

Date

Contact's Name
WMCA, 570 AM
777 Terrace Ave Suite 602
Hasbrouck Heights, NJ 07604

Dear Mr. / Ms. Name of Contact

I notice that WMCA likes to cover the tough issues facing today's Christian men and women. Here's an idea for an interview you could do to give your listeners expert advice on how to handle one of the stickiest situations most of them encounter, sometimes on a daily basis. This segment can be titled: **"What Should You Do When Your Boss Asks You to Lie?"**

This ethics expert shows you how to do what's RIGHT and still have a JOB at the end of the day.

I suggest you have (Name) or one of your other hosts interview business ethics expert Rev. Dr. Sheldon E. Williams. Williams offers your listeners his 3-step plan for what to do any time they are asked to make even the smallest ethical compromises at work.

Williams is known for his highly practical approach to living the principled life. His three-step plan makes it easy for your listeners to:

- Be ready to respond quickly and confidently to unethical requests
- Know the warning signs that they are about to be asked to lie
- Avoid using the one word that can get them into trouble
- Use creative ways to keep their bosses from asking them to lie again

While most articles and websites deal with the problem of employees that lie, the other side of the coin is that bosses routinely ask their employees to lie or simply to "bend the truth." But, even these "white lies" pressure Christians to act against their most cherished values. I can assure you that interest—and emotion—around this segment will run high. This segment is ideal for listener call-in as well.

Rev. Dr. Williams, author of *Principle Centered Living: 9 Reasons to Maintain Your Values in a Pressure-Filled World*, is devoted to developing principle-centered leaders worldwide. An active pastor, he also teaches, consults, and speaks internationally, often sharing the platform with political leaders, including former President Bill Clinton.

Enclosed is a copy of Principle Centered Living and a DVD demo for your review. Let me know what you think.

Sincerely,

Name
Title, Company Name,
www.yourwebsite.com
Phone number