

## Effective Communication: A Guide for Congregations Bibliography/Resources

**"Speaking Faith: The Essential Handbook for Religion Communicators"** - the 7th edition of the RCC Handbook by Religion Communicators Council, includes a Bonus CD with worksheets, samples, and extra resources, \$19.95 each + \$6.00 shipping/handling. Order online at [http://www.religioncommunicators.org/handbook\\_7thed.html](http://www.religioncommunicators.org/handbook_7thed.html) or from RCC Handbook, c/o UMR Communications, 1221 Profit, Dallas, TX 75247

**"Go Public! Designing Radio Ministry for Communication Evangelism: Models for Audio Outreach"** - The audio cassette includes interviews with leaders of congregations that use radio and other audio vehicles for outreach. The compact disc includes 48 different broadcast-quality cuts for use by congregations in creating radio spots. Includes printed contents and resource list. \$7.95 from [www.augsburgfortress.org](http://www.augsburgfortress.org) or 800/328-4648.

**"Signs for These Times: Church Signs That Work"** by Ronald T. Glusenkamp - One Amazon.com reviewer said: "Uplifting and insightful, Glusenkamp's book is a valuable book for clergy and lay people alike. Signs for These Times combines scripture with Glusenkamp's personal wit and wisdom to create a wonderful evangelical tool. Throughout the book, the church sign is shown to be a much more than simply a static message board. The sign is at once an attraction to the church, public service announcement, and social commentary. Concordia Publishing House; \$10.99

**The SPIN Project (Strategic Press Information Network)** provides media technical assistance to nonprofit public-interest organizations across the nation. SPIN offers public relations consulting, including comprehensive media training, intensive media strategizing and resources to help organizations get their voices heard,, to work more effectively with the press, sustain increased public relations efforts, and garner positive media coverage of issues. Specifically serves organizations working to build a fair, just and equitable society [Www.spinproject.org](http://www.spinproject.org).

**Augsburg Fortress Copyrights & Permissions** provides a useful collection of information and assistance about copyright. You'll find general background information about copyrights; answers to common questions about using materials

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<http://www.augsburgfortress.org/copyrights/index.asp?PageID=666>

### Other copyright resources:

For viewing videos:

Federal copyright law:

<http://www.copyright.gov/title17/>

Motion Picture Licensing Corporation:

<http://mplc.com/aboutMplc.php>

Individual documents within "Effective Communication: A Guide for Congregations" also list related bibliographic resources.

