

From: Will McRaney wmcraney@bcmd.org
Subject: Re: Retraction: Adopting one of our local kids in Baltimore
Date: April 21, 2014 at 12:27 PM
To: David Jackson DJackson@bcmd.org



Thanks for the offer. I will consider it.

I have talked with Shannon and she is working on taking what we have offered and produce a suggested statement to us. I think she has the issues that relate to the BCMD and Ron's ministry as well. I am hopeful it will be helpful to us.

WM

From: David Jackson <djackson@bcmd.org>
Date: Monday, April 21, 2014 at 8:46 AM
To: Will McRaney <wmcraney@bcmd.org>
Subject: RE: Retraction: Adopting one of our local kids in Baltimore

Will,

I am scheduled for breakfast tomorrow at 7:30am with Ron Larson at Bob Evans restaurant, just off Route 100 at Executive Park. This is my regular monthly meeting with him. Would you like to join us?

In addition, I will be in the office much of the day tomorrow.

David

From: Will McRaney
Sent: Saturday, April 19, 2014 1:42 PM
To: David Jackson
Cc: Shannon Baker; Sean Copley
Subject: Re: Retraction: Adopting one of our local kids in Baltimore

David,

Thanks for your work on this. Hopefully we can get something out Monday or Tuesday. Hopefully this will help us and help Ron be more clear about the boundaries as he performs his work for us and NAMB in around his gifts and passions, but in a helpful way to us over the long-term.

Some reflections on what is below....

- I like parts of the bottom paragraph.
- I agree on a short as is reasonably possible response to not create more questions and possible confusion.
- I like a more direct approach where Ron assume responsibility for the communication, not one where he is doing what we told him to do with a retraction. It feels like an announcement, not heartfelt contrition for falsely representing the BCMD. James 5:16 says with confession (not announcement) healing can begin.

Something like... I want to apologize for my communication which created some confusion and communicated that the BCMD was involved in any way in writing or approving the article or soliciting funds for the Dollar a Day program.

- According to Jeff, Ron does not have fundraising as a part of his job. To say that Send Baltimore is raising the money, is to say that NAMB is asking for the money. Based on my understanding from Jeff, this is not under Ron's ministry description. They will have to say whether they want him raising funds for them, but if that happens, I will get back involved as it will have major implications for our work and our plans to move toward better financial stability among the BCMD churches and convention.
- My initial leanings are away from communicating the phrase that BCM/D requested a retraction, but I can be convinced otherwise. I am open to talking it through, not just giving directives, but the reality is that Ron does not speak for the BCMD and he mistakenly communicated that he was speaking on behalf of (mouth piece of) the BCMD.

I think it wise for us to get some feedback from Shannon and Sean on this matter before something is sent out. Shannon's background is in PR. Let's put our heads together on Monday or early Tuesday and hear from Kevin & Ron as well.

Enjoy your Saturday and have a great Easter with the people at Faith.
WM

From: David Jackson <djackson@bcmd.org>
Date: Friday, April 18, 2014 at 10:15 AM
To: Will McRaney <wmcraney@bcmd.org>
Subject: FW: Retraction: Adopting one of our local kids in Baltimore

Will,

Is this what you're looking for or do you want a great deal more detail? My thinking is that the more we write, the greater attention we draw to the original article. So, I'm going for "to the point" and not making this curious enough to dig to revisit the original article...

BCM/D has requested a retraction regarding the email entitled, "Adopting one of our Local kids in Baltimore," dated April 14, 2014. BCM/D was not inviting participation in the Dollar a Day program; SEND Baltimore was. (BCM/D only received and "banked" the money for us as accountability partners to insure every dollar was used exclusively for church plants (not for administrative purposes or my own use in any way.) Moreover, the email does not reflect the literary and communication standards and guidelines established by BCM/D.

Consequently, the Dollar A Day campaign has been suspended. Please know that all donations already received will go to support SEND Baltimore church planting efforts only, just as promised.

Thank you for your understanding,

Ron Larson

Will, we could add the following paragraph if you thought it would help...then close with the thank you for understanding.

Finally, let me say personally that all involved, from BCM/D to the planters mentioned and to me personally, are strong supporters of the Cooperative Program. We are firmly committed to its foundational role among us as Southern Baptists and are grateful for the sacrifices made by many through the Cooperative Program to enable efforts like SEND Baltimore to reach lost people with the Gospel of our Lord Jesus Christ.