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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Reciprocity

By Terry Dashner

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Faith Fellowship Church...PO Box 1586, Broken Arrow, OK 74013...Pastor Terry Dashner...

Reciprocity is our word for today. One dictionary defines the word: to give correspondingly. If you lived in Old Testament times, you might have related reciprocity in judicial terms like, "an eye for an eye." If you are a student of the New Testament, you might associate reciprocity with the spiritual principle—"...whatsoever a man soweth that shall he also reap." If you view the world through physics, you might relate it to Newton's third law of motion—to every action there is an equal and opposite reaction. If you...I think you get the point.

I am, like you, philosophical by nature. And one philosophy I review often is this. I am today what I planted yesterday. So if I don't like what I've become, then I need to change the seeds I'm planting today. In relating this concept to reciprocity, I want to say this. What I plant in the lives of others is what I'll receive in return. Let me illustrate, please. If I pass you on the street with a smile and favorable greeting, more than likely, you will reciprocate with a similar greeting; however if I smack you, I can expect a surprise greeting.

I want to carry this thought a little further. If reciprocity and sowing and reaping are valid principles, is it any wonder why so many American youth are so quick to resort to violence when things don't go their way. Cal Thomas writes, "Why should young people take life seriously when their overworked, aborting, day-care, euthanasia culture does not? Life is so cheap, relationships are so meaningless—children get the message. When you mix the ingredients for cake, you get cake. When you mix the volatile ingredients of corrupted culture, vulgar entertainment and broken, loveless families, you get child killers." Well, maybe we should read the last part of Cal's words as hyperbole (not every unloved child grows up to be a killer); nevertheless, we do reap what we sow into the lives of our children.

Kurt Thompson, a Washington, D.C.-area psychiatrist whose clients include adolescents, sees today's teens suffering from 'a horrid sense of disconnection.' They're connected technically through the Internet, but they're disconnected relationally. Too many parents, he says, think by the time their

Reciprocity

children become teen-agers their job is almost done and that other forces will complete the shaping of young minds and spirits. Oh sure, we can put metal detectors at the schoolhouse door, but who makes mental and moral detectors.

Having served a number of years in law enforcement, I'm well aware that enforcing existing laws to curtail youth violence does not solve the problem. We were told in the 90s that the Brady bill would protect us against gun violence. It didn't. We were told that passing more anti-gun and anti-violence laws would reduce teen violence. That hasn't worked either. The reality is we already have more than enough anti-gun laws on the books, so why should we pass more legislation? Federal prosecutors are reluctant to prosecute the existing anti-gun and anti-violence laws. The answer to violence is not more regulations and more legislation. The answer is simple but requires work. The work involves sowing positive messages about the value of human life. The work involves sowing seeds like, "love thy

brother as thy self." The work involves sowing seeds like

kindness, selflessness, caring, truth, honor, "giving honor to whom honor is due." These seeds produce like kind.

I want to encourage you dear Christian. Although our way of life is old fashioned and spurned by many modernists, it's still the only way. Jesus, Himself, said that He was the Way. Through His love, we address the world His way—the only way—the way of the Book. God's Word teaches us that laying down our lives for each other, we are living the way of the Cross, and the Cross of Calvary is the best way to stem the violence. A changed heart leads to a changed way of life, which can change the world for better; therefore, reciprocate with good and note the return of a good corresponding action.

Pastor T.

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How to Win a Reporter's Heart

By Rusty Cawley

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Like all other humans, reporters are subject to the Law of Reciprocity. When they receive cooperation, they will give cooperation. When they receive loyalty, they will give loyalty. When they receive gifts, they will give gifts.

This is a very human norm that is rooted in our collective past, when reciprocity was a tool of survival.

And this is why most media outlets forbid their reporters from accepting gifts from the public, especially

Reciprocity

from news sources. The majority of media ban gifts that are valued over a certain limit, generally \$25 or so. Almost all news media forbid travel junkets as well.

Editors and producers want no questions to arise concerning any reporter's fairness and accuracy. Thus, the ban on gifts.

But there remains one gift that reporters will gladly accept and the Boss will gladly encourage.

That gift is "the scoop."

The scoop is an exclusive, important story. It is a news item that the reporter to beat the competition. It can be anything from a tip that the city council may change the town charter to a document that shows a local CEO is engaged in illegal insider trading.

Any tidbit of information that leads to a scoop is always welcome in a newsroom. Indeed, providing a steady supply of scoops is the only way to win a reporter's heart.

Scoops are what allow reporters to move up in the ranks. Scoops are what allow newspaper editors and TV producers to keep their jobs. Scoops are what allow newspapers to attract more readers, TV stations to attract more viewers, radio stations to attract more listeners and Web sites to attract more hits.

The PR Rainmaker knows: Scoops allow us to bypass the media's ban on gifts and to tap into the reporter's natural desire to observe the Law of Reciprocity. Become a valuable source, provide access to a steady stream of scoops, and you will receive more favorable coverage. It's human nature.

Reporters will succumb to the Law of Reciprocity. They will turn to you more often for expert commentary. They will look more favorably upon your story proposals.

In addition, reporters will succumb to the Law of Self-Interest. If you are providing scoops on a regular basis, a reporter is going to resist doing anything that might cause you to turn off the tap.

How frequent is a "steady" stream? One good tip per month is plenty.

If you are at all plugged into your industry or profession or community, you will hear plenty of good information to send along to the reporter.

Get in the habit of passing news along to the reporter just as soon as you hear it. Also, take the reporter to lunch once a month to exchange information. Always take along plenty of potential scoops, even if they are nothing more than tidbits or rumors that you have heard. Every reporter wants an inside source, a "Deep Throat." It's all part of the romantic image that most reporters have about their jobs.

Two cautions about reporters and reciprocation:

Reciprocity

1. Never expect immediate quid pro quo. Understand that your relationship with a reporter will grow over time. Don't rush the process. Accept that you will always put more into the relationship than you will get out. If the reporter suspects that you think he owes you something, your relationship will sour fast.

2. Reciprocation only goes so far. If you're a valuable source, and the reporter has the story that your company is a front for the Mob, don't expect a pass. It won't happen. Because of your relationship, you'll probably receive more courtesy than will the usual subject of a tough story. But that's all.

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