity does help keep some interest. I think we'll be sharing the stories. We'll be talking about prayerfully and hopefully an uptake in baptisms as churches that have made, have seen a difference in what's going on in their lives. One of the key things is for me is as I have the privilege of leading this agency is to constantly have it in my heart and mind. And I want to tell you that just as a couple, we're committed to it. We have "Who's in Your Wallet" and we're praying for three people and we're intentionally doing it ourselves. So I don't want to be leading something that I'm not doing. And I know Gerald, I know you well, and Joe, and that's in your heart too. I think you guys will be a part of this as well.

Westbury: I may have missed something, did we, did you say anything about how much money was being budgeted for a media buy or are you still working on that or

Pickett: It's very hard to say how much money you're going to have for this national media campaign until you've done your research and know what markets. We do know Joe, that we what we spent this year just in the ramp-up, when you're talking about media resources, that's including print, that's including television, that's including radio, that's including all that, including all the different things with NEI was almost \$400,000 dollars just in 2008. Now when I say that much money, it's more I'm talking about more than just media but there's a good chunk of that that went to the media. When you're talking about print and television and radio and newspaper and all that. So if you can think of that as what we've done already and it hasn't even started yet.

Hammond: Then add to it the component of what an association, local church or state convention might bring to this as well. That's the beauty of this that we have those resources as well as they buy into the process and say you know what, this would be good. Like the Louisiana has done, they've really taken portions of our media kits, customized it for Louisiana and added money of their own to it. Then of course, we have our cooperative budget agreement with Louisiana too.

Pickett: They have actually taken the "We are Southern Baptists" campaign and are using that in Louisiana as part of their "Sharing the Hope and Peace of Jesus". They're using the "We are Southern Baptists" campaign. I also had an association missionary in Pennsylvania call me and say he's been putting money aside for media for a couple of years and is ready when the media kit comes out. That he is going to put it on his local cable. So that, you know although we provide all the production and provide them the commercial some of these associations are going to do it themselves.

Hammond: And if we can, we want to tie this targeted media campaign in with the sowing down of the gospel. So you've got people going from home to home sharing, you know, targeted, customized gospel presentation, whether it be a piece of scripture or the Jesus film or something. And then there's some coordination between what we're actually doing by engaging believers in the harvest with the media campaign because I think all of us will agree around this table ultimately the plan for fulfilling the Great Commission is every believer sharing with another lost person that comes to understand the gospel for himself and then receives it. And so we don't want to leave out what I consider very important milestone in this, engaging of trained witnesses in the harvest field. One of our state partners, that wants to get to a million homes, has really stressed that. We don't want people just to run to the door

and leave a piece of information and hope no one's home. Hopefully we can build some relationships, have some questions asked and say, listen I live just four blocks down. The sowing piece is very important to what we're doing. That's why 2010, actually "Across America" is a sowing down the gospel piece.

Westbury: What year would you anticipate having a national media buy 2009, 2010?

Hammond: We're trying to talk about a targeted media buy. You know we

Westbury: Well explain that because I may not be understanding that. It's not a national media buy at one time where the whole country is

Pickett: What we're saying is

Hammond: Like T Boone Pickens did. I don't know how much he paid for that but it was a lot of money. And I don't think it was customized. I saw it in different places when I was traveling around the country and in the end Chesapeake Oil picked it up but, we're talking about

Pickett: Ken, are you still there?

Weathersby: I'm listening

Pickett: OK. One of the things that I was going to say that if you did a national media buy and you didn't have people already on the ground, then is that effective or is that not effective? And what we're trying to say is based on, and Ken you can speak to this, based on where we have people already, churches, associations and state conventions already at work already on the ground reaching the homes then the media campaign can supplement that and support that. Would you agree Ken?

Weathersby: Yes, you see the basic GPS, God's Plan for Sharing is a grass roots initiative. And since it is a grass roots initiative the state evangelism directors of these state conventions they are deciding with their associational missionaries how they are planning to do the vision. That is, every believer sharing, every person hearing the gospel of the Lord Jesus Christ. So therefore, if we did a national media buy in an area where there is not a part of their strategy, where there is no ground troupes, then we will not be effective. And so what we are doing is listening to our state partners and saying, what will be your strategy? That every believer will share the good news and every person will hear and then we'll come along beside them and try to help

meet the need of which they have indentified.

Pickett: We could even say Joe, will there be a national media campaign? Yes. Will there be a national media buy? We don't know.

Westbury: So they'll be a national campaign but you don't know if it'll be a media buy.

Pickett: See, and you understand being in media that when you say a national media buy people immediately think, they're going to buy millions of dollars worth of television spots. We're saying that's not what we're talking about, we're talking about a targeted media campaign across the continent and what that looks like, we're waiting to hear back from our research and from our states and from our pilots and all those things and could it be, could it be television? We don't know yet. We're going to

Hammond: Could be Internet. I mean what you don't want to do is go in and flood an area with something and they're saying, why did you do that? We don't want that.

Westbury: But NAMB will be driving that? You're not going to leave that to the states? Is that right?

Pickett: We're working hand in hand with our partners. There are some places where NAMB would have to come in and do it.

Westbury: And fund it

Pickett: And fund it. And there's some places where you work hand in hand with Louisiana, Alabama, Georgia and that's where we're, we're working towards that.

Hammond: I think one of the things that's given us great traction, Joe, has been that our partners don't feel that NAMB is saying, this is what you have to do. We're providing this, now you have to do this to match up to it. We're, this has been more of a grass roots thing it's been more of a coming together. I think there have been 90 almost 100 people involved in these groups in the thinking and the talking and I wondered at one point whether they were if we're ever going to get anything cause we talked for two years on and off. And I can remember an SSLM meeting where Dr. Roy Fish got up and prayed and said, Lord I don't think we have it yet and, but I also remember about December of last year when we had a significant number of State DOEs in here and going back and forth

just before supper, then at suppertime everyone was like, are we ever going to get it but after supper it seemed like they moved together and they came up with every person sharing, every believer sharing, every person hearing by 2020. The four mileposts those came within about an hour. They called me in and said, is this something that you can, from your heart, lead and promote? And I said I love it. And so that's how this thing has come together. It's not us sitting here and saying what would work. It's them coming and saying we want this. We, this is how we want to do it. And together them saying we can do this. And then I saw that again at this SSLM. The first Sunday night I had the privilege of speaking there. But something happened. There was a real move towards OK, this is it, we've had a buy-in into this, now how do I do this in my state convention? And it was, not so much the theorizing and the philosophizing, but it was what do I do in, then they named their state. And it was a powerful meeting. And several folks, I mean I got letters from State Execs saying, I don't know what happened at that meeting but my folks came away charged and we want to participate, we affirm this, this direction.

Westbury: Help to me understand about the budget again because budget usually gives you a road map of where you are going to go. You look at budget to accomplish your goals. Your saying that there is no budget for NEI but

Hammond: I'm saying that no line item

Westbury: there's no line item but it's every

Hammond: there's lots of budget

Westbury: OK lots of budget

Hammond: lots of budget, but no line item

Westbury: OK so why is there no line item?

Hammond: Well, this is so much bigger than one line item. You know and traditionally you look and you say OK, you've got a line item you've got fifty thousand dollars. We're saying this is much bigger than that. We need to bring all of our resources to bear on this. So for example we're just on our Sharing Christ objective, we'll spend sixteen million dollars in, in 2009. Why would you want to have that money spent and it not be related to NEI?

Westbury: What, what was that? Sixteen million, what was that?

Hammond: Over sixteen million dollars will be spent on our objective for Sharing Christ. You know we have the three big objectives.

Westbury: That was for what year?

Hammond: 2009

Westbury: OK

Hammond: You wouldn't want to just say you know just this little part here is NEI. Every missionary, every time we go train, we've got to say this is we're engaging, witnessing in the harvest and this is a part of GPS. Every time we lead a prayer seminar now, we're not just leading prayer seminars for you know the nation but we're saying we need to lead a prayer seminar in order that every person can be praying for lost people. See how you turn the direction towards that? This becomes a NAMB-wide move towards a National Evangelism Strategy. Church planters, I mean if a church planter would just do those four mileposts; praying for lost people, training his people to be engaged-witnesses in the harvest, sowing down the gospel, and celebrating every harvest decision, you would see a tracking in church plants that would help it grow.

Harris: Now you have three major purposes evangelism, church planting and missions

Hammond: Sending missionaries, yes

Harris: OK and so you're saying that sixteen million dollars is allocated for evangelism part

Hammond: for that one part, yes next year. You know you look at the budget from different ways but what we're trying not to limit this to a line item, we're trying to say this is much greater than

Harris: and does your budget include both the CP giving and Annie Armstrong?

Hammond: Yes sir

Harris: and you base your Annie Armstrong on what you receive in the previous year or how does that work out?

Hammond: We do. We budget based on, we have a very sophisticated 5 year way in which they project income. But honestly, we're trying to stretch Southern Baptists a little bit more and say you know, let's not just have last year's budget plus 1%. Let's see if we really believe that we have North America is a mission field. Can we be content with some of the goals we've had? So this next year its sixty one million and WMU who is partnering with us and saying yes why don't we why don't we bring up Annie, why does it always have to be half of Lottie? I don't know how we got into that but a lot of us see it as you half the size of a Lottie Moon gift.

Harris: yes

Hammond: so I have a burden to see that grow. Now I know we're in difficult economic times but Southern Baptists have been faithful and I praise God for that.

Harris: Well, I think you may have already answered this but based on those three, three things that you talked about, how, what would be your priority, is it church planting, is it

Hammond: Well they sometime, I mean the Great Commission is a priority, OK. And I would say that in order to fulfill the Great Commission which is to make disciples, you have to share Christ. And sometimes people say to me you know if we only had one it would be sharing Christ because church planting can be a way if it's done right, should be a way in order to share Christ and you send missionaries to share Christ. So you'll hear me, in a kidding way, say we have one objective, sharing Christ, sharing Christ, and sharing Christ. But actually we express that through sharing Christ, starting churches and sending missionaries. But we've got to get the gospel to North America. It's an increasingly lost mission field. And I know that's the heartbeat of you folks. I mean this initiative will have to sow the gospel down in people groups that we've not sown the gospel in before. And may I just speak to that for a minute?

Harris: Sure

Hammond: You know we have a diversity of people. We've got a globalization of our economy. A migration of people to North America, they are diverse. You've heard me say, you know, a population of three hundred million. That's going to soon, going to be four hundred million. Of those four hundred million, a hundred million will be of Hispanic descent. I just was two nights ago at a Hispanic meeting with sixty-five

key leaders and we started talking about the fact that they now are the largest. Hispanics are now the largest minority. Fifteen percent and they number 45.6 million with Puerto Rico that's almost 50 million Hispanics. And the number has doubled in ten years. Just Texas added three hundred thousand Hispanics in one year. And we haven't even gone on to talk about, you know, people from the Nigerian, Ethiopians, the Asians, the Europeans. And so what we hope to do in this is sow the gospel down in some people groups that may never have had the gospel sown in their own heart language and their own culture. We have missionaries who are engaged in that. National missionaries, who are sowing down the gospel. And I think what's exciting about this is existing churches will do it but we have missionaries working even where there are not existing churches. We're going to encourage Southern Baptists to sow the gospel as volunteers in areas maybe where we don't have an existing church but out of this we're going to see church plants. And hopefully we're going to see them in the ethnicity and diversity of the United States which is here and God has brought the nations and they've become our neighbors, in many ways.

Harris: This is kinda beside the point question, it's prompted because I was pastor of Peachtree Corners Baptist Church and they developed some policies after Bob Horner left that now is not being received well by pastors that they interview. And I know that there are some guidelines established for your position after the last administration. I was wondering, have you found some of those hard to embrace or what have you found the easiest to embrace and the most difficult to embrace?

Hammond: Well, I knew what I was coming into and I believe in accountability. And I have to say that, you know, I don't have anything to hide. So I'm very open I, I believe in teamwork and that kind of thing. And so, I mean, we have probably the most scrutinized agency of any Southern Baptist Convention agency. And honestly that helps you sleep well at night. You know, you've got internal auditors, you've got folks checking on things. Of course we have the highest caliber of competency and honesty around me. And so I'm very grateful for that. But I tell you, our trustees are excited about this. A trustee came up to me and said you know this is changing my ministry, it's putting my emphasis back on evangelism. And I don't want to get too far away from this GPS thing because if this if local church pastors. You know, the pastor of Peachtree Corners, I don't know if they have a pastor yet but if that pastor doesn't lead his people to be engaged in this National Evangelism Initiative, it's not going to happen. Ultimately pastors have to lead their people. Now we have a system to get to them through associations and state conventions but we don't want, in any way, to say that the

state conventions are going to do this. I believe the local church will do this and ultimately Geoff Hammond and Joe and Brandon and Gerald will do it. I like what you say Gerald, you like to hold staff accountable for soul winning. I don't do it all the time but occasionally I'll just share a soul witnessing opportunity that I've had because all this is theory unless we get the people from the pew out into the field.

Harris: So you haven't felt overly restricted by any of those guidelines?

Hammond: No

Harris: Well that's good

Hammond: It helps when you know what you're coming into

Harris: Well that's true

Pickett: We've had about, we can go about five or seven more minutes. If you want, if that's alright Joe?

Westbury: what is

Hammond: What's that puzzled look on your face, is that your thinking look?

Westbury: Yeah, I want to make sure I'm getting everything. What will be in the media kit? Do you know that yet?

Pickett: Ken, do you want to talk on that? The media kit for the pilots?

Weathersby: Yes, in the media kit we will have a commercial. We will have something that you can print out for a door hanger. We'll have a social media opportunity, and we will have a radio and radio ads will be a part of the media kit.

Pickett: and remember Joe, because we live in an online world, all this will, you can also get online. And so you can get, you'll be able to get the graphics, graphic templates, the all that kind of stuff will be part of it.

Westbury: Who, what, where are the pilots?

Pickett: Pardon me?

Westbury: Where will the pilots be?

Hammond: Ken?

Pickett: Ken do you want to speak on that?

Weathersby: Yes, we will have a will work with Larry Cheek and Steve _____to have the pilot potentially in Covington as well as rural parts of Georgia, Covenent, we have relationships, we plan to do a pilot in Texas, California, South Dakota, and Pennsylvania. Those are our targeted areas.

Hammond: And we've had more people want to do pilots than we can actually do. Which is a good sign. Whey say, I want to get busy and I want to get going. So well let us get some of these pilots done.

Westbury: OK what's the purpose of the pilot?

Hammond: What we're trying to do is - OK go ahead Ken

Weathersby: Go ahead

Hammond: Well, we want to take what we have designed and contextualize it for an area. Get their feedback on it and make some tweaks so that when we go in 2010 we can say this is what worked in a Northwest, in a South Dakota, in a California, in a Pennsylvania. We would, from this learning, we talk about indexing and learning, which one would you like the information on? And then a state convention or association can say, hey that's kinda what I would like to learn from that pilot project.

Pickett: Ken, you want to talk about how closely you're working with even like in Stone Mountain, that area, how it's really a face to face kind of endeavor?

Weathersby: Yes, it will be a grass roots level. You know, I believe that Larry Cheeks and Steve Parks they are focusing in on one aspect of Stone Mountain Association and that is a concentration on Covington. But they will work with their churches and leaders to be able to get the good news to every person in Covington area, as well

Westbury: Ken, Ken? I'm sorry, I don't mean to cut you off. I've talked with Larry Cheeks, I'm familiar with that. Let me just get back to the

bigger picture, otherwise I would appreciate the local link on the Georgia angle. So, you've got the pilot, you're going to be rolling it out in 2009, have it finished by Easter

Pickett: It starts Easter

Westbury: Or it starts at Easter, OK. "Across Oklahoma" will start early and end it at Easter but so yours is starting on a different timetable.

Hammond: This is an adaptation of "Across Oklahoma".

Westbury: Right

Hammond: It's not identical

Westbury: Right, so you're going to have pilots in 2009 and so that is in preparation for the 2010 rollout, right?

Hammond: Of the coordinated activity

Westbury: Right. So the pilots, the media kits really won't be ready for mass distribution in 2009, are they? If you're going to want to tweak and have them ready in 2010?

Pickett: You're exactly right.

Westbury: OK, OK that helps me understand the timeline. What is the effectiveness of a national media purchase? Why is that important? And do you think it's important? Obviously it is if you're, well why have a national media buy?

Hammond: Well it's - go ahead

Pickett: Well, your question kind of alludes the fact that there is a tremendous effectiveness to doing a national buy. And we've been saying we're doing more of a national or targeted media campaign.

Westbury: OK

Hammond: People are visual, people see things, they receive information in different ways and I do want to underline, Joe, if you put the gospel on television, but you do not have a trained Christian witness speaking the word, all you've done is you've got people more information out

there.

Westbury: OK

Hammond: We want the life changing testimony of someone in the power of the Holy Spirit, sharing the gospel and please make sure in your article that, I know you will, that you bring that out. Because that's what you can do, is help us mobilize Southern Baptists. What I'd hate is for them to say, well it's on the internet if they wanted to they could get it. No, no, no, they need a loving touch and if you could help us with that because we need that loving touch. Southern Baptists have got to get to know their neighbors. They've got to start praying for lost people. I mean all these mileposts and I don't mean to keep repeating them but they are the secret to this. They really are the secret and if we give the impression that targeted media campaigns will do what faithful witnesses don't have to do then we'll have missed the point.

Westbury: Will there be any material that are you publishing that have a consistent, will there be witnessing materials that will be published for this?

Hammond: yes

Westbury: Old campaigns, you'd have Here's Hope and you had Here's Hope or Here's Hope bibles and evangelism tracts where everything was looked very similar.

Hammond: And you're beginning to see our literature move towards that. And of course that's not an instant thing. We've got some stuff in this brochure that talks about the resources. But Soul Winning Commitment Day will begin to have a GPS feel to it. What I love about GPS is God has a plan for us to share and He puts us in places where we can share so you'll begin to see that feel come in our literature as we come to reproduce it. We've got "Relay" coming out. Is "Relay" coming out this year Ken?

Weathersby: Yes, we are, we will have a proposal ready for the winter meeting for the Evangelism leaders to be able to take a look at it. Yes sir.

Hammond: "Relay" is a personal a relational evangelism piece. Is that not right Ken?

Weathersby: That's correct. And "Relay" is designed for the average lay

person to be able to share the good news of Christ in relationships with the purpose of sharing his or her testimony, of how Christ has transformed their lives and sharing it with their neighbors.

Westbury: OK, will there be any lay witnessing workshops or anything like that that are set up?

Hammond: Yes

Pickett: Ken, do you want to speak to that?

Weathersby: Yes, we have materials that are being designed right now called "Cross-training" that will be designed, related to help the average lay person to be able to know how to engage the culture with the gospel of Christ. And also we are developing resources to help people to understand the different world views of people who are different than they are. And so we have resources that will help the average person to know that this person may be of a different culture. This is what they believe and how do I understand what they believe for the purpose of proclaiming the good news of Christ.

Westbury: Are there any goals as far as that you're working with the state partners? How many baptism goals or something like that? It's hard to get a handle, I understand, when you're working with volunteers. Is there anything that you can shoot for, that measurable goals?

Hammond: What the partners said to us is don't just throw something out in the air without a strategy for getting there. But this, every believer sharing, every person hearing, is what came out of that December meeting a year ago. That is the goal. That every person would be sharing, in order that every person will hear in all these people groups. Now what will happen, I believe, out of that is that the local church will set a goal, an association may set some goals, even state conventions. You just heard me quote two that I know that are going to distribute, sow the gospel in a million homes in their state. So we'll see some goals come out of this, Joe, I think. Out of this overarching goal we'll see some begin to build up. And my prayer is that we'll accurately report the baptisms. You know we have an issue in reporting baptisms and we need those. Hopefully this celebrating every decision will help us get back to, get back to, you know, reporting our baptisms, as well as having baptisms.

Westbury: OK. so there won't be any NAMB goal. It'll just be left up to the states. They'll set their own goals and

Hammond: Well the NAMB goal is every believer sharing and every person hearing.

Westbury: I'm thinking something tangible as far as numbers. Not that numbers are that all important.

Hammond: If you have 300 members in your church then there's 300 members sharing and then you take your mission field we have fifty thousand people in our mission field, how are we going to get the gospel to those fifty thousand people? So that's how it will be broken down, now you know I think you ought to hear state conventions begin to put goals out and it will grow up as well.

Harris: So the ultimate goal is for everyone to hear the gospel in North America by 2020

Hammond: By 2020, and what we'll have to do is measure progress because you know you just don't want to go out and we've done this section, we've done this section, we've got this for this people group so they'll be some measured progress that we'll push towards this goal.

Westbury: OK

Pickett: Probably about one more question

Westbury: What is difference between NEI and GPS?

Hammond: GPS is the brand name, I don't know how to say that. You know this thing grew up, Dr. Page said we need a national evangelism strategy. Immediately the partners said, don't, we have strategies, don't tell us what to do. So initiative, is a great way to say it. We will encourage you to initiate with us and come under this initiative with your strategies. God's Plan for Sharing has become the thing that is the logo, the theme. For example, I was with a state exec, just last week and he showed me his final paragraph in his message that he was going to deliver it was a challenge to them to GPS. He said, we're not going to worry about NEI it's going to be God's Plan for Sharing. So do we have a hundred thousand believers in this state, Southern Baptists. I can do the math. If every believer would share in five years, we would have taken the gospel to every person in this state. So that was exciting to see him and GPS I think is what it's going to be known by. And I was in an association, that's all they talked about is GPS.

Westbury: So you've got GPS is the brand name but then every two years you've got "Across North America"

Hammond: Coordinated events

Westbury: Something else, coordinated events

Hammond: And we're looking at 2012, 2014 and this gets back to Gerald's great question, How do you keep interest? Well you've got to have these coordinated events so you know we'll be talking it at the Southern Baptist Convention before that and we'll be hoping that your state convention papers will build into 12, 14, 16 and 18, and then 20.

Westbury: OK, and the roll out, January 1, 2010? Refresh my memory again.

Hammond: We've already rolled it out but

Westbury: OK

Hammond: But the

Westbury: Is there going to be a launch?

Hammond: We launched it at the Southern Baptist convention, is what we would say

Westbury: OK, launched it

Hammond: Launched it in 2008

Westbury: 2008

Hammond: The coordinated activity will occur in 2010, 14, 16, 18...

Westbury: Basically it's out there up and running

Hammond: Well it's out there but it's a prolonged roll out. This is an advantage and disadvantage because we're trying to get partners on board. We're rolling it out at a pace they want us to. The concern sometimes is that someone gets something in the mail and they call up the state office and say, hey what are you doing about this? And the guy's like, well, we haven't got that done yet. So we didn't want to look as though we were getting ahead of our partners or behind the

partners. So they're telling us when to do the mail out. We would say this, Joe, by 2010 most of our earlier adopters will be on board and hopefully many of the middle adopters. There may be some that get involved as late adopters in the 2012 thing. I tell you though, there are associational missionaries who are just going with this, they've got their own teams, they've got GPS teams. They're saying we can't wait. I was in an association that had 62 people groups in an association and they were like, we're already moving all our strategies towards this. Which was very exciting for me. I want to say this, the associational level is going to be key for GPS.

Westbury: So some DOMs are actually using the material

Hammond: Oh ya

Westbury: Ok

Hammond: I mean, this is available and if a pastor calls today and says, I want to do GPS we would say, here you are and we'd tell the other partners they're doing it as well.

Westbury: What would you call this? I've got one, what do you call it?

Hammond: This is our promo, our initial brochure.

Westbury: OK

Pickett: Ya, when you said, you know, did you launch, yes, we launched with this initial brochure. This brochure will change and adopt and more as it goes on, but this was the first one and it's great because it, it walks you through the main mileposts. Then it gives you a lot of resources.

Hammond: You know it's in Spanish, Korean, and Chinese

Westbury: Ya

Hammond: But you know I said to these Hispanic leaders, I said, you know, what would it take to reach North America? And, you know, you've got this thing sitting in their very hands. I've found young people like it. Young pastors came up to me at the convention and said, thank you for not giving us a program in a box. And there are young leaders who love this, it's biblical, you can preach on it. One guy said to me, I'm preaching on all the four mileposts right now and then our strategy will

be implemented starting in 2009. And I've been a pastor and I think Gerald you would affirm this, that a lot of this is about keeping before our people what they know how to do but need to be motivated to do. And finding fresh ways to present it. That's why we think the two year emphases will be fresh ways to present it. You know '12 may not be a sowing emphasis, I'm not sure what it will be but it will be one of the mileposts. But there's a lot of sowing to do in North America.

Harris: Boy is there ever

Hammond: I look out at my neighborhood and you know just taking someone to a Christmas pageant, that's important for me to do with a Hindu couple I'm witnessing to. Because I don't even know if they know the Christmas story. Now my method is partners and witnessing to, they know it very well

Harris: and I'm sure you'll have some kind of a significant Christmas pageant at First Redeemer, won't you

Hammond: We will and I've already got the tickets and I've got their commitment to come

Harris: That's wonderful

Hammond: So, pray they'll come, because you know how it is, it's a Saturday afternoon and I'm very excited about that. You know and if it was my Methodist friends, I'd probably not see the same significance for it.

Pickett: I don't know if you, do you have this timeline, Joe, it would just give you a little. I brought this just in case

Westbury: Ah, no, this is great

Pickett: That will give you a great idea of the work up already that. And then I just wanted you to know I brought all this just, a, Glenda would kill me if I got it out of order, Glenda Diehl, but I just wanted you to see

Harris: I wouldn't want to be responsible for that?

Pickett: No, maybe some people would, but this just, I wanted you to see these are all the notes going back, you could look through it, Joe, if you wanted to before you left. It gives you a good idea of, this is

the little supplement to that timeline, Joe. Because I thought, you know, that some people don't have a handle on how much has been done in the past two years, way before the launch, this was being talked about .

Hammond: That's great about talking to you two guys. You both understand so well how the Southern Baptist system works. But there's a part of you that wishes you could just launch it. But if we launched it without the buy in, our long term effectiveness would not be that great. So, please pray for us on that because we think that this is the key. When a state exec. will get up and say it and a state DOE will say it and it holds 16 associations accountable for what they're going to do with it, that will make a difference.

Harris: Well, Bob Reccord told me one time that it takes 2 years to tell Southern Baptist hello.

Hammond: And I think he's right. So thanks for running this article and I don't know how you'll do it but some repetition is not out of order folks, it really would help us in sharing the message.

Pickett: I wanted you to make sure you had enough supporting materials

Harris: And thank you very much