



MEDIA INTEREST SURVEY

(This can be adapted for Signs of the Times magazine subscription contacts.)
(Canvass and survey should be adapted with name of ministry which sent you contact details.)

(Before calling or going to the door, review the person's name and which ministry has given you their contact information, so you can refer to it appropriately during the conversation.)

Hello, I'm looking for _____. [Wait for that person.]

Hi, _____. I am _____ representing _____ (Amazing Facts, It Is Written, Voice of Prophecy, Breath of Life, Christian Lifestyle, Quiet Hour, etc.) ministry (may be helpful to mention local broadcast station or show recognizable logo from TV). I am visiting/calling to ask for help determining which topics interest our listeners. I'd like to ask you three quick questions for our survey [hand them survey].

Thank you for your time! Your answers will help us plan which topics to cover when developing programs and study guides. We would like to give you a thank-you gift—our free Bible study course on prophecy and other interesting Bible topics. [Hand them the first lesson.] Is this a good time to come next week to pick up your completed guide and give you the next lesson? [Work out appointment.] Thanks again for your time! See you next week.

SURVEY

1. How often do you watch/listen to our broadcast?
 Regularly
 Occasionally
 Seldom
For how many years? _____
2. Which of the following topics interest you? (Fill in circle.)
 Health (low-cholesterol cooking, stress reduction, quitting smoking, exercise, etc.)
 Family (marriage, husband/wife communication, parent/child relations, etc.)
 Christian life (prayer, Bible study, faith, salvation, handling temptation, etc.)

() Bible prophecy (last-day events, fulfilled prophecy, Daniel and Revelation, etc.)

3. Which one of the topics above is the most interesting to you?

Name _____

Address _____