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RELIGION/The Charlotte Post

fumes over black

Guest speaker takes over at Greater Galil **ee**

Continued from page 8B

was known for community involvement. According to The Winston-Salem Journal, people from the church have gone into local jails and correctional centers to preach and conduct Bible studies.

The church has held clothing drives and cookouts for the area's homeless as well as those who live in apartment complexes nearby.

McGowens plans to continue those type of good acts in Charlotte, but he said he has

to connect with the congregation first

"The first thing I want to do is develop a relationship with all ages," he said about the Greater Galilee congregation. 'I want to be as involved in their lives as they will allow me to be to grow their spiritual lives."

McGowens has a track record for reaching youth and older church members. He gave young people and the elderly prominent roles in the church and he introduced such modern things as dance teams, outdoor services and drums.

Once McGowens reaches his congregation, he plans to move into the community and invite people into his church. "I really have a passion for

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community outreach. I want our church to be a neighborhood church, where people feel comfortable coming and being a part. We want to be well known in the neighborhood," he said.

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What must I do?

Continued from page 8B our affections-saying one thing but doing another. It is hypocrisy to say we love God and then proceed to disobey him. If we love God in our heart, it will be demonstrated by how we live and the things that we do.

The second part of the lawyer's answer is originally found in Leviticus 19:18: Thou shalt not avenge, nor bear any grudge against the children of thy people, but thou shalt love thy neighbor as thyself: I am the Lord. The lawyer's answer could be summed up as simply, "Love God and then love others.

Doing what you know (v.28)

28. And he said unto him, Thou has answered right: this do, and thou shalt live.

To paraphrase a response from a TV game show, Jesus tells the lawyer "good answer."

Jesus does not disagree with the lawyer in the least bit. He tells him that he is exactly right. If he loves God and others, he shall live.

It is interesting to note that Jesus comes back to these two concepts in his teaching. During the final weeks of the Lord's ministry, another lawyer will seek to test Him by asking what is the greatest commandment. Jesus will quote Deuteronomy 6:4, 5 as the greatest commandment and Leviticus 19:18 as the second greatest.

Continued from page 8B drew some 150,000 people to Atlanta. The snub followed a June speech by Jakes to the NNPA, a federation of more than 200 black newspapers, where he pledged reconciliation between the black church and the black press.' "The story was not unfair,"

Jakes

says Smith, publisher of the Atlanta Inquirer. "In my conversation with (Jakes), he said the story was one-sided but we did not know how to get to him."

"The same person that they reached me for when they invited me (to their convention), that we worked out arrangements for, that scheduled the appointment was (Washington D.C. publicist) Ofield Dukes," counters the esteemed Jakes. "All they had to do was talk to Ofield and it would have been fine. I just resented the fact that the way black people in America do business is done in the press and not in person."

"If I had known Ofield Dukes was his conduit then I would have done that," replies Smith. "For someone to have to jump through that many hoops in order to get to him in order for him to have a say -- whether it is one-sided or not – I think that is his fault. But by the mere fact that he told me in Chicago to get in touch with his people, I thought that was an insult to me.

For his part, Bishop Jakes says he came to the black press offering an olive branch and agreeing to write a weekly column for the NNPA News Service free of charge

"They invited me to the black press (convention) and we did say that we were going to work together," he readily admits. "They did not say that the cost of admission was how much money I spent. No one said that in the entire meeting. And, if that was the meeting was about, I don't have to come speak for that. They need to send a business proposal to a marketing director. And it can't be done in June for a (MegaFest) meeting that occurs in August because we bought our ads months and months ago, and we do it nationally and not locally.

The Atlanta Voice Sales and Marketing Director Cheryl Mainor offers this account. "The sales department began talking to Cheryl Thomas with Potters House in January. In May they committed to running an ad before MegaFest. In July, Jacquelyn Jakes called and said they had exhausted their local advertising budget and would we like to barter for tickets to their entertainment events. The Atlanta Voice declined and checked with other blackowned Atlanta newspapers none of them had received any advertising, either." Adds Dallas Weekly Publisher and

Atlanta Voice President James Washington, "After all you don't preach a sermon and not pass the collection plate.'

"I am not opposed to marketing in the Black press, but the article makes it sound like I put money into other print media and that I deliberately snubbed the black press when, in fact, this is simply not the truth," he later e-mailed. "With the exception of ads we ran in the papers of our MegaFest media sponsors and the ad we ran in the Atlanta Journal Constitution thanking the city for their hospitality and announcing, as we did last year, next year's conference dates, we did not buy ads in any newspaper, including the black press.'

who has been Jakes. dubbed "America's Best Preacher" by Time magazine, calls the NNPA criticism and the story appearing in most of the NNPA newspapers an unwarranted and unfounded attack

"It is an integrity issue – to print it, to write it and to slander me was not being fair,' argues Jakes, a hugely popular TV evangelist who heads

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the Dallas-based megachurch Potters House. "The only thing they accused me of was not giving them a piece of money and that is not a crime, it is a business decision. And, to retaliate in that manner was totally unprofessional."

He also suggests that blackowned publications are walking an ethical fine line between journalism and advertising sales. "I am under the impression that most newspapers separate their marketing departments from their news departments to ensure that the news stories they publish are not tainted or influenced by the dollar amount spent by the subject of the articles," he says. "And what we're discussing here is a prime example of what happens when marketing and business issues bleed over into the newsroom. Without that separation how can your readers be certain that articles are unbiased and are not influenced, by the subject's financial contributions to the publication?"

"Marketing didn't ask us to

do this article," responds Voice Editor Stan Washington. "I heard what happened and felt that it was newsworthy in light of the June meeting with the NNPA. Instead of being mad at the black press, Jakes should call his staff on the carpet for dropping the ball and subsequently embarrassing him. He should ask his marketing people, 'How come we didn't make any buys with the black press in Atlanta?' They sure know how to find us when it comes time to send out press releases for free publicity.

"As far as 'business issues' bleeding over into the newsroom," Washington contin-ued, "It takes money for Jakes to continue to free souls and it takes money for the press to continue to free minds. I will add that Jakes is under no obligation to spend a dime with the black press. In the end, we're talking about Black businesses and organizations recycling their dollars within their own communities. A free column by Jakes doesn't add a nickel to the bottom line





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