

# St. Stephen's News

St Stephen's Anglican Church,  
Timonium, Maryland

Vol. XXIII, Number 1

Edited by Anne Hawkins

January 17th, 2012

## FROM THE DIRECTOR OF PASTORAL CARE

### Community blood drive was a great success

OUR New Year Community Blood Drive was a tremendous success. Not only did the people of St. Stephen's step forward to answer the Red Cross' urgent appeal for more donors, the Red Cross Greater Chesapeake and Potomac Blood Services Region team sent to collect your donations did absolutely brilliantly.

On Tuesday, January 10<sup>th</sup> – the day after the drive – Mr. A. Ray Charles, the Red Cross District Manager, sent me the following message: “Ann, congratulations!!! You collected a whopping 122% of goal. On a goal of 23, we registered 30 donors yesterday and left with 28 productive units.

“Words cannot express our gratitude for how you have masterfully stepped up to the plate during this time of critical shortage for the Red Cross.”

The message might have been addressed to me, but it was you folks who did “the heavy lifting.” It was a magnificent effort from our small parish. Neither I, nor the Red Cross, can thank you enough. **ANNE HAWKINS**

## AN EAGLE'S EYE VIEW

### Pondering the pitfalls of Church advertising

THE ROMAN Church has been running an advertising campaign aimed, I presume, at persuading lapsed Romans to return to the Church. Ecclesiastical advertising campaigns have always fascinated me, and I would be interested to know the name of the agency that conceived this one.

Advertising campaigns, after all, are best left in the hands of professionals. Do-it-yourself advertisements all too often bear the unmistakable imprints of the “loving hands of home.”

This can occasionally be quite charming: radio listeners in the Baltimore area, for example, are serenaded each spring by a local installer of awnings and blinds who warbles the virtues of his wares in a slightly off-key tenor.

Dr. Samuel Johnson, the 18<sup>th</sup> Century sage and lexicographer, would probably sniffily liken his performance to a dog walking on its hind legs: “It is not that it is done well, but that it is done at all.”

This might not be entirely fair, but it does illustrate the pitfalls confronting prospective ecclesiastical advertisers. It is probably going a tad too far to contend that Church advertising should in variably reflect the word “gravitas.” Nevertheless, hokeyness should be avoided at all costs.

In this regard, it is vital that care be taken in choosing not only the right advertising agency, but also the right advertising executive. The dangers involved in making the wrong choice are illustrated by what might well be an apocryphal yarn about the Japanese company Mitsubishi when it was trying to break into the North American market in the early 1950s.

According to legend, they hired an advertising agency with a chief copywriter who, a few years previously, had been a prisoner of war on the Bataan Death March. The slogan the copy writer proposed was: “From those wonderful people who brought you Pearl Harbor . . .”

On this basis, it would probably be wise for churches to avoid advertising agencies whose copywriters are atheists.

Being too darned clever can also get prospective advertisers into trouble. For instance, some years ago a major British conglomerate sought to break into the dog food market. It engaged a prestigious agency because its senior vice president specialized in promoting gourmet foods. The product was launched at a press luncheon at a highly

St. Stephen's  
Choir of Men & Boys  
A CANDLEMAS  
CHORAL EVENSONG  
at 6.00 PM  
at The Parish Church  
Sunday, January 29th, 2012

regarded London restaurant. The tables sparkled with crystal and silver. Fine porcelain gleamed amid carefully starched napkins on shimmering white tablecloths.

As the executives of the dog food division looked on, the press corps were served a starting course of *pate de fois gras* flown in from Strasbourg, France, followed by perfectly cooked *Tournedos Rossini*. (To my mind, it is a tad vulgar to serve to two courses each incorporating a portion of *fois gras*, but in advertising nothing exceeds like excess).

Eagerly the dog food executives looked forward to their own mouthwatering platters. Solemnly, waiters processed in bearing huge silver salvers, then, uncovering them with a flourish, they presented each executive with a silver spoon, a Tiffany can opener and a tin of the company's dog food. “Eat,” hissed specialist in gourmet food advertising.

The advertising campaign was a roaring success, unpleasant though it was for the dog food executives. This, however, is more that can be said for the campaign devised for the manufacturers of the cigarette “More” when they tried to launch their product in Germany back in the 1970s.

“More” translates into German as “mehr” but the word “mehr” doesn't really work in the German language as the name of a cigarette. Thus it was decided to rename the brand “M” in Germany and to market it under the slogan “M is more” – in German “*M ist mehr*.”

Unfortunately, typography was the campaign's downfall. The slogan appeared on the posters with a giant “M” hard up against a very much smaller “*ist*.” Visually, it was quite striking.

The only problem was that it spelled the word “*mist*” which in German means “horse manure.” The situation was not much helped by the fact that the posters were pasted on the hoardings side by side, four and five in a row, trumpeting the message “More horse manure . . . More horse manure . . . More horse manure . . .”

From this perspective, I am tempted to wonder if the Romans shouldn't have been a tad more careful with their current advertising program. It might be seen as more than a little presumptuous to imply Rome is “the one true Church” (a claim also made by the Jehovah's Witnesses and the Seventh Day Adventists). But what is one to make of the claim that Rome “compiled” the Bible?

Moses and King David and the prophets might have something to say on that subject -- so too might Matthew, Mark, Luke, John, Paul, James, Jude and Peter. Plain spoken Martin Luther would, doubtless, declare the Roman claims marked the “*mist*.” **TTFN. ISAAC EAGLE**

## HOLY TRINITY SEMINARY

### Two courses for Lent

HOLY TRINITY Seminary is offering an Associate in Theological Studies (AST) course and Master of Ministry (MM) course during the Lenten period.

The ATS course on “**How to read your Bible**” will meet Mondays from 7-15 PM to 9.15 PM at St. Stephen's Church

**THE SCRIPTURE READINGS FOR  
THE THIRD SUNDAY AFTER THE EPIPHANY**

Being Sunday, January 22nd, 2012

**8.00 AM & 9.15 AM**

**HOLY COMMUNION**

The Epistle: Romans 12:16-21

The Gospel: St. John 2:1-11

**11.15 AM MORNING PRAYER**

The Psalter: Psalm 43

The First Lesson: Isaiah 41:8-10,17-20

The Second Lesson: St. John 4:1-14

beginning February 6th and ending March 26th. The course costs \$200 for students in the program and \$150 for auditors.

The course explores the fundamental principles on how to approach God's Word with the purpose of making all of its various kinds of literature intelligible and meaningful in our walk with the Lord. It will focus on methods of reading as well as offering plenty of opportunity to work through specific biblical texts.

The MM course deals with the subject of "Spirituality and Modernity." Classes will meet at Christ the King Church parish house from 9.00 AM to 2.00 PM on the following five Saturdays: January 21st, February 18th, March 17th, April 14th, and May 12th. The audit fee is \$150.

Students will examine various personalities who have struggled to maintain their spirituality in the face of the challenges of Modernism and Post-Modernism. The course begins with a general discussion of the Enlightenment and its world view, focussing on attitudes and ideas that have shaped Western culture. The discussion will be centered on three Christian thinkers: the Dane Soren Kirkegaard, the Russian Vladimir Soloviev, and the Polish Pope John Paul II.

**✠ PARISH PRAYER LIST ✠**

OUR Prayer Chain offers prayer daily for people on the Prayer List and guests of the Joseph Richey Hospice. To add a name to the prayer list,

or to the visiting list, or to join the Prayer Chain, call the parish office at 410 560 6776.

**RECOVERY:** Sallie, Linda Lou, Cynthia, Goff, Robert, Nancy, Judith, Deborah, Dorothy, Dr. Devadadson, Thelma, Mary, Adele, Linda, Jan, Liz, Bob, Wyatt, Jim, Reta, Sara, Tammy Sophie, Paula, Blair, Melvin, Noah, Mavis, Heather, Laurie, Diane, Don, Lynn, Helen, Katherine, Hindra, Ravi, Elizabeth, Brian, Tracey, Robert, Nancy, Edithann, Jay, Perry, Amelia, Shirley, Adrian, Kimberly, Dean, Barb, Tanya, Jane, Brook, Val, Joseph, Joshua, Rachel, Carl, Cal, Catherine, Sam, Ruth, Kristi, Paul, Sue, Patty, Antonio, Ray, Lauren-Michelle, McKayla, Randy, Jack, Grace, Fran, Carolyn, Ken, Serina, Wyatt, Bobby, Alexander, Erline, Kathleen, Earle, Judy, William, Betty, Trisha, Peggy, Linda, Millie, Walt, Bruce, Cienna, Tom, Lelillah, Jennifer, Miriam, Karen, George, Eliza, Mel, John, Randy, James, Sarah, Linda, Suzanne, Steven, Jeanne, Tammy; Ellen, Patricia, Bonnie, Mary Ann, Christine, Dee, Brian, Barbara, Gillian, Eileen, Matthew, Bryan, Jason, Joan, Frances, Pat, Michael, Brandon, May, Scott, Stephen, Robert, Danny, Billy, Betty-Ann, Mildred, D'Metrius, Laura, Stacey, Frank, Alma, Christine, John, Henry, Naomi, Pam, Ben, Kevin, Gwen, Gloria, Lee Emily, Bruce, Regina, Lewis, Madolin, Linda, Carol, Bernie, Charlene, Josephine, Margaret, Jody, Sheila, Jo Anne, John, Geradine, Thomas, Jeanne, Sister Catherine-Grace, Maxine, Ann Sharon, Dennis, Mae, Anita, Marilyn, Lawrence, Dorothy, Joanne, Albion, Martha, Jackie, Charles, Tony, Edward, Kim, Vivian, Doris, Carol, Suzie and Jennifer.

**LIGHT, STRENGTH & GUIDANCE:** Jennifer, Brendan, Rosa, June, Anna, Jean, Garrett, Ned, Stephen, Rachel, Robert & Renee, Lydia; Richard, Melba, Debbie, Phyllis, Carolyn, Suzanne, Tony, Erik, Drake, Bobby, Kay & Emma, Gillian, Beverley, Adrienn, Jhana, Marla, Matthew, Joan, David, Laurie, Ellen, Lynn, Mildred, Sarah Lee, Tom, Susan, Kathy, Owen, Douglas, Amy, Jo Anne, Mary, Gregory, Isabel, Bobby, Dorothy, Darren, Scott, Rebecca, William, Charles, Joyce, Asfa, Eleanor, Kathy, Linda, James, Barry, Ann, Evelyn, Jeanette, Elizabeth, Virginia, Mildred, Chris, Stephen, Carol, Sandra, John, Mary, Michael and David

**ON ACTIVE SERVICE:** LTC R.J. Lytle, PFC Charles E. Heintz, IV, USA; Lt. Benjamin Schramm, USMC; Lt. Alex Bursi, Charles Watts, USN; Capt. Charles Bursi, Lt. Col. Harry Hughes, USAF.

**✠ St Stephen's Anglican Church ✠**

11856 Mays Chapel Road, Timonium, MD 21093  
Tel.: Office (410) 560-6776; Rectory (410) 665-1278  
Web Address: [ststeve.com](http://ststeve.com)

RECTOR: The Venerable Guy P. Hawtin

VICAR: The Rev. Rhae E. Kelley

ORGANIST & CHOIRMASTER: Adric

DIRECTOR OF PASTORAL CARE: Anne Hawkins (410-308-2771)

WEDDING CO-ORDINATOR: Anne Hawkins (410-308-2771)

**SUNDAY SERVICES**

8.00am: Said Eucharist

9.15am: Sung Eucharist (with Nursery & Church School)

11.15am: Choral Mattins (1st Sunday: Choral Eucharist)

6.00pm: Choral Evensong (1st Sunday only)

**WEEKDAY SERVICES**

Wednesday, 6.00pm: Evening Prayer

Friday Noon: Healing Eucharist

Saturday, 5.00 pm: Family Eucharist.

**COLLECTS FOR SECOND SUNDAY  
AFTER EPIPHANY & WILLIAM LAUD**

ALMIGHTY and everlasting God, who dost govern all things in heaven and in earth; Mercifully hear the supplications of thy people, and grant us thy peace all the days of our life; through Jesus Christ our Lord.

*AMEN (Book of Common Prayer, Page 111)*

KEEP US, O Lord, constant in faith and zealous in witness, that, like thy servant William Laud, late Archbishop of Canterbury, we may live in thy fear, die in thy favour, and rest in thy peace; for the sake of Jesus Christ, thy Son our Lord, who liveth and reigneth with thee and the Holy Ghost world without end. *AMEN*

**Return Service Requested**

St. Stephen's Anglican Church  
11856 Mays Chapel Road  
Timonium, MD 21093

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