



CHRISTIAN RADIO'S ON-AIR TONE:

How A Kinder Sound Is Your Difference Maker

Shaunti
feldhahn



YOU WANT TO....

- **REACH** YOUR AUDIENCE FOR JESUS
- **ENCOURAGE** AND **EQUIP** YOUR LISTENERS; GIVE **PRACTICAL** HELP
- INCREASE LISTENER **LOYALTY**, **ENGAGEMENT** AND **COMMUNITY**
- **EXPAND** YOUR REACH
- BRING IN **REVENUE** / **DONATIONS**

A KINDER TONE AND A KINDNESS INITIATIVE DOES IT ALL



Kindness
MATTERS

WHETHER YOU THRIVE IN
LIFE AND RELATIONSHIPS
IS FAR MORE RELATED TO
how you treat other people
THAN HOW YOU
YOURSELF ARE TREATED.





ABOUT THE 30-DAY KINDNESS CHALLENGE

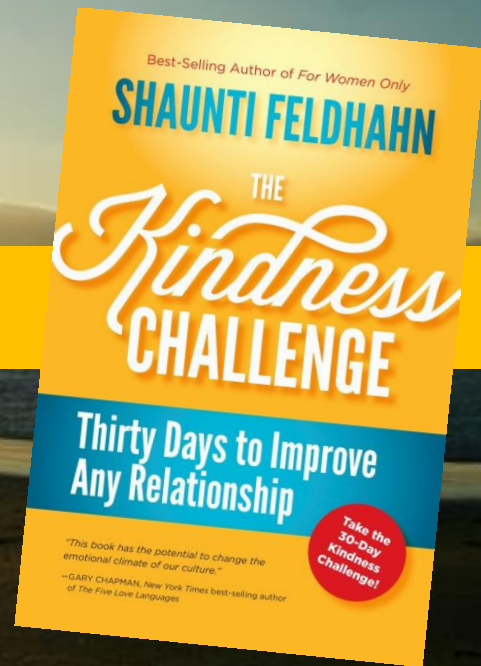
Pick one or more people as a target for kindness (your spouse, child, colleague, mother-in-law...). For the next 30 days do these three things:

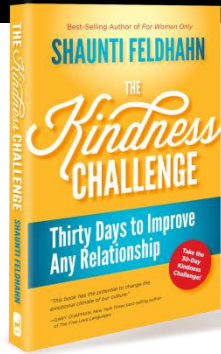
- **POSITIVITY:** Say nothing negative/negatively about your person – either to them or about them to someone else. (If negative feedback is unavoidable, be constructive/encouraging without a negative tone.)
- **PRAISE:** Every day, find one positive thing that you can sincerely praise or affirm about your person and tell them, *and* tell someone else.
- **KINDNESS:** Every day, do a small act of kindness or generosity for them.





FINDINGS FROM OUR STUDY





KINDNESS IS POWERFUL

Participants were extensively surveyed before and after they did the 30 Day Kindness Challenge

89%

**RELATIONSHIP
IMPROVED
(ALL
RELATIONSHIPS)**

74%

**FEEL MORE LOVE &
AFFECTION *FOR*
ROMANTIC
PARTNER**

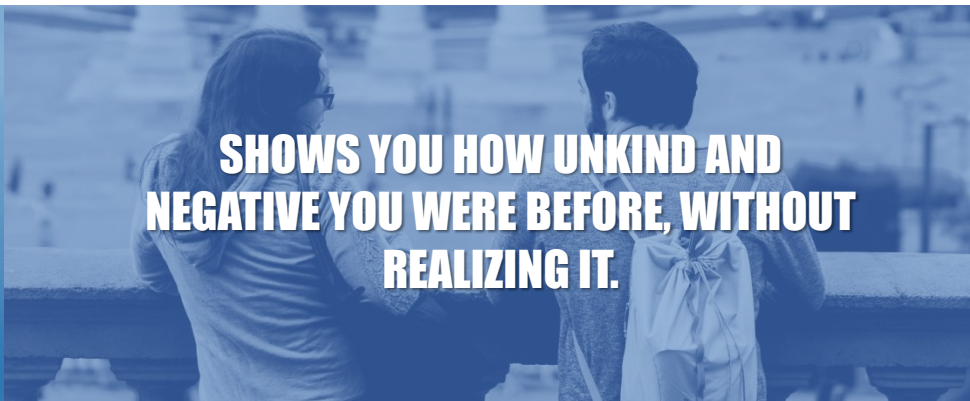
66%

**FEEL MORE
LOVE AND
APPRECIATION
BY ROMANTIC
PARTNER**

WHAT HAPPENS IN YOU...



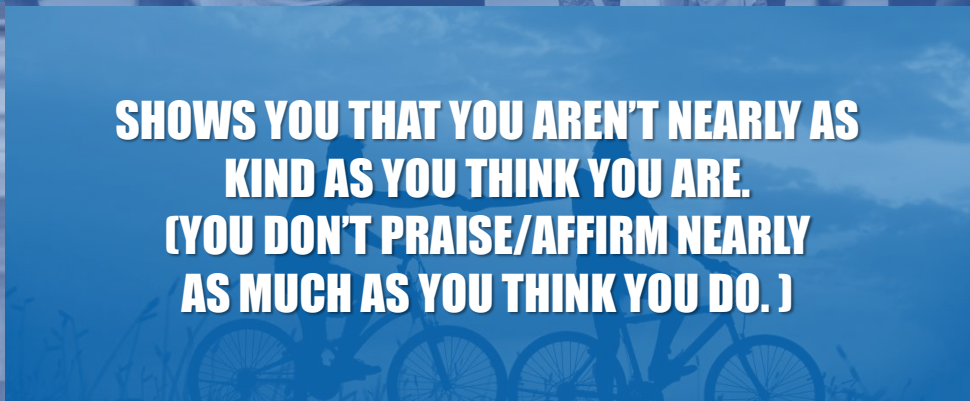
THIS PROCESS CHANGES YOUR FEELINGS ABOUT THE PERSON. GIVES YOU A NEW APPRECIATION FOR THEM.



SHOWS YOU HOW UNKIND AND NEGATIVE YOU WERE BEFORE, WITHOUT REALIZING IT.



SHOWS YOU YOUR STRENGTHS AT KINDNESS IN WAYS YOU DIDN'T KNOW MATTERED.



SHOWS YOU THAT YOU AREN'T NEARLY AS KIND AS YOU THINK YOU ARE. (YOU DON'T PRAISE/AFFIRM NEARLY AS MUCH AS YOU THINK YOU DO.)

Kindness **MATTERS**



**FOR CHRISTIAN
RADIO**

LISTENING TO YOUR LISTENERS

FINNEY MEDIA "WHY LISTEN?" SURVEY OF 23,494 LISTENERS.

RESPONDERS

"True fans" of Christian radio

ACTIVE CHURCHGOERS 85%

FEMALE 74%

OVER AGE 40 84%

POLITICALLY CONSERVATIVE 78%

ACTIVE RADIO DONORS 65%

TOP REASON FOR LISTENING:

**SPIRITUALLY ENRICHING CONTENT
(MUSIC AND TALK)
INCLUDING DEALING WITH THE
CONTROVERSIAL ISSUES OF THE DAY**

LISTENING TO YOUR LISTENERS

“

**I WANT TO BE
ENCOURAGED
GET AWAY FROM
NEGATIVITY.**

WHY THEY LISTEN

“

**I LEAVE WHEN THE
ANNOUNCER OR HOST HAS
A NEGATIVE OR
ANGRY TONE**

WHY THEY STOP LISTENING

THE ONE THING YOUR LISTENERS MOST WANT (OTHER THAN THE SPIRITUALLY ENRICHING CONTENT)

76.6%

I WANT TO BE ENCOURAGED

65.2%

I WANT TO GET AWAY FROM NEGATIVITY

	Main Reason	Secondary Reason	Not a Reason
It helps me grow spiritually	79.8%	18.1%	2.1%
I like the worshipful Christian music	78.9%	16.6%	4.5%
I want to be encouraged	76.6%	21.2%	2.2%
I want to get away from negativity (messages or music) on other stations	65.2%	25.3%	9.5%
It's safe for me and my family to listen to	61.8%	26.7%	11.5%
I want to help spread the Truth	56.2%	35.2%	8.5%
It helps me to understand Scripture better	50.3%	36.9%	12.8%
The presentation is calming	42.6%	40.9%	16.5%
It encourages me to be more kind	42.1%	43.9%	13.9%
It gives me a Christian perspective on the news	40.1%	41.5%	18.4%
I like it when they pray on the radio	36.0%	45.3%	18.6%
I want to escape from the pressures of everyday life	35.5%	37.9%	26.5%
They tell stories about people overcoming questions about faith	32.1%	51.7%	16.2%
I want to hear the sermons	31.4%	40.0%	28.6%
I enjoy hearing about Christian-related activities for me and my family	26.8%	52.4%	20.8%
It helps me communicate better with my family	24.9%	44.0%	31.1%
They share miracle stories	23.8%	50.5%	25.7%
I listen to be better informed about what's going on in my	15.5%	10.0%	25.5%

THE ONE THING THAT MOST **TURNS THEM OFF** (AND CHANGES THEIR CHANNEL)

45.6%

**I LEAVE WHEN THE ANNOUNCER
HAS A NEGATIVE OR ANGRY TONE**

-18.5%

RISK MARGIN

	Strongly agree / Agree	Neutral	Strongly disagree / Disagree	Risk Margin (If you do XYZ, will you lose or gain more?)
I leave when the announcer or host has a negative or angry tone	45.6%	27.3%	27.1%	-18.5%
I leave when the announcers or hosts talk about something I'm not interested in	44.6%	27.0%	28.4%	-16.2%
I leave when the announcers or hosts talk too much	37.0%	25.4%	37.6%	0.6%
I leave when they start playing commercials	36.9%	29.7%	33.5%	-3.4%
I leave when they play a song I'm tired of	35.9%	23.4%	40.8%	4.9%
I leave when they play a song I don't like	35.5%	22.2%	42.2%	6.7%
I leave when they bring up something I don't want kids, or friends who are with me to hear	35.4%	26.5%	38.3%	2.9%
I leave when they start talking about cruises/trips	21.0%	37.4%	41.7%	20.7%
I leave when the preacher gets "too preachy"	19.9%	27.8%	52.3%	32.4%

A photograph of a Black woman and a Black man standing outdoors, smiling and talking to each other. The woman is on the left, wearing a blue top and large hoop earrings. The man is on the right, wearing a white shirt. The background is a blurred outdoor setting with greenery and a white van.

**WE KNOW WHAT'S NEEDED –
HOW DO WE PROVIDE IT?**

A woman with curly hair and a man with a beard are shown in profile, smiling and talking to each other. The woman is on the left, wearing a blue top and a necklace with a cross. The man is on the right, wearing a white shirt. The background is a blurred outdoor setting with green foliage.

IN TODAY'S UNKIND, HARSH CULTURE, LISTENERS ARE STARVED FOR ENCOURAGEMENT, POSITIVITY, PRAISE, KINDNESS.

THEY GRAVITATE TOWARD ENCOURAGEMENT THE WAY A FLOWER OPENS TOWARD THE SUN. THEY INSTINCTIVELY SHY AWAY FROM NEGATIVITY – AND PERCEIVE MANY THINGS AS NEGATIVITY THAT WE MIGHT MISS.

YOUR GREATEST SECRET WEAPON IS LEARNING THE HABITS OF KINDNESS – AND HELPING THEM DO THE SAME.

IMPLICATIONS

HOSTS / ANNOUNCERS WILL WANT TO KNOW
WHAT LISTENERS *PERCEIVE* AS NEGATIVE

PROACTIVELY LOOK FOR AND INCLUDE KIND, POSITIVE CONTENT
(DON'T JUST TAKE OUT THE NEGATIVE)

THE BUSY RADIO INDUSTRY MAY WANT
PRACTICAL, EFFECTIVE IDEAS / TOOLS FOR *HOW*.



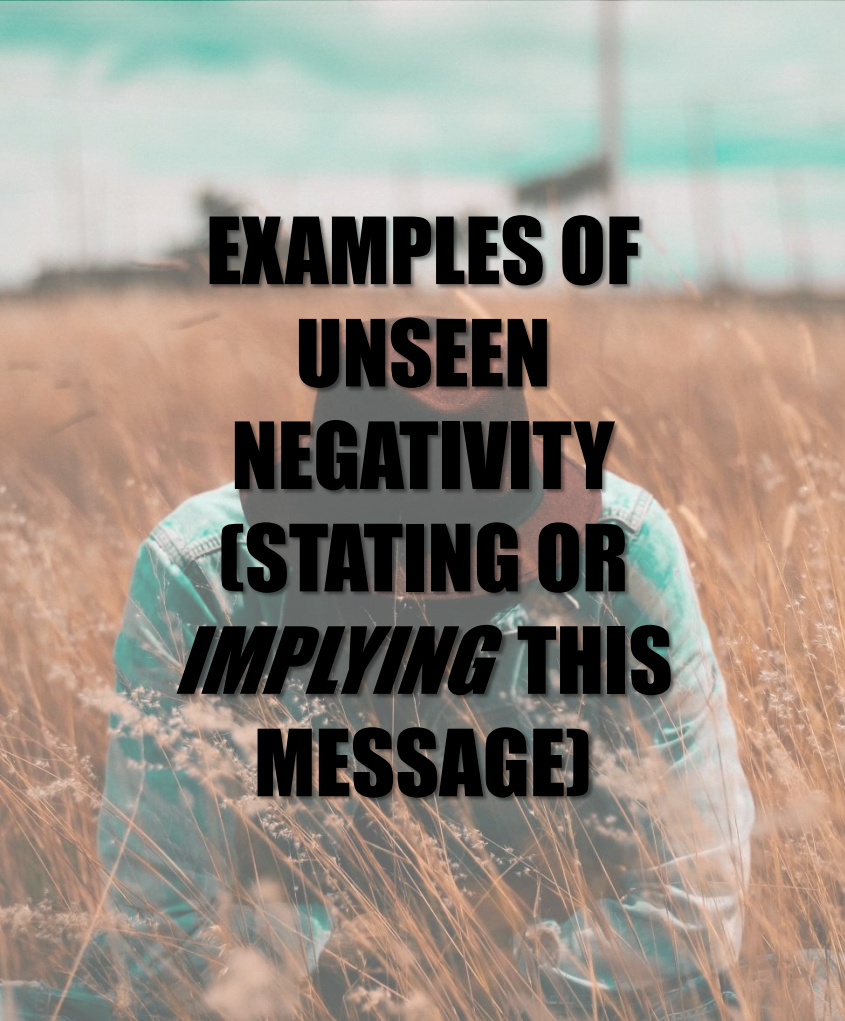
THE 30-DAY KINDNESS CHALLENGE



**BECOMES AN EYE-OPENER AND BOOT
CAMP FOR THE BODY OF CHRIST**

WHAT IS PERCEIVED AS UNKIND / NEGATIVE?





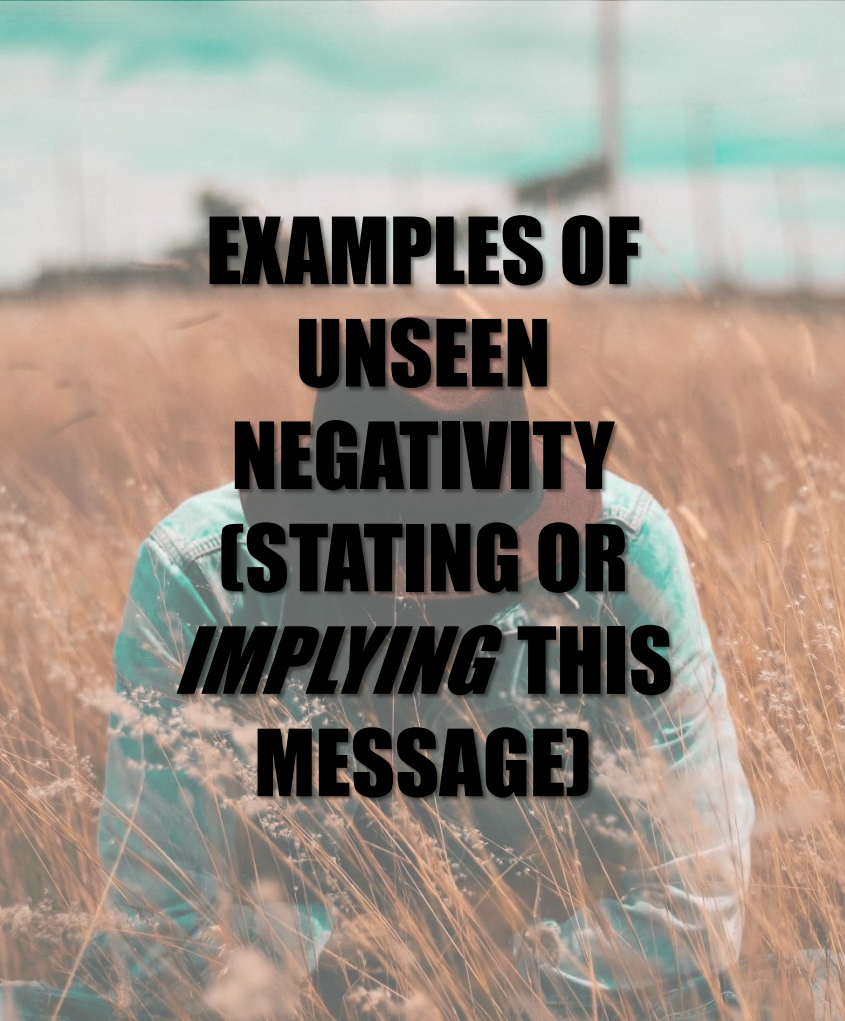
**EXAMPLES OF
UNSEEN
NEGATIVITY
(STATING OR
IMPLYING THIS
MESSAGE)**

DEFEATISM INSTEAD OF HOPE

“I don’t see how this will be solved”

VS.

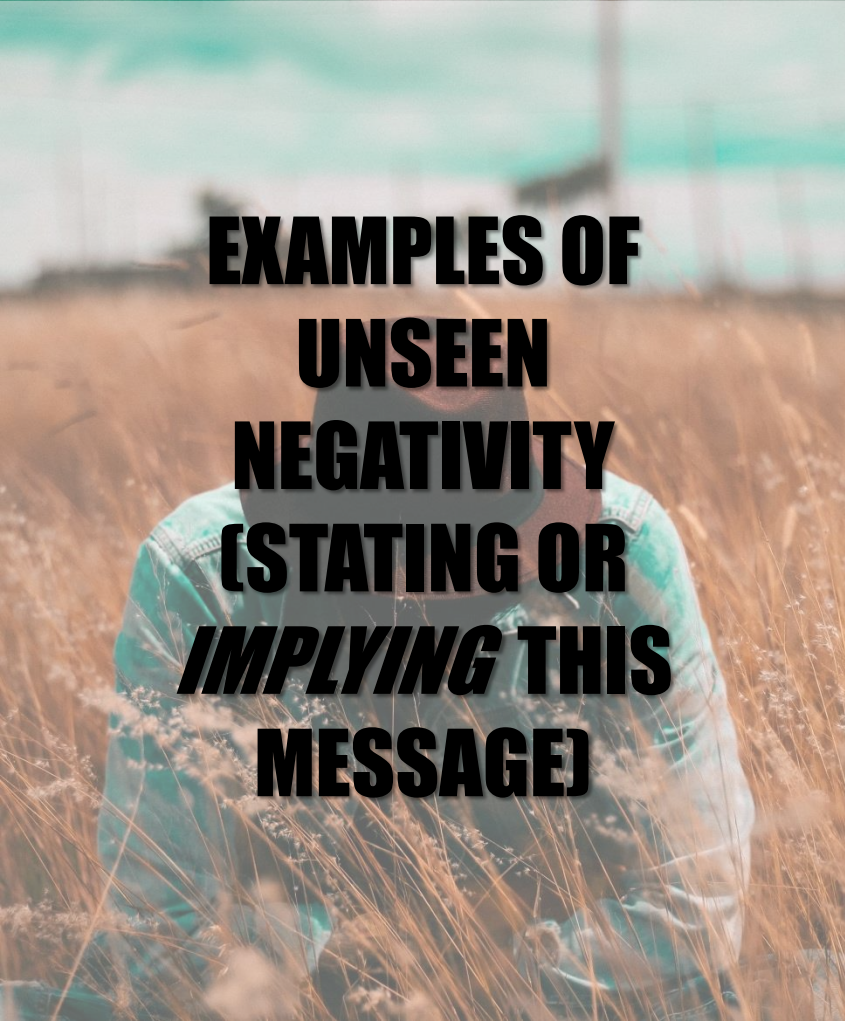
*“We can figure this out”
or “God’s got this”*

A person wearing a blue jacket is sitting in a field of tall, golden-brown grass. They are looking down, and their face is partially obscured by the grass. The background is a blurred field with a fence and trees under a clear sky.

**EXAMPLES OF
UNSEEN
NEGATIVITY
(STATING OR
IMPLYING THIS
MESSAGE)**

EXASPERATION

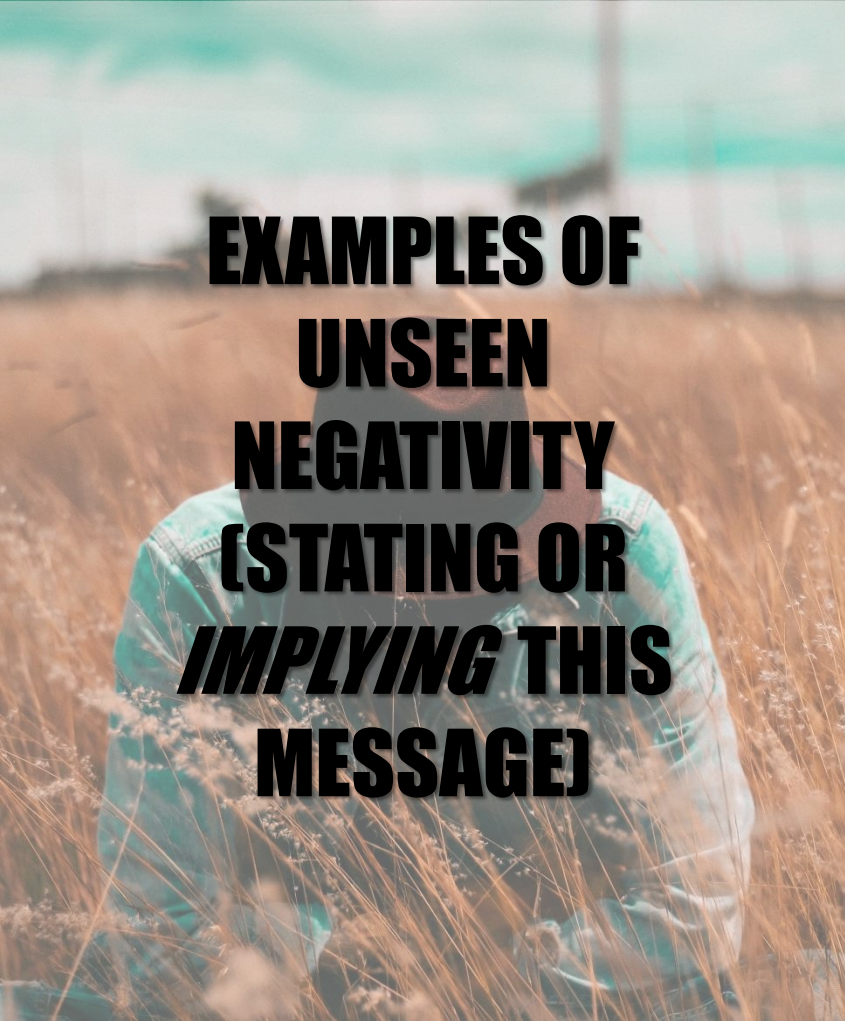
IRRITATION

A person wearing a blue jacket is sitting in a field of tall, golden-brown grass. The background is slightly blurred, showing a fence and some trees. The text is overlaid on the image in a bold, black, sans-serif font.

**EXAMPLES OF
UNSEEN
NEGATIVITY
(STATING OR
IMPLYING THIS
MESSAGE)**

SARCASM

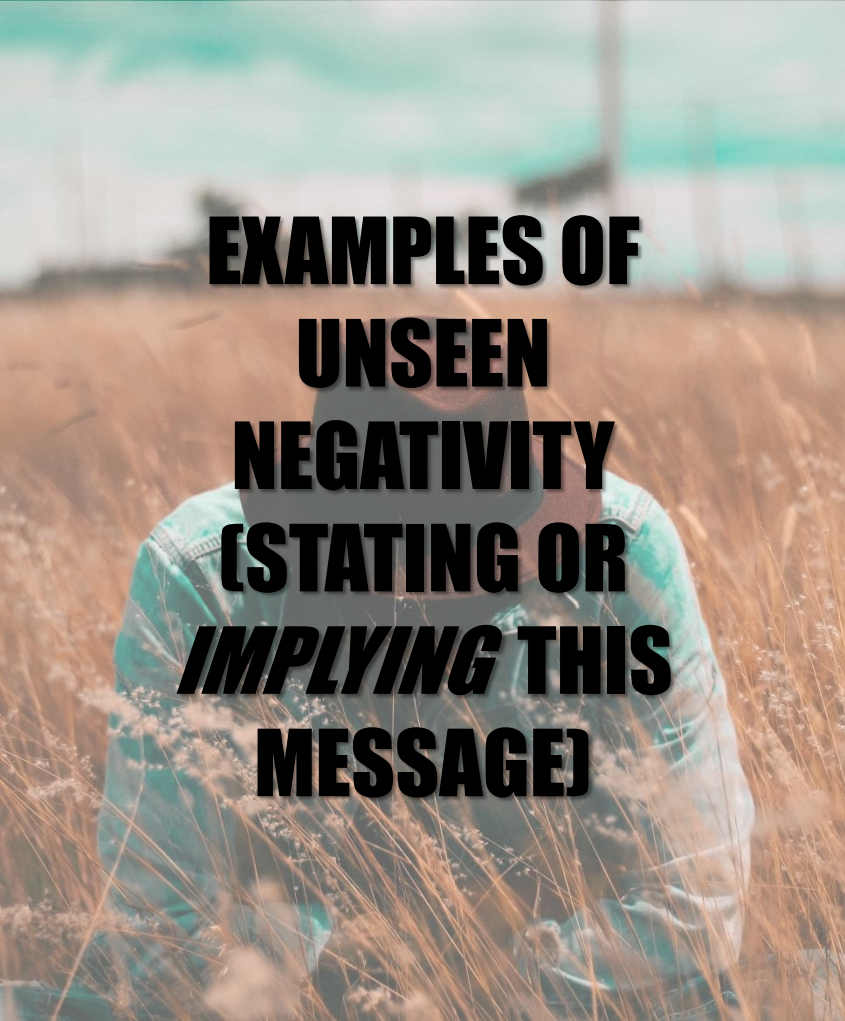
Includes any teasing humor
where the listener isn't
100% certain of good will



**EXAMPLES OF
UNSEEN
NEGATIVITY
(STATING OR
IMPLYING THIS
MESSAGE)**

**GRUMBLING
COMPLAINING
VENTING**

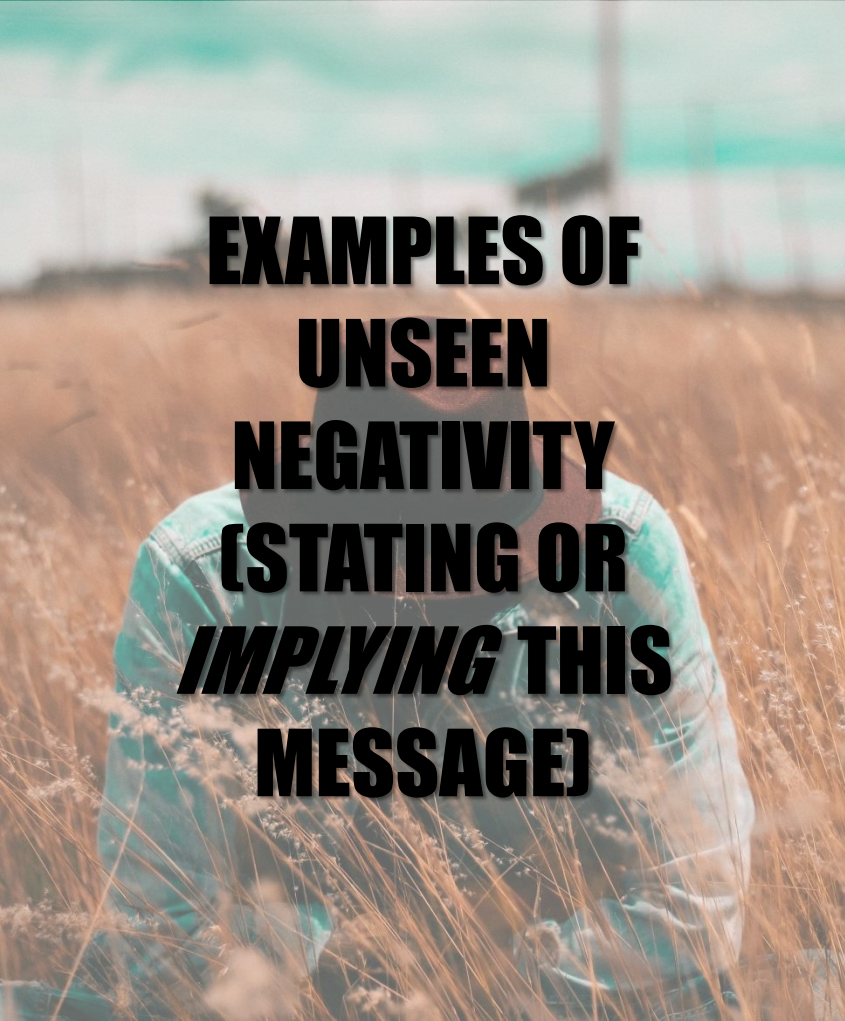
e.g. noticing problems,
what isn't done right,
without a balancing positive

A person is sitting in a field of tall, golden-brown grass. They are wearing a light blue jacket and their head is bowed. The background is a blurred green fence and sky.

**EXAMPLES OF
UNSEEN
NEGATIVITY
(STATING OR
IMPLYING THIS
MESSAGE)**

BITTERNESS

Holding on to hurt

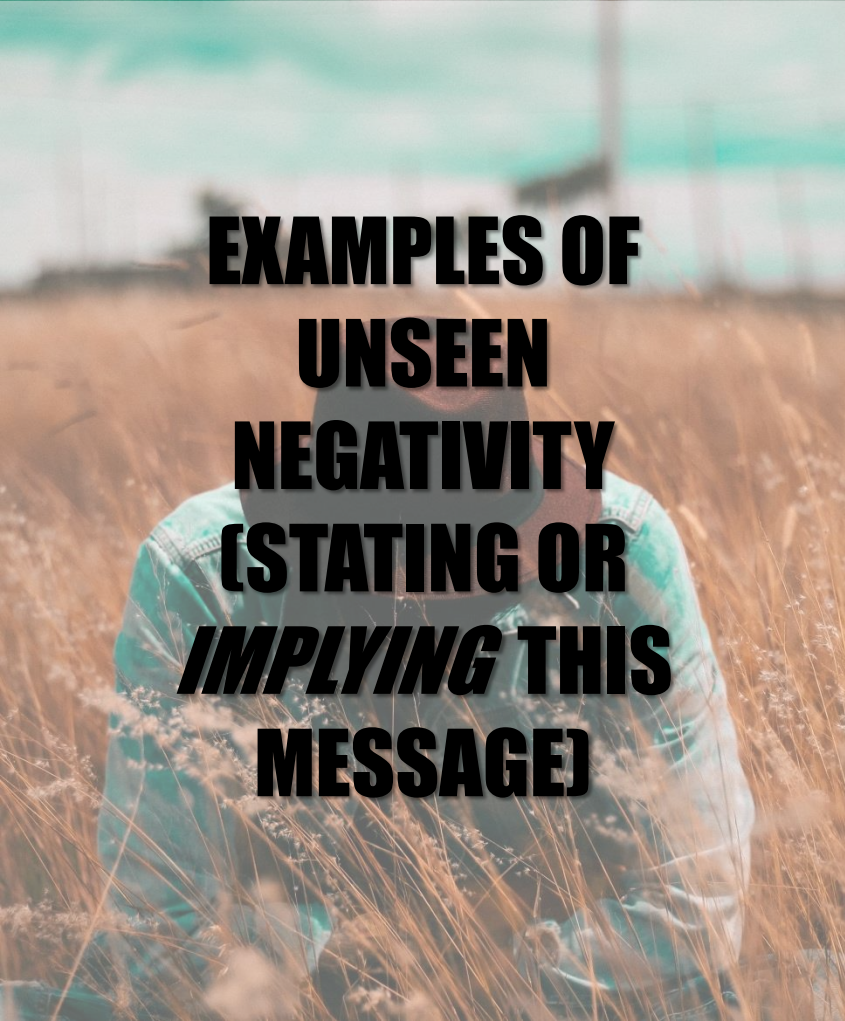


**EXAMPLES OF
UNSEEN
NEGATIVITY
(STATING OR
IMPLYING THIS
MESSAGE)**

SUSPICION

Seeing something negative / not acknowledging the positive

“That person / politician / group of people doesn’t really care, they are just pretending...”



**EXAMPLES OF
UNSEEN
NEGATIVITY
(STATING OR
IMPLYING THIS
MESSAGE)**

CATASTROPHIZING

*“If such-and-such happens
it will be a catastrophe”*

A woman with long dark hair is seen from behind, carrying a baby on her back. They are in a grassy field with trees in the background. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The woman is wearing a dark top, and the baby is wearing a striped shirt.

WE KNOW THE CHALLENGE WORKS.
HOW DO WE ENGAGE THE BODY OF CHRIST?
HOW DO WE CHANGE THE WORLD?

CHRISTIAN RADIO!



IMAGINE...

LIVES HEALED.

JOY GIVEN.

STORIES SHARED.

**ALL BECAUSE OF
KINDNESS.**

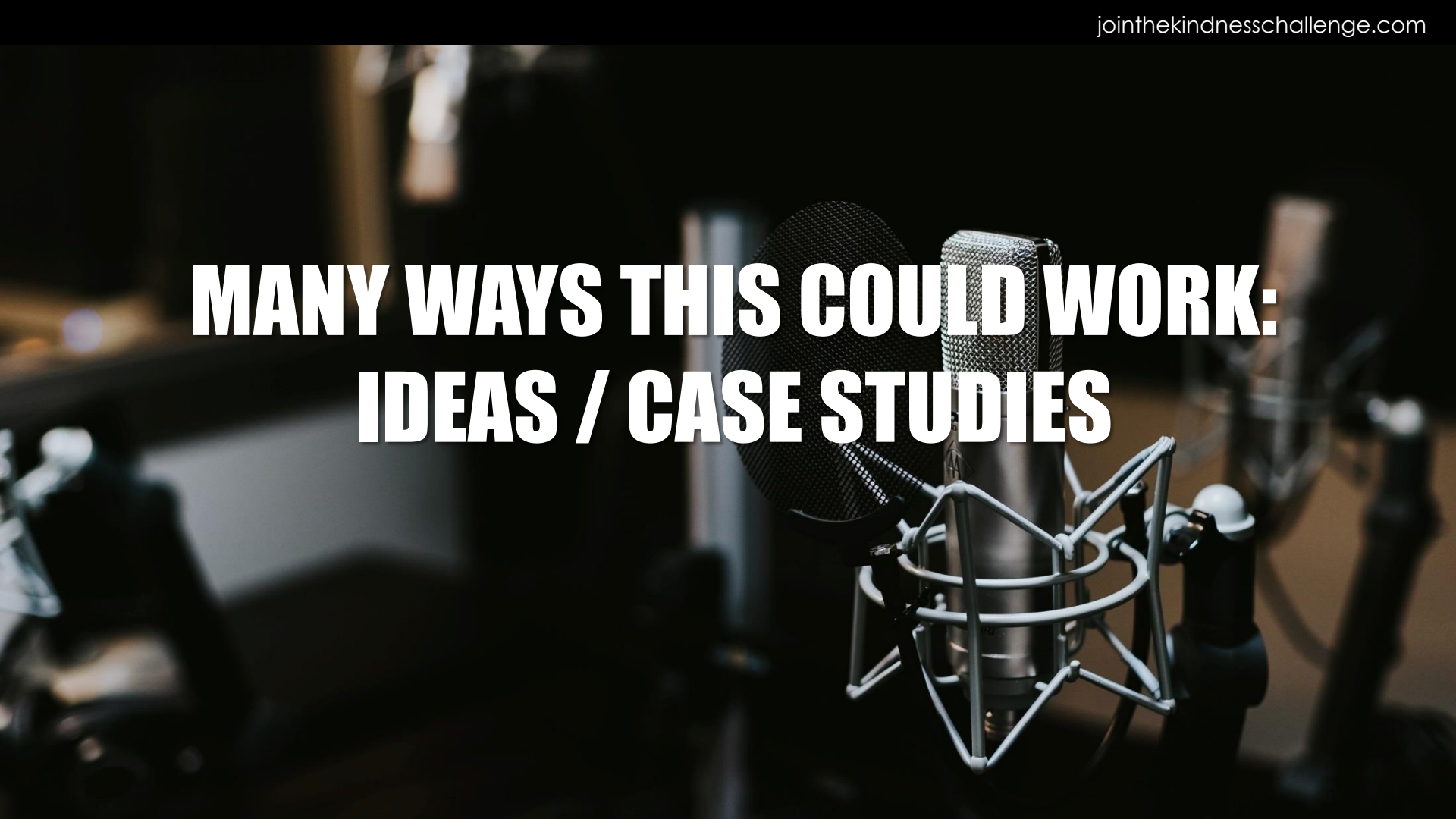
OUR CULTURE NEEDS IT. YOUR AUDIENCE WANTS IT.

LEAD THE WAY IN KINDNESS. AND YOUR AREA SEES YOU LEADING THE WAY.

Thunderbird

YOUR KINDNESS WILL BE RETURNED THROUGH:

- More listener engagement
- Increased social media influence / reach
- New listeners/followers (it tends to go viral)
- Email acquisition



**MANY WAYS THIS COULD WORK:
IDEAS / CASE STUDIES**

POSSIBLE PROCESS FOR 30DKC RADIO PARTNERS

Access a centralized website with all the collateral you need for the initiative. (Via the Radio Partner tab on www.jointhekindnesschallenge.com)

Through existing channels (broadcast, social media, blogs) you approach your current audience to sign up for your 30 Day Kindness Challenge, to start on a given date.

Encourage your existing audience to invite others to do the Challenge, drawing in new people you haven't reached before.

You send out the emails from your system (alternatively, have your people sign up at www.jointhekindnesschallenge.com and we send the emails)

Engage your audience regularly with on-air updates and blogs ('here's how I'm doing, how is your challenge going? Any questions?')

CASE 1: A HOST DOES 30DKC LIVE ON-AIR

(and Encourages Listeners to Do the Same)

STEP 1

THE HOST TAKES THE ONLINE “HOW KIND ARE YOU” ASSESSMENT TO SEE WHERE HE/SHE NEEDS TO FOCUS.



Email from “Annie” a popular morning-show host:

“Ugh... I scored 36 embarrassing points out of 50 on the online Kindness Quotient test... The last 2 months were not kind, and I guess that’s coming out in my actions. Yuck. I’ve got some work to do! 😊”

CASE 1: A HOST DOES 30DKC LIVE ON-AIR

(and Encourages Listeners to Do the Same)



STEP 2

ON YOUR START DATE, TELL THE
WORLD YOU'RE TAKING THE
30-DAY KINDNESS CHALLENGE
AND EXPLAIN WHAT IT IS.

CASE 1: A HOST DOES 30DKC LIVE ON-AIR

(and Encourages Listeners to Do the Same)

STEP 3

Urge your audience to sign up to take the Challenge themselves (those who sign up receive daily reminder emails).



“We had immediate feedback from listeners calling and texting, asking to take the 30-Day Kindness Challenge too. One woman is taking it to her workplace to challenge them with it today.”

CASE 1: A HOST DOES 30DKC LIVE ON-AIR

(and Encourages Listeners to Do the Same)

STEP 4

Follow up with listeners in the coming days, to ask “How’s it going?”

Ask for listener’s stories, share your own.



Email from listener: “I’m 19 days into the Challenge for my difficult marriage. I realized I needed to be the one to start the change. He began to respond and to do things to reciprocate.... the challenge is making a lasting difference. It has made me want to do more than would be acceptable or expected. When I do life God’s way it brings life into every area of my life.”

CASE 1: A HOST DOES 30DKC LIVE ON-AIR

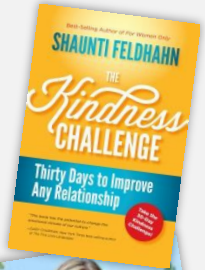
(and Encourages Listeners to Do the Same)



STEP 5

ENCOURAGE LISTENERS TO LOOK FOR WAYS TO APPLY THEIR NEW COMPETENCE IN KINDNESS, TO EVERY AREA OF THEIR LIVES.

CASE 2: CREATE A SELECT KINDNESS GROUP TO FOLLOW ON-AIR



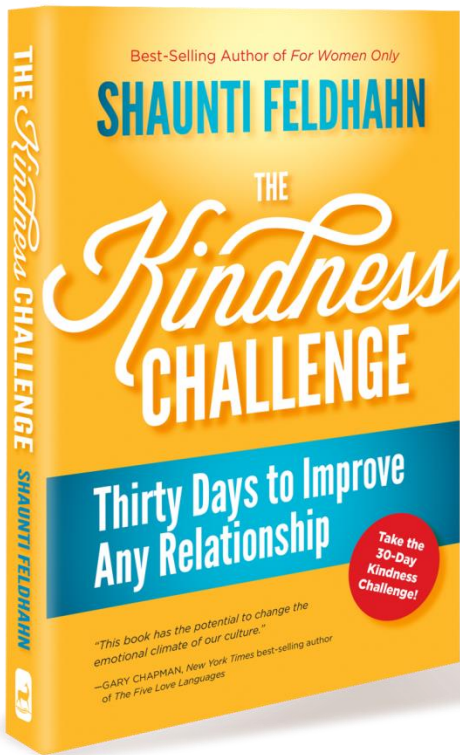
One or more hosts recruits a select group (say, of 30-50 women) to go through the kindness challenge

The group members (e.g. "Carla's Kindness Crew") agree to read the book, then do the 30-Day Kindness Challenge.

Group members send in comments on what/how they do each day, what happened; generally stay in touch / be available to call in /provide sound bites.

They end with a lunch or dessert provided by a sponsor, and receive T-shirts or something similar.

If desired, Shaunti can Skype into that lunch to talk/ say thanks.



COPIES FOR RADIO PARTNERS

(COURTESY OF WATERBROOK MULTNOMAH)

TOOLS FOR RADIO



30 DAYS OF REMINDER / COACHING EMAILS



THIRTY DAYS.
SMALL CHANGES.
BIG RESULTS.

30-DAY KINDNESS CHALLENGE

Day 3: Deferential disagreement

Today, don't argue with your person. Unless it is something life-or-business-altering, defer to them instead. Politely and positively let them know that although you disagree, you're fine with doing it their way. (Although my personal preference is to log the students' science fair projects this other way. I know you've thought this through so let's give your way a try.)



Coach's Corner:
We are often negative without realizing it. What is your unrealized negativity pattern? Arguing? Exasperation? Or something else?

See Chapter 6 in *The Kindness Challenge* for the seven different types of negativity.

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FIND OUT MORE!
The Kindness Challenge
by Shaunti Feldhahn



GET THE BOOK



THIRTY DAYS.
SMALL CHANGES.
BIG RESULTS.

30-DAY KINDNESS CHALLENGE

Day 15: Plan ahead for Positivity

If your person is someone with whom you sometimes have conflict, plan ahead with a positive response. The next time (today or later) they say anything that ruffles your feathers, respond with a compliment or kind word back. ("Yes, I know I probably didn't leave on time to get here. Thanks so much for watching the kids. You're always so willing, and it was my fault that I left work a bit late.")



Coach's Corner:
There's a reason for the great Proverb, "A gentle answer turns away wrath, but a harsh word stirs up anger." (Proverbs 15:1) It works! (If you see it work, post the story - omitting identifying details, of course! - using #30Kindness.)


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THIRTY DAYS.
SMALL CHANGES.
BIG RESULTS.

30-DAY KINDNESS CHALLENGE

Day 22: Turn complaints into Praise

Have you spoken negatively about your person to someone else in the past? (For example, have you complained about your stepson to your colleagues?) Make a list of the main people you've complained to and today (and over the next few weeks), casually bring up with them what you now appreciate about your person. ("Did I tell you that Alan's son got accepted to his first choice college? He worked really hard this past year to bring his grades up.")



Coach's Corner:
As you develop your kindness skills, it is important to not only keep your own mindset positive, but to work to heal any concerns you may have previously raised in the minds of others. (Have you already been working to heal some of those concerns? Share those stories - carefully! - on your blog or on social media, using #30Kindness.)

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30-DAY CHALLENGE MEMES FOR SOCIAL MEDIA



30-DAY CHALLENGE KINDNESS KIT FOR RADIO



Day 15: Plan ahead for *Positivity*

If your person is someone with whom you sometimes have conflict, plan ahead with a positive response. The next time (today or later) they say anything that ruffles your feathers, respond with a compliment or kind word back. ("Yes, I know I probably didn't leave on time to get here. Thanks so much for watching the kids. You're always so willing, and it was my fault that I left work a bit late.")



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*"A gentle answer turns away wrath,
but a harsh word stirs up anger."*
Proverbs 15:1

jointhekindnesschallenge.com | #jointhekindness



Day 15: Plan ahead for *Positivity*

Anyone

Day 15. Plan ahead for positivity. If your person is someone with whom you sometimes have conflict, plan ahead with a positive response. The next time (today or later) they say anything that ruffles your feathers, respond with a compliment or kind word back. ("Yes, I know I probably didn't leave on time to get here. Thanks so much for watching the kids. You're always so willing, and it was my fault that I left work a bit late.")

Coach's Corner: There's a reason for the great Proverb, "A gentle answer turns away wrath, but a harsh word stirs up anger." (Proverbs 15:1) It works! (If you see it work, post the story—omitting identifying details, of course!—using #JoinKindness.)

Parents

Day 15: Plan ahead for positivity. Some days you can see it coming a mile away: the doom and gloom of childhood moods. Kids and teens can sometimes be very irritable—and not even know why. (Hint: hormones, and fewer years of practice at emotional self-awareness and control!)

Today create a plan for how you will react the next time this happens. For example: instead of snapping back at their muffled replies you can simply say, "OK, I'll check back with you later to get a full answer." Then do your best to redirect the conversation to a "safer" focus while staying in a positive frame of mind.

Of course, if your child is showing intentional disrespect, then a consequence is in order. But when this is the case, try to address the issue in a straightforward manner without personal, negative attacks. These conversations are usually easier to have when your child's irritable mood has lifted.

Coach's Corner: There's a reason for the great Proverb, "A gentle answer turns away wrath, but a harsh word stirs up anger." (Proverbs 15:1) It works—even with kids! If you see it work, post the story—omitting personal details to protect the innocent, of course—by using the #JoinKindness.

Wives

Day 15: Thinking on the past. What character trait did you most appreciate about your husband when you FIRST met? How does that trait tend to show up now? Find an opportunity today to tell your husband about it (bring up a story, reminisce, and explicitly say what you appreciated back then and appreciate now).

GROUP MATERIALS

THE CHALLENGE IS BETTER TOGETHER! USE OR ENCOURAGE YOUR AUDIENCE TO USE THE FREE SMALL GROUP MATERIALS.

[Printable Facilitator Guide](#)

[Printable Study Guide](#)

Each of the 6 videos below are designed to be used during your group sessions. Watch just one video per session outlined in your participant and facilitator guide.



Session 1



Session 2



Session 3



Session 4





KINDNESS *IS*
YOUR
DIFFERENCE-
MAKER

ALL 30DKC TOOLS / MATERIALS (NO COST) AT:

www.jointhekindnesschallenge.com

Contact Naomi at NDuncan@shaunti.com to
become a 30DKC Radio Partner

(To brainstorm and/or get login code for radio partner
downloads: 30 days of reminder emails, on-air kit,
social media memes, small group materials, etc.)

