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PASTOR GENERAL'S REPORT

MRS. BARBARA FLURRY SEALED

(1944-2004)

By Stephen Flurry

As you now know, my mother died the morning of September 5. I thought I would take this opportunity to share a couple things brought out during the memorial service last night, September 8.

For most of the past eight months, even though debilitated, she was still happy and positive—smiling a lot. But toward the end, you could tell that her weakened condition was beginning to wear her down mentally. She became much more restless and unpredictable—easily irritated and even a bit obstinate at times.

This change in her behavior was particularly hard on my sister, as she is the one who shouldered most of the load in taking care of my mother. So Laura asked my father to speak with mom.

On Wednesday, August 25, my dad spoke with my mother. "Look," he said, "we are really trying to go overboard here to take care of you. And that's the way we want it—especially Laura—because we don't want you off in some home being looked after by strangers. But you have to work with us—we can't do it ourselves."

The next night, my dad lifted her into his car so they could get out and go for a drive. And while they were driving, my mother turned to him and, with her impaired speech, struggled to say, "You're right."

"Right about what?" my father asked. She couldn't come up with the words to respond.

"Are you talking about what we discussed last night?" he asked more pointedly.

"Yes," she said quietly.

My father then praised her for her wonderful attitude. After that, my mom was as pleasant, happy and helpful as she had ever been. Three days later, she had what appeared to be another series of strokes that pretty much knocked her out. She couldn't speak much after that. A week later she died.

As I mentioned at the ceremony, how inspiring it was to see God, our Master Potter, shaping and molding my mother's character—even during her very last days.

My mother's character has now been recorded and preserved—her suffering has ended—her place in God's Kingdom sealed. How precious her victorious death is! (Psalm 116:15).

She has also been spared from the persecution to come upon this Church. "The righteous perisheth, and no man layeth it to heart: and merciful men are taken away, none considering that the righteous is taken away from the evil to come" (Isaiah 57:1). God has mercifully allowed for my mother to sleep during the difficult and trying times ahead.

We cannot bring the dead back to us in this unhappy and miserable world, but we can be with them in God's soon-coming, glorious Kingdom!

In the meantime, there is a Work to be done for those of us still living. As Mr. Armstrong wrote after his wife's death in 1967, "One of her last words, a day or two before she died, to several of God's ministers who briefly visited her bedside, was a smiling: 'Well, you men go right along to your work—God has given you important work to do—I'll be all right!' In the next second of her consciousness, she will be in glory in God's Kingdom! Yes, she will be all right! Her suffering is over! But you and I have important work to do—and it is God's Work!

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MEDIA SERVICES

By Andrew Locher

Our primary battle plan leading into the Fall Holy Days is to be fully caught up with our workload prior to diminishing or stopping Media Services during the Feast. We are in the process of taping, editing, copying and distributing *Key of David* episodes before we shut down for the week.

We will undoubtedly have some repeat programs

during the Feast, but that number is yet to be determined as we will try to squeeze in as many new programs as we can before we end the season. This coming weekend most likely represents the last new program to air prior to the Feast. The new season of programs will begin with the first new program we tape after the Feast of Tabernacles.

EDITORIAL SERVICES

By Joel Hilliker

The *Imperial College Bible Correspondence Course* is almost here!

Last week Editorial held a critical meeting to make some final decisions regarding how to best proceed with the correspondence course. Present were Gerald Flurry, Fred Dattolo, who has been bringing the 58-lesson course produced in the 1960s up to date lesson by lesson, Stephen Flurry, Andrew Locher, Wik Heerma and me.

Having received copyrights to all the correspondence course material produced by the Worldwide Church of God, we evaluated the relative merits of the comprehensive, 58-lesson course as compared with the tighter, more focused 32-lesson course produced beginning in 1977 and largely revised by Mr. Armstrong between 1981 and 1985. Piecing together clues from co-worker letters and articles, we tried to determine what Mr. Armstrong's intent was with the course. On one hand, with the 58-lesson course we have a tremendous wealth of spiritual information; on the other we have a course that is in large part designed to systematically develop a first contact into a Church member in the most direct way.

Mr. Flurry reminded us of the organizational chart Mr. Armstrong produced showing how the various arms of the Work fit into the two commissions of the Church—the Great Commission to the world, and feeding the flock. The correspondence course was intended for the world. Mr. Flurry said he feels we are not doing a good enough job of developing our co-workers—people who have shown interest in the Work, who are even donating to it. With so few people in all the world interested in our Work, “These people are precious,” he said. “We need their help. They are like gold that hasn't been mined.”

It was determined that we would take a two-pronged

approach. First, we will begin producing the 32-lesson course specifically for the world. Mr. Flurry wants to remain flexible to adjust that number if we feel it is necessary, so we will not advertise a specific number of lessons; however, we anticipate that, by sending one lesson each month, we will wrap up the course within three years. We plan to advertise this course on the *Key of David* program with the new programs that will air immediately after the Feast of Tabernacles, and in the *Trumpet* with the November issue. This is a huge step forward for us. Lesson 1 immediately went into preparation, and could be sent to the printer even before the Feast. Production of lessons 2 through 4 will also begin before the Feast.

The final decision of exactly what to do with the 58-lesson course was tabled for the time being, but the idea is to use that material to serve the membership of the Church. We will begin publishing some material from it in the *Royal Vision*, in 3-4 page mini-studies. The idea of producing a series of Bible study booklets—incorporating several lessons under a single cover on such subjects as baptism, God's holy days, personal finance—is a very attractive option that would likely generate a lot of enthusiasm from Church members, and could even be offered individually on the *Key of David*. We definitely want to make use of the material—and we discussed several ways to do so.

In the meantime, we will have a course being offered to help fulfill our Great Commission to the world.

The correspondence course discussion touched on several related matters. Mr. Flurry approved Mr. Heerma to begin heading up a Subscriber Development Program, such as was in effect in the WCG. The idea is to have a more refined sequence of contact statuses

for someone interested in the Church, with a strategic sequence of booklet and literature offers sent at each phase of their development. Mr. Flurry heavily emphasized the need for better follow-up with those who show an interest in the Church. Someone who contacts us, he said, should have a *swift* and *high-quality* response. We discussed several areas where our response has been subpar, and which areas are slipping through the cracks, including personal correspondence. Subscriber development is a critical program we all need to be praying about, to ensure we're providing people the service that God would expect!

In other Editorial news: our Feast gift! As announced

in his recent co-worker letter, Mr. Flurry's new book, *The Last Hour*, based on the epistles of John, is now rolling off the presses. In addition to the series of articles that appeared in the *Royal Vision* based on his lectures from the 2001 ministerial conference, Mr. Flurry has incorporated the relevant bits of his booklet *From the Beginning* to add an extra chapter to the book. It is a power-packed book, a very special addition to our family of publications—one that I know we will enjoy going back to for study time and again. We have produced it similar to *The God Family Vision*, with embossed lettering on the front. We are very excited about this project.

MAIL PROCESSING

By Andrew Locher

CALL CENTER

For the past several years we have been utilizing Ineto, a company in Austin, Texas, to provide our hosted call center. Their application permits us to use in-home operators to take more *Key of David* response, exactly as Mr. Armstrong did. Approximately nine months ago, a large company called Siebel Systems purchased Ineto. Initially we were concerned that the company would lack a focus on our unique needs. However we now see that the new company is growing its customer base—thus increasing its capacity as well as providing new and even greater innovations. The buyout will greatly benefit God's Work.

We chose Ineto because they billed us using a per-minute usage model, rather than a monthly per operator fee as do all their competitors. Right now, the per-operator fees in the hosted call center market range from \$200-600 per operator per month. On the low end this would cost God's Work over \$20,000 a month. That solution would effectively shut down the in-home program and render us unable to take the growing *Key of David* response.

Since purchasing Ineto, Siebel has been working on a major upgrade to its systems and services to be released in November. As of few weeks ago a decision had not been finalized concerning whether or not they would move to a per operator fee model to match their competitors. Only today did we find out that they agreed to leave us on their per minute usage based cost model. This means we can continue to add as many operators as we need without any further costs aside from the low

per-minute costs we are already paying.

The upgrades and innovations launched in November will allow us to bring *Key of David* phone calls into our headquarters call center through our Internet connection rather than through the public phone network. This will save the Work a great deal as we will not have to further expand our current phone switches, pay for more circuits from our local phone company and cost us an enormous amount of time and money in programming our switch and wiring the building. It will also lower our costs quite a bit as we will have very low fees for the minutes we incur using this Internet call delivery method. On top of this, Siebel is moving to utilize in-bound phone circuits from the nation's top phone carriers and increase their capacity to queue callers. This too will lower our per minute fees.

After the November upgrade we will no longer be forced to use *Microsoft Windows* software and the *Microsoft Internet Explorer* web browser in order to take advantage of their services. We will use an open source computer operating system called Linux and its various browsers (all of which are free of charge). We will run the Linux operating systems in our call center on small computer terminals about the size of the book *Mystery of the Ages*. These terminals cost about half the price of a full-blown PC computer and use very little energy. In addition, we will be able to use the *Apple Macintosh* machines to access the application. This means students working in the publishing department at Headquarters will also be able to join us for the ring-ins.

—Andrew Hessong

IN-HOME WATS

Since making the announcement for more volunteers, we have 34 more operators approved and awaiting their training CDs. We have an additional 14 awaiting their regional director's approval. Provided everyone is approved and trained, we expect to add approximately 50 operators shortly after the Feast.

Currently we use 53 active in-home operators. We have 19 students taking calls and we will expand this to 31 after the Siebel upgrade in November. By the end of November we will have at least 131 operators. Half of the in-home operators work once every two weeks, so we will have between 80 and 100 operators taking calls each Sunday.

Our goal is to have enough operators trained to meet demand as our call volume increases. We are very thankful for the brethren who are volunteering their Sunday mornings to assist the Work in this way. Without their help, it would be impossible for us to deal with the growing *Key of David* response.

Please continue to ask the brethren to pray for the response as well the volunteers necessary to meet this growing need.

-Andrew Hessong

MAIL DEPARTMENT

The lead up to the Feast of Tabernacles has been challenging for the mail department—as it is with all other departments. We are doing our best to be totally caught up with processing orders before we stop mail operations during the Feast. With burgeoning TV response, new booklets and our standard influx of mail, we are barely keeping our heads above water. Added to those duties this past week was the mailing of Mr. Flurry's co-worker letter and Feast holy day envelopes. The result was the processing and mailing of over 23,000 pieces of mail in the past two weeks.

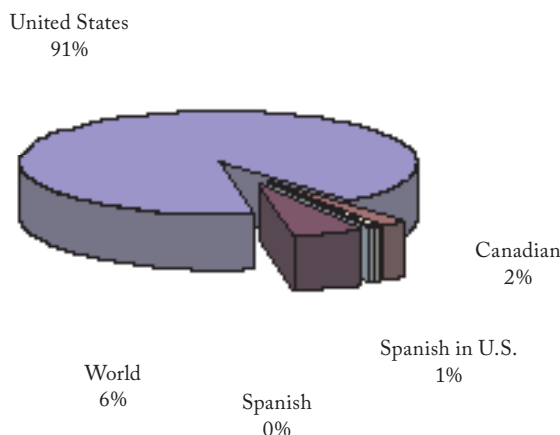
Changes we have made with the database, packaging and mailing of co-worker letters has resulted in thousands of dollars in savings over the past two years. Our systems are more sophisticated resulting in a "finer sorting" of mail. That yields lower postage costs. We are able to process the roughly 7,500 letters in about 24 hours from receipt of the completed letter.

We are dealing with a real need to maintain tight inventory control to ensure we have all supplies required to process the mail. The fall holy day envelopes were delayed in processing by a lack of envelopes which had to be ordered. We are also working on more efficient systems to ensure we track, order and rotate shipping supplies inventory. As the volume of outgoing mail continues to increase, this will take on even greater importance.

MAIL DESTINATION

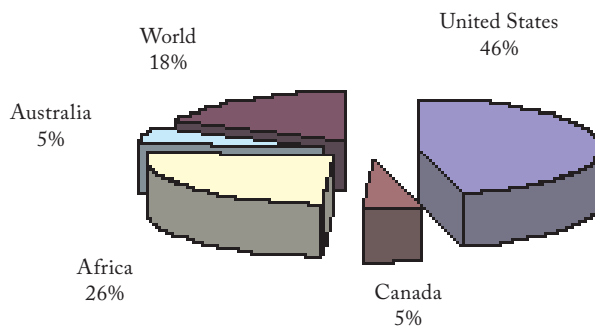
Orders for literature from all over the world are processed in the Mail Processing Center—with the exception of the Australasian region. We categorize orders in five categories for tracking purposes. We count mail shipped to addresses within: 1) United States, 2) Canada, 3) Spanish literature shipped to U.S. addresses, 4) Spanish literature shipped outside the U.S., and 5) world mail requests (Mr. Harrison's region).

These figures are based on outgoing mail shipped during June, July and August.



WEBSITE ACTIVITY

Plans are underway to make it easier to request literature via our websites. We still do receive thousands of requests each month from the various sites. On the graph below, you can see the origin of those requests and their percentage of the total amount of requests we process. These figures are based on web-traffic for June, July and August.



BUILDINGS AND GROUNDS

By Wayne Turgeon

HALL OF ADMINISTRATION

The Hall of Administration quotes have been coming in over the last several weeks. We need to make a decision soon regarding the steel contractor and the purchase of the steel. Prices are going up daily. A meeting was held this week to discuss which contractors to choose. The overall budget for the building is now becoming more of a priority.

In an effort to assist Mr. Locher and Richard Williams with their budget forecast for the building over the next year, we are hoping to have a detailed cost estimate as soon as some more of the quotes arrive. The original intent was to get the quotes that we needed to start construction of the building and then work on

getting quotes for the rest of the trades. We are now changing our plan and pushing the remaining contractors for their prices faster so we can assist more effectively in this budgeting process.

As of today there is no news to report from the fire marshall. The wait continues for another week.

MEN'S DUPLEX

Jeff Burks (local member in Edmond) has been commissioned to make 18 new desks with hutches, and 4 special desks to place in each of the 4 windows on the second floor. Hopefully he will be able to finish these and commence work on the bunk beds, possibly having all of this work completed by the Feast.

PHILADELPHIA FOUNDATION

By Ryan Malone

Immediately after the July 13 auction—when the PCC acquired the 9-foot Hamburg Steinway grand piano from Ambassador Auditorium—we began thinking about how we could showcase this world-class instrument in our concert series. When I told my piano teacher about it (he has been a co-worker for some time, and was very excited about the purchase), he gave me some ideas.

He suggested that we offer our venue to prestigious piano competitions as part of their prize packages. The deal would go like this: The piano competition announces that the gold medalist will win an illustrious set of prizes, usually a cash award and performance opportunities. One of those performances would be at the Philadelphia Foundation Concert Series in Edmond, Oklahoma.

This is a great business proposition for both parties. Competitions, he said, are always looking to beef up their prizes to attract more participants and notoriety to the competition. And we are looking for world-class pianists at little or no fee to come play for our series. All we have to provide is the venue, promotion of the event, and usually travel and lodging.

The Ambassador series, as we've learned, had this kind of arrangement with a few notable competitions.

Speaking with Mr. Flurry about this, he was excited to proceed—as we could use some of the budget for artists' fees to spend on advertising the concerts more.

I contacted several of the more notable international piano competitions—the Van Cliburn, the Chopin, the Cleveland International Piano Competition and the Gina Bachauer. All four of these responded in relatively short time. The first two already have agreements with concert series in the Oklahoma City area, so it didn't seem feasible to proceed with them. But both the Cleveland International Piano Competition and the Gina Bachauer International Piano Competition are excited to award their gold medalists with a concert in Edmond.

The representative from the Gina Bachauer competition e-mailed me, remembering a similar relationship they had with Ambassador. “We would be delighted to discuss the presentation of one of our competition winners in concert for your series in Edmond ... in conjunction with the Philadelphia Foundation Concert Series. I am well acquainted with the Worldwide Church of God, as we had formerly presented our gold medalists in Pasadena in conjunction with Ambassador College Series. It was always a great pleasure to have that interchange, connection and celebration of the efforts of both organizations. ... I remember the fact that the beautiful instruments on that stage were rare and remarkable. You are fortunate to have the access and the availability of the beautiful 9-ft. Hamburg Steinway once housed in Pasadena's auditorium.”

One more interesting fact about the piano: Accord-

ing to our piano technician, who works on hundreds of Steinways in the area, we have one of two Hamburg concert grands in the metro area that he is aware of (the other is owned by the Oklahoma City Philharmonic orchestra). Being in America, if we were to purchase a

Steinway, it would be made in the New York factory. To buy a Hamburg, as the Oklahoma City Philharmonic officials did here, one would have to arrange to tour the factory in Hamburg and have it shipped to the U.S. We truly have a rare treasure here on God's property.

BUSINESS OFFICE

By Andrew Locher

TREASURER'S REPORT

With this third issue of the PGR, we hope that you have ample statistics to incorporate into your offertory messages during the Fall Holy Days. Mr. Flurry asked me to be sure we keep all of you up to date with recent statistics for your use in your messages. We will try to give you a broad understanding of the activities and results in the Work.

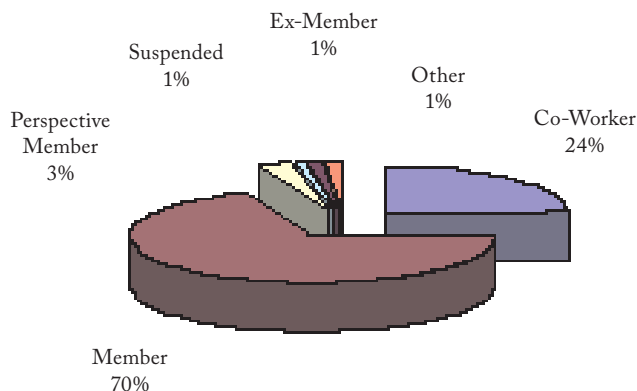
Should you have any specific requests, please forward them on to me and we will do our best to publish the information in the PGR.

In the past, we detailed the percentage of overall income contributed by various categories of people. The graph at right displays the percentage of income donated by the various "status" of contributors for the year 2003 in the United States.

The actual U.S. dollar amount contributed breaks down as:

Status	US\$ Amount
Co-Worker	\$2,656,962.00
Member	\$7,576,517.00
Perspective Member	\$313,073.00
Suspended	\$81,172.00
X-Member	\$131,799.00
Other	\$151,148.00

For the purpose of this graph, the status of the contributor is established at the end of the year. For example, we could have had a member for 11 months of the year, then they were disfellowshipped during December which would result in their contributions all being categorized in the "X-Member" status total. The above information does not necessarily mean that we are still receiving contributions from "X-Members"—rather the information should be interpreted that those individuals contributed that much toward the total during the year.



FROM THE FIELD

MIRACLE OF THE ANDERSON'S HOME

As directed by Mr. Gerald Flurry in April 2004, Mr. Anderson was to be made regional director of the Western Region, effective August 1. Due to the relocation, the Andersons were in the market to buy a home in Southern California. This was during one of the toughest real estate markets for buyers the state had ever seen.

In the Victor Valley area (where they were looking) it was common for homes to be sold within 2-3 weeks, after receiving multiple offers. It was not unheard of for a home to fetch offers the very first week of its listing, and to be in escrow within several days of first going on the market. Buyers seemed to swarm every house that was listed for sale like bees to a honeycomb.

Starting in May Mr. Anderson looked for houses as well as he could from long distance via Internet, local realtor, local church elder Darren Verbout and local member Mark Mc Combs. After several weeks of searching without finding what he was looking for, the day for Mr. Anderson to bring his wife and scout locations in person was drawing near. That day was Sunday, June 13.

The Andersons were to arrive Sunday evening and return to Edmond the following Thursday morning. They would have 3 days maximum (Mon.-Wed.) to search. One of those days was to be spent going to the home of outgoing regional director Craig Winters to discuss the transition.

In essence, the Andersons had two days to find a home. This was during a time most people were pleased if they found a home after looking TWO MONTHS. Conventional wisdom would have said finding a home so quickly was practically impossible, short of a miracle.

Thursday, June 10, while shopping for a fireplace for his own house he was building, Mark McCombs met the man who would end up selling his home to the An-

dersons. This was 3 days before the Andersons arrival.

The seller was of the family that owned the fireplace store. He said he had been thinking of selling a home he had bought as an investment. He lived in a different home and had just purchased the investment home 3 months earlier. In fact, he had bought the house from the builders BRAND NEW in an existing neighborhood. Nobody had lived in it yet. It was vacant and totally new!

Although motivated by profit, the seller did not put the home on the market where bidding would have been fierce, and a maximum number of bids would have been received the quickest. He had not advertised the house as being for sale at all. Selling it wasn't a priority. But as he was speaking to Mr. McCombs, he figured now was as good a time as any to sell it.

The Andersons had a short list of homes to view on Monday. The first one they saw was the one mentioned above. They saw it from the outside. After viewing other homes in the area, it was clear which was their favorite. They met with the seller that afternoon for an inside tour, made an offer and had it accepted.

In other words, they arrived in the area Sunday evening and within LESS than 24 hours had found a home they were happy with, made an offer and had the offer accepted. It took the pressure off finding a home and allowed them to concentrate on the details of the sale and other matters of the regional director transition. WAHT A WAY TO START!

It was as if the house were built and reserved for the Andersons. Brand new. Wasn't on the market. The seller was not living in it or utilizing it in any way. The house closed escrow at the end of July. The Andersons moved in and were prepared to begin the challenges of their new responsibilities based from their new home.

MINISTERIAL TRAINING SERIES

VOICE PERSONALITY

By Joel Hilliker

Public speaking is a *special* mode of communication. We tend to learn details through reading, but speaking moves people to *action*. Of course God uses the written word to reach people, most notably the Bible. But He also commands weekly Sabbath services, where everything is transmitted directly from speaker to listener through preaching.

As speakers, our goal is to communicate God's message. To get the point across in the most effective way, we should strive to keep the congregation interested, to help them have full comprehension, to help them take the message as personally as is appropriate and to help it stick in their memory.

One possible *negative* side effect to our speaking is that we draw attention to *ourselves*. On one hand we may have distracting habits in our speaking that pull people's attention away from the message. But even drawing attention to ourselves in the sense of being IMPRESSIVE—this too is negative. If God is going to use us in preaching to His people, He wants the focus put on *Him* the way Christ did. And God's people are sophisticated enough spiritually to detect when our speaking is about *us*.

Part of what students receive in the homiletics course at Imperial College includes training in delivery, and specifically voice personality. There are particular techniques you can use to meet the goals mentioned above—keeping people *interested*, helping them *understand* what you're saying and be *moved* by it, *remember* it, etc. This article will include some of that instruction to help you improve the way you come across.

But be careful: The goal of these techniques is that you come across more *natural*, putting the focus more on *the message* and less on *you personally*. If you give these points so much consideration that it takes away from you being natural, you'll actually be doing your speaking a disservice.

There is a difference between "putting on" certain elements of delivery and using techniques to eliminate barriers between you and your audience. This article is about eliminating barriers, not about "putting on" elements in your speaking that actually increase the distance between you and your listeners.

I want to share something Stephen Flurry told our

speech students about when he became a minister at age 24. He consciously thought about the impression he would be leaving on older members of the Church who'd been around 20 to 30 years. He was young. He was inexperienced. He knew that if he tried to come across like a know-it-all, people would see right through that. So he actually *practiced*—a lot—at just *being himself*. He'd practice in front of a mirror and keep asking himself, "Does this sound like me?"

Above any specific point of delivery, YOU MUST BE YOURSELF. The more you're yourself, the more God will shine through you. Each one of us is unique. Our personalities are unique, our mannerisms, our voice qualities. More than anything, we want to allow God to reflect His character through those unique elements. That will leave a much greater impression on people than anything else.

The goal is not to be so polished that everyone knows you've been trained in speaking. The goal is to be so natural that people don't even think about your training! The goal is, rather than drawing attention to yourself, to be a *window* and let the light come through. THE MORE YOU DRAW ATTENTION TO YOURSELF, THE LESS EFFECTIVE YOU'LL BE.

Here are several points on how to improve your voice personality.

FUEL YOUR SPEECH WITH PURPOSE

Voice personality includes all elements of vocal delivery: rate and pause, volume, pitch and inflection, voice quality, articulation and pronunciation. In speech, you should marshal all of these elements to support your effort to bring your speech to *life!*

The number-one method for improving your voice personality is to BE FULL OF YOUR MESSAGE and YEARN TO SHARE IT WITH OTHERS. That will naturally manifest itself in greater enthusiasm, sincerity and passion. It's going to translate into specific elements in your voice personality and delivery.

How can you summon proper enthusiasm for speaking? Fundamentally, by getting God's mind on everything you speak about. God is passionate, fervent, zealous—100 percent! He is excited about His plans, He is emotionally involved and stirred up about His creation,

and about everything He does. We're to let God's mind be in us. To speak effectively to God's people, we must be *fired from within* by GOD'S MIND IN US.

Public speaking lecturer Millard Bennett said, "Enthusiasm links knowledge to purpose and gives it driving force." The knowledge itself is *inert, inactive, dormant*. But when coupled with *purpose*, it becomes a POWERFUL FORCE. Bennett also said, "I believe that enthusiasm is KNOWLEDGE ON FIRE." When you exhibit enthusiasm as a speaker, you demonstrate a natural fervor for your subject that *compels* you to share that knowledge with others.

EMPHASIS

The second point is to KNOW WHAT'S IMPORTANT, and MAKE SURE YOUR LISTENERS KNOW TOO.

Imagine reading an article that used no punctuation or paragraphs—every sentence began a new paragraph. There would be no way to distinguish where a new thought began, or how thoughts related to each other—the writer left that totally up to the discretion of the reader.

None of us has the time or the patience to spend trying to decipher a writer's intent that way.

EMPHASIS is a way to keep your listeners with you by keeping their attention fixed and focused on the *important content of your message*. It is a means of shepherding them through your material.

Emphasis is showing *differing levels of importance* within what you say. It is distinguishing the essential from the supportive. If you give too many words without showing or telling your listeners which ones you think are important, people begin to tune out, and they don't feel they're missing out on anything.

Apart from simply *telling people* that what you are about to say is important ("If you take only one thing from this message, this is it..."), the only way to emphasize important words or phrases is through VOCAL EMPHASIS.

There are three ways we can we add vocal emphasis in our speaking:

First, vary your pitch and inflection. When you get to the important point, RAISE THE PITCH. Inflection has to do with the shape of the phrase. Inflection tells you the important words within the sentence, and it puts across whether the sentence is an exclamation or a question.

The second way to add vocal emphasis is to CHANGE YOUR VOLUME—usually by increasing it. However, if your general speaking tends to be more animated, you can stress the important point by becoming very quiet, very intimate.

The third is to alter your rate and pauses. Of these methods we're talking about, this is probably the most effective and least exploited—but anyone can do it! You can increase the *number of pauses*, even to the point of pausing after every word. Say the following out loud to understand what I mean: "I'm here to tell you that you / need / this / information." Or you can increase the *length of pauses*. When you say something you feel is really important, or between major elements in your outline (SPS to body, between key points, etc.), wait several seconds. Don't be afraid of it! An exceptionally long pause calls attention to the preceding or following phrase. Try saying this: "One important quality of leadership /// is to make sure /// your followers are with you." If you force yourself to sustain eye contact with people during the pauses, they will remain riveted to the point you are making.

Another element to altering your rate and pause is to increase duration of your syllables—meaning, primarily, lengthening your vowels. Learn how to HOLD words and phrases! Read this sentence, elongating each syllable, particularly the vowels I've capitalized: "The On-ly wAy you'll Ev-er rEAl-ize how pOw-er-ful this technique is—is if you Use it!" Try this experiment from Dale Carnegie. Say *quickly*, "30 million dollars." Now slowly say, "30 thousand dollars." Which amount sounds more impressive? THE MORE IMPORTANT SOMETHING IS, THE SLOWER YOU SHOULD GO. On the flip side, when you get to the more trivial, supportive content, race through it.

The bottom line is, YOUR LISTENERS NEED TO KNOW WHAT THE BOTTOM LINE IS. And if you don't make it obvious, they're going to miss it. Voice personality is your best guarantee they get it. Use it to your advantage to ensure they understand and retain the message.

REALITY CHECK

The third way to improve your vocal personality is to LISTEN TO YOURSELF. Usually we don't think about how we're coming across when we speak. But every speaker ought to learn to monitor himself. One can practice this in conversation with a variety of people.

Recognize, when you are fired up about something, how it *feels* to be fired up. Watch what happens when you are putting *no effort* into a conversation (around close friends or loved ones, this can happen more often than we realize). Notice what happens when you are nervous or angry. How much vocal personality do you really have? How many different ways of talking do you actually use in a day? Can you bring more of these elements into your public speaking?

Learn to concentrate on HOW to say something. Not just getting it out there, but getting it out with the *personality* to fit the *content* of what you're saying.

The fact is, public speaking is different from other kinds of speaking. We can't talk exactly the way we would in a conversation, because that would most generally not hold people's attention for very long.

But most of us, when we get in front of a group, naturally begin speaking in ways that are quite different from conversation—and they may not be good! We may assume odd, distracting mannerisms. Or we may think we're being really enthusiastic and charged up, when actually we may be coming across as much less so than we realize.

In the homiletics course at IC, students are able to get concrete feedback. Each speech is recorded on videotape. And as they watch themselves, students can remember what it felt like to give that speech and see if they are coming across the way they thought they were. They can tell if they look as natural or animated as they felt. Students often find that they did not look as enthused as they thought.

HOW TO GET TO DALE CARNEGIE HALL

The fourth way to improve your vocal personality is to PRACTICE your voice personality all the time. Take every opportunity to sing, to use your voice. Practice vocal exercises. Learn to laugh. This is a great way to relax your audience, and relax yourself. It also engages your stomach muscles. Learn how to breathe properly, using deep abdominal breathing and support. Read aloud. Learn to read smoothly, clearly, loudly. Work on your articulation, diction—using your lips, tongue and mouth. Learn to read with inflection. If you have kids, read to them—children's books often have elements that can provide great voice personality practice.

READING DURING A PUBLIC ADDRESS IS PROBABLY THE QUICKEST WAY TO LOSE LISTENERS, *if you don't do it right*. We tend to read too fast and with not nearly enough voice personality. To make matters worse, the writing is often more dense with meaning than our regular expository speaking, and people can have a hard time keeping up. When a speaker starts to read, many listeners think, *Well, he'll comment about it afterward—he'll tell me what's important about this quote*. We can even bore people with the way we read *scriptures*, if we're not careful! Lively voice personality is critical—and quite difficult! Alex Harrison is an excellent oral

reader. He uses a tremendous range of personality as he reads through a news clipping. It's exaggerated, but we completely accept it—and, most important, *we understand exactly what he's saying*. Try reading the *International News Report* to your wife or a close friend. Practice *overdoing* personality and inflection, using pauses liberally, in an effort to make sure they can understand each concept as you're reading.

Furthermore, find the *range of pitch* in your voice. Just for the sake of stretching yourself, try different voice personalities and accents, or try imitating different speakers. Stretching your pitch range to its extremes in practice *might*, if you're diligent, translate in a public speaking situation into a marginal, but quite effective, increase your natural pitch range.

It probably won't feel completely natural. But as you continue to practice, you'll find a greater range of vocal personality becoming easier, like second nature. *Make this a part of your life*—even in your conversation!

Fellowship is, in fact, excellent training for speaking. You can apply all four points we've discussed: 1) Be full of your message, and yearn to share it with others; always be interested in what you're talking about; 2) know what's important, and make sure your listeners know too; when you make an important point, emphasize it!; 3) listen to yourself; and 4) practice voice personality all the time.

Before your next sermon or sermonette, take some extra time to practice your delivery and incorporate some of these techniques. Practice any reading well enough that you can read it fluidly, conveying the meaning of each word and phrase. Eliminate hesitations and stumbles. Pour yourself into a lively, animated, personality-filled delivery that brings your subject to life! Put your whole being into your delivery (Ecclesiastes. 9:10). Radiate! The goal is to *grow* in the liveliness of your delivery. Be determined to *stretch yourself* and see what it feels like to fill your delivery with voice personality.

When the time comes to give your message before the brethren, even using only small degrees of these techniques can make a substantial difference in how it is received. With greater voice personality, you may find it easier to keep people interested, help them have full comprehension, help them take the message personally and to help it stick in their memory. It can take you a long way toward achieving your goal: putting the focus on God while communicating His message, and stirring God's people to *action!*