

and an important priority with these minority constituencies in the United Church of Christ.

6. *The Elderly* — More than one-fourth of the membership of the United Church of Christ is over 60 years of age. How can the energy and wisdom of this constituency best be utilized? How can the gifts and resources of these persons be empowered? How can the United Church of Christ address its concern and ministry in special ways to persons in the older years?

### **Evangelism and the Search for Faith Recommendations**

The Eleventh General Synod Receives the Report on Evangelism and the Search for Faith as Above, and Urges Continuation and Expansion of the Programs Contained Therein.

"The evangelism-faith agenda has several dimensions:

"First, as Christian people we need to increase our capacity to share our own faith experience and answers to the question, 'How is God at work in our time in global events, in community, and in persons' life crises?'

"Second, critical attention must be paid to the nature and meaning of membership in the United Church of Christ and to our identity as a people. Much of this understanding will come out of our day-to-day experience.

"Third, persistent effort needs to be given to improving skills of the United Church of Christ in membership recruitment and assimilation. Many congregations are learning to do this effectively. Others want to learn how. Conferences and instrumentalities can assist congregations in increasing their ability to recruit new members and activate inactive members.

"Fourth, models reflecting the rainbow perspective of the United Church of Christ and sensitivity to covenantal and invitational patterns of cultural relationships need to be developed and/or shared of effective approaches to evangelism and of significant experience with the meaning of faith in our time.

"In a variety of contexts United Church of Christ people are experiencing the presence of the Holy Spirit and finding themselves in touch with emergent forms of spiritual practice. These experiences and forms need wider sharing within the denomination.

"Fifth, concerted effort needs to be made by the instrumentalities, the associations, conferences, congregations, and minority caucuses to extend the capacity of the United Church of Christ to reach new constituencies and to be enriched by their insights and gifts.

"Sixth, churches and church people with whom the United Church of Christ is in partnership in other parts of the world have unique insights into the meaning of faith and the nature of evangelism. Sharing of our diverse experiences can enrich us all.

"Seventh, continue the efforts to develop multi-lingual, multi-cultural resources in evangelism and search for faith."

Further, the 11th General Synod urges the continuation and increase of inter-agency efforts during the next biennium.

### **3. RESOLUTION ON GREATER U.C.C. USE OF MEDIA**

Mr. Eckert introduced Gordon Blough of Division F to speak to this issue. Mr. Blough referred to Advance Materials, Section II, p. 123 for the Overture on this issue. He further stated that this Resolution has no financial implications. John McClelland, (MONT), moved to amend the Resolution and it was

77-GS-96a VOTED: The Eleventh General Synod adopts the amendment to omit the word "Total" in the first resolved section.

The Moderator called for action on the amended motion. It was

77-GS-96 VOTED: The Eleventh General Synod adopts the "Resolution on Greater UCC Use of Media," as amended.

#### **Resolution on Greater U.C.C. Use of Media**

WHEREAS, The church has the mission of Jesus Christ to go out to wherever people are to proclaim his gospel of reconciliation and healing; and

WHEREAS, The electronic media of radio and television are now among the most effective means—and in some communities the most effective means—of reaching people; and

WHEREAS, Many analysts are convinced that television has moved ahead of home, church, and school as the principal influence upon morality; and

WHEREAS, There is concern in U.C.C. as expressed by the 10th General Synod Priorities for Local Church Vitality, Evangelism and Search for Faith; and

WHEREAS, There is growing concern for the development and expression of U.C.C. Identity both within the church and with the public; and

WHEREAS, The U.C.C. has not adequately resourced programmatic development in radio and television; therefore be it

RESOLVED, That an identity campaign including all mass media (radio, television and print) be launched in the Office of Communication (in consultation with other agencies); and be it further

RESOLVED, That an appeal be made to the Treasurer of the United Church of Christ to aid the Office of Communication (in consultation with other agencies); and be it further

RESOLVED, That an appeal be made to the Treasurer of the United Church of Christ to aid the Office of Communications to borrow up to \$100,000.00 to produce TV spot announcements on U.C.C. Identity and Evangelism to be recovered within five years from rentals to churches and conferences; be it further

RESOLVED, That the Office of Communications be requested to produce another TV series the quality of "Six American Families."

### **4. APPRECIATION FOR CLOSED CIRCUIT T.V.**

At this time Moderator Nace commended the Office of Communication for its work on the Washington Hilton closed circuit T.V., Channel 6, and noted that the equip-