

Research Report

A Publication of Research, North American Mission Board, SBC

*The NAMB “Flagship Magazine” Research Project:
A Focus Group Approach*

Robert A. Rennie

***The NAMB “Flagship Magazine” Research Project:
A Focus Group Approach***

Robert A. Rennie

March, 1998

North American Mission Board

Robert (Bob) Reccord, President and CEO

Strategic Planning and Mobilization Group

Mike Day, Vice President

Strategic Planning Support

Phil Jones, Director

Marilynn Kelly, Administrative Secretary

(770)410-6576

Richie C. Stanley, Strategic Information Researcher

Steve Whitten, Ministries Researcher

Bob Rennie, Marketing Researcher

Patricia Wellwood, Secretary/Research Assistant

Paulette Villarreal, Information Specialist

(770)410-6583

TABLE OF CONTENTS

Introduction	1
Methodology	1
Questions	1
Review of Groups	2
Readership Habits	4
Sharing the Faith	4
Article Review	5
Items Focus Groups Disliked	5
Items Focus Groups Liked	6
Rating of Titles	6
Rating of Subjects	7
Conclusions	7
Appendix	9
Table 1 Characteristics of Focus Group Respondents, by Focus Group Session	10
Table 2 Weighted Scores for Focus Group Examination Articles, by Focus Group Session	12
Table 3 Tabulated Responses from Article Reviews, Focus Group Conducted on November 13, 1997	13
Table 4 Tabulated Responses from Article Reviews, Focus Group Conducted on November 18, 1997	14
Table 5 Tabulated Responses from Article Reviews, Focus Group Conducted on November 20, 1997.....	15
Table 6 Magazine Titles, Weighted and Ranked	16
Table 7 Magazine Topics, Weighted and Ranked in Descending Order by Likelihood of Readership.....	17

INTRODUCTION

Focus groups were conducted in October and November, 1997, for the purpose of assisting in the design of the flagship magazine for the North American Mission Board (NAMB). The goal was to find out how the new flagship magazine may help the person in the pew to become an “on mission” Christian. Initial discussions on research involved Mike Ebert, Missy Greenoe, Lisa Smith, and Carol Brown from Publishing. Bob Rennie and Richie Stanley participated in the discussions from Strategic Planning Support.

METHODOLOGY

Since there was no readily available database of individual readers for the former Home Mission Board’s magazine, *MissionsUSA*, it was decided to conduct six focus groups among the various audiences of NAMB.

Staff from Strategic Planning Support and Media Design selected a list of NAMB staff to invite to two separate focus groups. Each invitee chose between two times and dates, and was assigned to a group according to that choice.

The publishing staff of NAMB invited members from Southern Baptist churches located north and south of Atlanta to participate in one of three evening groups. Two of these groups, made up of laypersons from churches in the northern suburbs, met at the NAMB offices. The remaining group was conducted south of Atlanta in Fayetteville for laypersons from churches in that area.

A final audience for the focus group was pastors from Atlanta area churches. These pastors were seen as gatekeepers to the wider audience of laypersons. Since pastors often promote material from national agencies, it was decided to ask this group specifically about issues and content they would like to see addressed in NAMB’s flagship magazine. The goal was to give pastors a tool so that their church members could be more effective in evangelism and kingdom growth.

QUESTIONS

After identifying the process, goals, and format for the focus group, the moderator led the group in the areas of magazine readership, design and format, story subjects, and title selection. Magazines, including two issues of *Discipleship Journal* and an issue each of *Health* and *Aspire*, were given to respondents for them to review and critique.

Health magazine was used to help respondents critique design qualities of magazines and as an example of short informational sections. Each article in the two issues of *Discipleship Journal*, as well as the articles in *Aspire*, were examined for design, artwork, length, and content.

Respondents were first asked to identify and list up to three secular and Christian magazines they currently read (subscribe to). This area of magazine readership was used

to help respondents begin thinking about what they liked or disliked about the format—and in the case of Christian publications, the content—of magazines they currently read.

After the exercise on readership, respondents were led to look through up to six magazine articles among the periodicals listed above. They were first asked a generic question about what they liked and disliked about each article. Issues that surfaced included the use of artwork, layout on the page and within the magazine, and subject content. Respondents were asked to rate those areas on the form supplied.

Next, respondents were given a list of potential magazine titles and subjects. For the titles, they were asked to select their top three choices, rate them in order, and comment on why they chose those particular titles. For subject matter, respondents were asked to rate each subject on the likelihood of their reading an article on that topic.

REVIEW OF GROUPS

The first focus group, conducted on October 28, 1997, and led by Orrin D. Morris, was made up of invited North American Mission Board staff. This initial group in the research process helped identify issues and questions to be raised in later groups.

The second group, conducted on October 30, 1997, was led by Steve Whitten, and also was composed of NAMB staff. This group was initially hostile to the process. The claim was made by one respondent, and supported by others, that it was difficult to identify a direction for the new magazine since the direction for the agency had not been established.

Some of the hostility of the staff groups seemed to come from a philosophical argument on whether NAMB is a mission-sending agency or a missions agency. A mission-sending agency is one that supports professional missions personnel, while a missions agency advocates Christians being involved in missions. Traditionally, the approach of the Home Mission Board was built around being a mission-sending agency. Hence, the *MissionsUSA* magazine was an informational piece that detailed what missionaries and the agency were doing on behalf of Southern Baptists.

Several staff respondents argued that the new flagship magazine should be a recasting of the former *MissionsUSA* magazine. This approach includes missionary stories, information on how mission dollars are spent, and encouraging support of the missions force through prayer. Only incidentally did it seem that the groups were interested in seeing the magazine as a tool for promoting missions involvement among laypersons.

This philosophical argument, briefly noted above, may be a way to better understand the various audiences of NAMB. One audience could be viewed as traditional, reflecting the idea that NAMB is a mission-sending agency. In order to reeducate this constituency it will be necessary to address some of their wishes concerning being informed about missionary activities, while still encouraging them to be on-mission Christians themselves.

The first group composed of laypersons not directly connected with NAMB (see table 1 in the Appendix), met at the NAMB offices in Alpharetta on November 13, 1997. Orrin

D. Morris led this particular focus group. Seven persons attended the group. Five of them were 40 to 49 years of age, one person was younger (30 to 39 years of age), and one person was older (50 to 59 years of age). Six of the seven respondents had either some college or were college graduates. Of the seven respondents, five were actively involved in church visitation and outreach. All seven respondents were active soul winners with only two of them not having formal personal evangelism training. Only one of the seven respondents was very familiar with missions opportunities offered by Southern Baptists. It is interesting to note that only one person in this group was involved in any of the current missions organizations in Southern Baptist church life (i.e., Women on Mission, WMU, or Brotherhood).

The next group was conducted with pastors and moderated by Steve Whitten on November 18, 1997. Ten pastors from north metro Atlanta attended this noon meeting. Questionnaires concerning church activities and personal information were not gathered for this group. However, an interesting aside is that readership habits and content issues expressed by pastors strongly echoed those views expressed by laypersons.

The second focus group with laypersons was held at the NAMB offices on November 18, 1997. This group was moderated by Phil Jones, and had five respondents. Three of the respondents were 30 to 39 years of age, one was between 40 and 49 years of age, and the final respondent was between 50 and 59 years of age. Only one respondent did not have a college degree. Two of the respondents were involved in traditional mission groups in their church. Four of the five respondents had personal evangelism training. The one respondent who did not have personal evangelism training witnessed more than ten times a year. All five respondents were somewhat familiar with volunteer missions opportunities offered by Southern Baptists.

The final focus group was conducted with laypersons and moderated by Phil Jones at Fayetteville, Georgia, on November 20, 1997. Five of the eight respondents were 30 to 39 years of age, one was 20 to 29 years of age, one was 40 to 49 years of age, and one was 60 or over. Six respondents had college degrees and a seventh had some college. The oldest respondent was the only person without at least some college. All respondents were active in their respective churches, with seven respondents indicating they attended services more than eight times a month. All of them had contributed to mission offerings. Six were active in volunteer missions projects. Also, six of the eight respondents had been trained in personal evangelism. Five respondents were only somewhat familiar with Southern Baptist missions opportunities. However, two respondents were very familiar with these opportunities and very likely to participate. When asked how often they had shared the plan of salvation with someone in a typical year, all respondents indicated they had shared at least once. Yet, only three of the eight respondents had shared the plan of salvation more than five times in a typical year. These particular respondents seemed to represent a more traditional Southern Baptist audience.

READERSHIP HABITS

When questioned about readership habits, most respondents indicated they read magazines that were helpful or informative for present hobbies, or that helped keep them current on world events. Respondents liked to read magazines that were relevant to their needs. As one respondent stated, “I read magazines that apply to where I am.” Several respondents also stated they liked magazines for their entertainment value. When pressed, one pastor stated that too many magazines are too “didactic”; then explained that creative, entertaining, and intuitive approaches are better ways to inform and teach.

The magazines most respondents read were home and garden type magazines like *Good Housekeeping*, *Better Homes and Gardens*, and *Southern Living*, or newsmagazines like *Time* and *Newsweek*. Additionally, many respondents read *Reader’s Digest*. A couple of respondents mentioned specific trade magazines related to their occupations.

When respondents were questioned about how they read the magazine, most said they skimmed the magazine the day it was received, and perhaps later read particular articles in which they were interested. No respondent ever indicated they read the entire magazine. Some features, especially recurring columns, were read in each issue by a small group of respondents.

Religious magazines read by respondents included: *Decision*, *The Commission*, *MissionsUSA*, and *Open Windows*. Most respondents enjoyed reading stories that were inspirational or had a missions focus. The inspirational stories with the most appeal were real life issues that the reader could relate to his or her life and find encouragement for themselves.

SHARING THE FAITH

The goal of the new magazine is to challenge laypersons to be on mission in their own lives. A question asked of the groups was, “Why do you think people don’t often witness or share their faith?” Some respondents felt that witnessing was too confrontational. Others felt most people were too busy to take the time to share their faith. One pastor replied that there “is a problem of translation from being trained [in witnessing] to people seeing themselves as capable of sharing.”

An interesting aside was found reviewing the questionnaires submitted by the laypersons involved in the focus groups. Only seven of the twenty laypersons shared their faith more than ten times in a typical year. Of the four people who had not had any personal witnessing training, three reported sharing their faith more than ten times in a typical year. Some pastors responded that teaching personal evangelism was not as important as people loving the lost enough to desire to share their faith. Pastors believed that most church members don’t see people as Jesus saw them and are hindered in their willingness to share their faith. The two most often cited reasons for people not sharing their faith were fear and busyness. Another pastor stated that most people didn’t take time to build relationships and were too sophisticated to witness to people they knew. Pastors also

felt that most of their members abdicated the role of witness, believing it was the paid staff's responsibility.

Some insights on content were offered that might help people witness to family and friends. First, the stories need to focus on ordinary folks sharing their faith. They should not rely on missionaries, churches, or pastors, but use regular church members and their experiences. Stories should offer encouragement, and may even highlight some failures along the way. One respondent stated that, "success is wonderful, but failure is common." Another respondent said, "don't look for 'outcome' evangelism."

A few respondents were discouraged because the training they had in personal evangelism was not natural. They advocated telling stories that supported a wide variety of approaches to witnessing. Pastors agreed with this sentiment. As one pastor mused, "come at presenting the gospel from different angles—a diversity of options."

ARTICLE REVIEW

Respondents were then given the magazine articles to critique. They were asked to rate the articles on a scorecard (tables 3-5 in the Appendix). Overall, each group had their own opinions concerning the design of the articles. For instance, the article in *Discipleship Journal*, Issue 100, was well liked in all areas by the group on November 20th. However, the group conducted on November 13th was more negative of all components of the article except the subject matter (see table 2). This may be a function of the different audiences that were represented in the various focus groups. The focus group from November 20th tended to express its mission involvement in more traditional ways. An important consideration for NAMB to address is how best to communicate with various audiences—whether they are *traditional* or *innovative*.

Items Focus Groups Disliked. The elements respondents most disliked were related to what is best described as *format* elements. For instance, many respondents did not like the high gloss paper that was difficult to read under office light conditions. Another negative issue was the use of blown-in cards. If a tear-out card were to be used, a suggestion was made to create a cardstock page that incorporated all the cards in one place and was stitched into the magazine.

When examining the particular articles, respondents expressed their displeasure with distracting artwork—especially the artwork in Issue 100 of *Discipleship Journal*. The major complaint was the use of multiple overlaying fonts in various colors that made the section heading of the article difficult to read. Other respondents did not like the pictures included in the "Vital Signs" section of *Health* because they were difficult to match with the corresponding vignettes, and thus were seen as too distracting.

A major complaint of all respondents was that most articles were spread throughout the magazine. The articles in *Discipleship Journal* were applauded because of their length, and the fact that they were complete instead of having small sections continued later in the publication. The "Vital Signs" section of *Health* drew the most ire from respondents

because of small sections continuing over four or more pages in order to accommodate advertisements.

Items Focus Groups Liked. There were several items on which respondents commented positively. First, the content of the *Discipleship Journal* and *Aspire* articles were well received. One respondent said he liked the article “Do Talk to Strangers” because it wasn’t *preachy*. Other respondents echoed that sentiment. Most respondents said that real-life stories by everyday people had a strong appeal to them. Conversely, how-to tips by people who are considered experts—like pastors and missionaries—did not communicate as well. Second, an item that most respondents liked was the inclusion of practical tips or lists in sidebars within the related article.

Visually, the respondents had favorable remarks about the use of photographs within articles. Well received photographs helped to communicate the story line where repetitive photos (such as the ones in the article “Homemade Disciples” [*Discipleship Journal*, 102, pp. 27-32] that showed the same three people in different settings) did not have as much appeal.

A couple of positive suggestions were also made by focus group respondents. First, the staff focus groups suggested that the goals of the North American Mission Board could be woven into the stories instead of setting them apart in a separate section. The desire was to see how individual lives were impacted by the ministry of NAMB. A second suggestion made by staff and at least one layperson was to have a removable interactive activity page in the magazine for parents to use with children. It was felt that this would be a well-used teaching device, and give parents a way to encourage their children to become on-mission Christians.

RATING OF TITLES

A list of potential titles was presented to the respondents. Each respondent was asked to choose their top three titles and rank them. Table 6 gives a weighted score to the titles. Top choices were given a three point weighting, second choice titles received a weighting of two points, and third choice titles had no weighting applied. The top five choices after weighting were: 1) Impact America, 2) Crossroads, 3) Crosspoint(s), 4) Compass Point, and 5) Life Mission. The last of the top five—Life Mission—was the only title that included the word *Mission* to receive more than ten weighted points. Many respondents did not like titles that included the word “mission,” which was seen as having a negative connotation. Some respondents shared that the use of the word “mission” reminded them of storefront missions or rescue missions.

The title that was the number one choice—“Impact America”—seemed to convey, in the minds of at least a few respondents, that the thrust of NAMB and on-mission Christians is to have a positive impact on North America with the gospel of Jesus Christ. Other respondents who also liked “Impact America” as a title, felt that it conveyed a sense of action and purpose.

RATING OF SUBJECTS

Each respondent was given a list of subjects that may be included in the North American Mission Board's flagship magazine, and asked to rate each subject on a four-rating system. They were asked if the subject was one they would "very likely" read, "somewhat likely" read, "not likely" read, and "will not" read. Each category was weighted. Two points were assigned to the "very likely" and "will not" read. One point was assigned to the "somewhat likely" and "not likely" categories. Table 7, presented in the Appendix, ranks the weighted subjects by the likelihood of being read. All subjects had some likelihood of being read; however, any subject that scored 25 or higher is worthy of inclusion in the new magazine. Subjects with scores lower than 25 tended to also have high "non-likelihood" scores, and thus would produce articles of more limited interest.

The top five subjects on table 7 are: 1) tough questions skeptics ask, 2) real life evangelism stories, 3) sharing Christ with people of other faiths, 4) overcoming fear in evangelism, and 5) volunteer missions opportunities. These five topics, with the possible exception of articles related to volunteer missions opportunities, were often discussed by respondents before they were asked to rate subjects. Evidently these are topics that those who participated in the focus groups confront everyday. The topics appeal to "where they live" in terms of their Christian walk.

CONCLUSIONS

While it is difficult to draw definitive conclusions from a limited number of respondents, some general observations are in order. First, the bulk of this report deals only with focus groups conducted with laypersons. Some insights were gleaned from the NAMB staff focus groups as well as the focus group conducted with Atlanta area pastors. While not the most important observation, there was a strong impression that the NAMB staff were at odds with laypersons and pastors concerning content for the new magazine. This incongruence may have developed from the desire as staff to "sell our story" to churches and Southern Baptist laypeople. While a component of the flagship magazine is to inform Southern Baptists about NAMB's role in reaching North America for Christ, that role can only be achieved in partnership with other Southern Baptists. Therefore, to encourage, motivate, and demonstrate how that partnership can be achieved should receive more focus than simply an informational product that serves to justify one agency's existence to its constituency.

Most laypeople had difficulty articulating the reasons people don't share their faith. Some respondents viewed witnessing as too confrontational. As our culture tends to value privacy and respect for individual rights as sacrosanct, it becomes too easy to be passive soul winners. Christians need models of intentional and concerned individuals who are on mission for Jesus Christ in a powerful and effective manner. While our missionaries and mission pastors are highly valuable members of the team in reaching North America, when it comes to demonstrating effective evangelism, laypeople want to hear from other

laypeople. Often, the missionaries and mission pastors are seen as residing in a specialized, professional sphere that is out of touch with the struggles laypeople have in sharing their faith.

“Impact America” was the leading choice for a title. Other titles that included the word “mission” were rejected by most respondents. The rationale for rejection was the negative connotation often associated with mission (i.e. rescue mission, store front). While avoidance of the word “missions” was an issue with most respondents, the last focus group was more friendly toward the term “mission.” The use of “Impact America” was seen as being more goal oriented. It was felt that NAMB should help the person in the pew impact their world, and hence America, with the good news of Jesus Christ.

This research project is not the final word on the direction of the new flagship magazine. As an effort to help structure the magazine, it was very useful. More research that allows for input from more sources and more varied backgrounds should be conducted. An ongoing, possibly annual, evaluation of the flagship magazine can help the North American Mission Board in keeping on target with raising an army of “on mission” Christians.

Appendix

Table 1
Characteristics of Focus Group Respondents,
by Focus Group Session

Characteristic	13-Nov	18-Nov	20-Nov	Total
Age				
13-19				0
20-29			1	1
30-39	1	3	5	9
40-49	4	1	1	6
50-59	2	1		3
60+			1	1
Education				
Less than High School				0
High School Graduate	1	1	1	3
Some College	4		1	5
College Graduate	2	2	6	10
Graduate Degree		2		2
Church Attendance per Month				
Once or Twice				0
Three to Four Times				0
Five to Eight Times	2	2	1	5
Eight or More	5	3	7	15
Marital Status				
Single, Never Married			1	1
Married	6	5	7	18
Divorced/Separated				0
Widowed	1			1
Southern Baptist Missions Involvement				
Contribute to Missions	7	4	8	19
WMU Member	1	2	2	5
Brotherhood Member			3	3
Mission Group Member		2	3	5
Missions Leader	1	2	4	7
Served in Volunteer Project	3	2	6	11

Table 1 (cont.)

Characteristic	13-Nov	18-Nov	20-Nov	Total
Southern Baptist Missions Involvement (cont.)				
Missions Committee Member	1		3	4
Evangelism Committee Member	1			1
Church Involvement				
Attend Sunday School	4	5	6	15
Attend Discipleship Training	1	1	4	6
SS/DT Teacher	4	3	3	10
Deacon	1		1	2
Church Council	2			2
Visitation	5	1	2	8
Familiar with Southern Baptist Missions Opportunities				
Very Familiar	1		2	3
Somewhat Familiar	3	5	5	13
Not Familiar	3			3
Likely to Participate in Southern Baptist Missions				
Very	2	1	2	5
Somewhat	3	4	4	11
Probably Wouldn't	1		1	2
Definitely Wouldn't				0
Personal Evangelism Training				
Yes	5	4	6	15
No	2	1	1	4
Share Plan of Salvation in a Typical Year				
None				0
Once or Twice	2	2	2	6
Three or Four Times	1	1	2	4
Five to Ten Times	1		1	2
More than Ten Times	3	2	2	7

Compiled by Strategic Planning Support, North American Mission Board, SBC.

Table 2**Weighted Scores for Focus Group Examination Articles,
by Focus Group Session**

Magazine Article	Criteria	Focus Group Session		
		13-Nov n=7	18-Nov n=5	20-Nov n=8
<i>Health</i> , pp. 14-20				
	Attractiveness	4.0	3.8	3.0
	Length	3.4	3.4	3.3
	Use of Color	3.4	3.6	2.5
	Artwork	3.3	3.4	2.0
<i>Discipleship Journal</i> , Issue 100 July/Aug 1997 pp. 80-84				
	Attractiveness	1.9	3.6	3.8
	Subject Matter	3.6	4.6	4.6
	Length	2.7	4.2	4.3
	Use of Color	1.6	2.8	3.6
	Artwork	1.6	2.6	3.8
<i>Discipleship Journal</i> , Issue 102 Nov/Dec 1997 pp. 26-32				
	Attractiveness	3.9	3.4	3.8
	Subject Matter	4.0	3.6	3.4
	Length	3.0	3.2	3.0
	Use of Color	3.6	3.4	3.3
	Artwork	3.4	2.8	3.5
<i>Aspire</i> , pp. 26-29				
	Attractiveness	3.1	3.8	1.5
	Subject Matter	4.1	4.0	2.5
	Length	3.5	4.2	3.5
	Use of Color	3.6	3.4	1.3
	Artwork	1.9	2.6	1.4

Weights to raw scores were added as follows: Excellent=5, Very Good=4, Good=3, Fair=2, Poor=1.

Scores were average to provide aggregate score by evaluative criteria.

Compiled by Strategic Planning Support, North American Mission Board, SBC.

Table 3

**Tabulated Responses from Article Reviews, Focus Group
Conducted on November 13, 1997**

	Excellent	Very Good	Good	Fair	Poor
<i>Health</i> , pp. 14-20					
Attractiveness	1	5	1		
Length		4	2	1	
Use of Color	1	1	5		
Artwork	1	2	2	2	
<i>Discipleship Journal</i> , Issue 100 July/Aug 1997 pp. 80-84					
Attractiveness			1	4	2
Subject Matter	2	2	1	2	
Length		1	3	3	
Use of Color		1		1	5
Artwork				4	3
<i>Discipleship Journal</i> , Issue 102 Nov/Dec 1997 pp. 26-32					
Attractiveness	1	5		1	
Subject Matter	1	5	1		
Length		1	5	1	
Use of Color	1	3	2	1	
Artwork	1	2	3	1	
<i>Aspire</i> , pp. 26-29					
Attractiveness	1	2	2	1	1
Subject Matter	2	4	1		
Length		3	3		
Use of Color		4	3		
Artwork		1	1	1	4

Compiled by Strategic Planning Support, North American Mission Board, SBC.

Table 4

**Tabulated Responses from Article Reviews, Focus Group
Conducted on November 18, 1997**

	Excellent	Very Good	Good	Fair	Poor
<i>Health</i> , pp. 14-20					
Attractiveness		4	1		
Length		2	3		
Use of Color		3	2		
Artwork		2	3		
<i>Discipleship Journal</i> , Issue 100 July/Aug 1997 pp. 80-84					
Attractiveness		3	2		
Subject Matter	3	2			
Length	1	4			
Use of Color		1	2	2	
Artwork		1	2	1	1
<i>Discipleship Journal</i> , Issue 102 Nov/Dec 1997 pp. 26-32					
Attractiveness	2		1	2	
Subject Matter	2		2	1	
Length		2	2	1	
Use of Color	2		1	2	
Artwork		2		1	1
<i>Aspire</i> , pp. 26-29					
Attractiveness	1	3		1	
Subject Matter	2	1	2		
Length	2	2	1		
Use of Color	2		1	2	
Artwork	1		1	2	1

Compiled by Strategic Planning Support, North American Mission Board, SBC.

Table 5

**Tabulated Responses from Article Reviews, Focus Group
Conducted on November 20, 1997**

	Excellent	Very Good	Good	Fair	Poor
<i>Health</i> , pp. 14-20					
Attractiveness	1	1	4	1	1
Length	2	1	3	1	1
Use of Color		1	3	3	1
Artwork			1	6	1
<i>Discipleship Journal</i> , Issue 100 July/Aug 1997 pp. 80-84					
Attractiveness	1	4	3		
Subject Matter	5	3			
Length	2	6			
Use of Color	2	3	1	2	
Artwork	2	3	2	1	
<i>Discipleship Journal</i> , Issue 102 Nov/Dec 1997 pp. 26-32					
Attractiveness		6	2		
Subject Matter	1	2	4	1	
Length	1	1	4	1	1
Use of Color	1	3	1	3	
Artwork	2	2	2	2	
<i>Aspire</i> , pp. 26-29					
Attractiveness				4	4
Subject Matter	1		3	2	2
Length	2	3	1	1	1
Use of Color				2	6
Artwork			1	1	6

Compiled by Strategic Planning Support, North American Mission Board, SBC.

Table 6

Magazine Titles, Weighted¹ and Ranked

Rank	Title	Score
1	Impact America	58
2	Crossroads	21
3	Crosspoint(s)	18
4	Compass Point	18
5	Life Mission	11
6	On Mission	8
7	Christian Mission	6
8	The Mission	5
9	Mission Encounter	4
10	My Christian Mission	3
11	Witness	3
12	Your Mission	3
13	Mission: North America	3
14	My Mission	3
15	Missions Today	3
16	Evangelical Christian	2
17	Evangelistic Christian	1
18	Inner Mission	0

¹Choices were assigned values as follows: first choice=3, second choice=2; third choice=1.

Compiled by Strategic Planning Support, North American Mission Board, SBC.

Table 7

**Magazine Topics, Weighted and Ranked in Descending
Order by Likelihood of Readership**

Rank	Subject	Weighted Total	
		Likely	Not Likely
1	Tough questions skeptics ask	35.0	1.0
2	Real life evangelism stories	33.0	1.0
3	Sharing Christ with people of other faiths	32.0	0.0
4	Overcoming fear in evangelism	32.0	0.0
5	Volunteer mission opportunities	31.0	1.0
6	Top reasons we don't talk to others about God	31.0	2.0
7	Prayer	30.0	1.0
8	Missionaries in action	27.0	3.0
9	Starting a seeker friendly Bible study	25.0	2.0
10	How churches can reach the unchurched	25.0	3.0
11	Christian growth	25.0	4.0
12	Finding your style of evangelism	25.0	4.0
13	North American Mission opportunities	25.0	5.0
14	Young people sharing their faith	24.0	5.0
15	"How to" tips for doing evangelistic events	22.0	6.0
16	Encouragement for doing evangelism	22.0	8.0
17	How your offerings are used	21.0	6.0
18	Using new technologies to reach people for Christ	21.0	7.0
19	What led missionaries to the mission field	18.0	7.0
20	Starting, growing, and maintaining a new church	17.0	15.0
21	North American Missions priorities and goals	16.0	8.0
22	Urban evangelism and ministry	15.0	10.0

Compiled by Strategic Planning Support, North American Mission Board, SBC.