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**Tough letter for tough times**

1 message

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**WND** <newsalertquestion@wnd.com>  
To: conwebwatch@gmail.com

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**An urgent message from Joseph Farah  
– 'one I never wanted to write'**

This is a tough letter for me to write.

Many advised me against writing it.

But I prayed about it. And here's what came to me from the Good Lord: "My Son allowed Himself to be humiliated, beaten, tortured, marred more than any other man and nailed to a cross. He did this knowing He would be resurrected. Do you have that kind of faith?"



What could I say?

Here's the thing: I have enough faith in the God of Israel to die for Him. After all the miracles He has performed for me – personally and professionally – I am not afraid to suffer, to go to jail, or even to die.

But, I have been afraid to *fail*.

And because of that fear of failure and what the world tells us about business, I have avoided sharing something with you, the very people who have, with God's help, provided the sustenance for this very first pioneering, alternative, and yes, *Christian* online news site, now in its 20th year of reaching more than 6.5 million different people every month.

The something I have failed to tell you, until now, is this: WND faces an existential threat.

I won't go into all the details for a number of reasons. Some might sound like excuses. Others

have to do with the very troubled Obama economy. But I will say this in all honesty: Barack Obama's early years were good for WND – even until three years ago. WND was an important opposition voice. People clung to it. They wanted to hear the truth. And they still do.



But, not enough people listened to that voice, because Obama was returned to office in 2012 and his policies have continued to ravage the very fabric of America's economy. Many businesses, including other media businesses, have also been hurt badly – some of them much bigger than WND. And just think of all the billion-dollar retail businesses that have collapsed in the last few years under Obama. We've dubbed it "[The Retail Apocalypse](#)," and that's no exaggeration. It's affecting everyone.

Obviously, we want to be around when Obama leaves office on Jan. 20, 2017, so we can be part of the national recovery process. But here's what we're up against.

Retail sales have been a major part of WND's revenue stream. We've seen them decline precipitously in recent years. (If you're beginning to get the picture, [please consider visiting the WND Superstore](#), which, for the last two years, quite honestly, hasn't been so super.)

Advertising, another mainstay for big online companies like WND – one of America's top news sites, and in the top 350 of *all* websites nationwide – has also taken a huge hit in the Obama economy. Like some other media companies, we're down millions from a few years ago. But we've attempted to weather the storm without diminishing in any way the news services and products we offer the public – most of it for free.

As you can imagine, we've had offers to buy the company for its immense traffic and popularity. I could have retired a very wealthy person by taking any one of those offers. But I knew they would mean the end of this preciously unique news company – actually the largest Christian content website in the world and the only one with a journalistic commitment to serving as a watchdog on government, which is always the greatest threat to freedom.

This is hardly the first existential threat we have faced. I could relate countless examples of how God has pulled us through when I didn't see any hope. Now I'm hoping God's Holy Spirit will move upon the hearts of His people to pull us through.



It would be the biggest miracle of all, because we're in a sizeable hole.

This is a tough letter to write because so many of you have already done so much for WND over the years. I know you will answer the call the best you can because you always do. But this letter is also intended to prick the hearts of those many people who quietly cheer WND on, but don't support us financially.

By the way, there's so much more we could be doing in these trying times. That's part of my frustration. I want this enterprise to *grow*, not just survive.

Maybe you're thinking right about now, "I would like to help, Joseph, but I don't have any money. I'm broke, too. The economy is killing me, too."

There are ways every single person reading this letter can help me and the entire WND team today – even, as I'll explain below, if you literally don't have two nickels to put together.

1. First and foremost, if my plea has resonated with you and you feel moved to help, please consider [supporting WND and all we do with a donation](#). We could really use it right now. You can make contributions for as little as \$3 and as much as \$5,000 [online](#). Or you can contribute using your credit card by calling our toll-free customer service line, 1-800-4-WND-COM ([1-800-496-3266](#)). We also accept checks in any amount sent to WND, P.O. Box 1627, Medford, OR 97501.

2. Even if you cannot afford to make a donation, if you value what we do at WND, we ask you to please [sign up for our free WND News Alerts](#). For you, it means never missing another big story at WND. But for us, it means much more. Those alerts are revenue generators for us. Advertisers like them because they are delivered to a targeted audience multiple times a day. They also represent our best vehicle for notifying you about our new books, new movies and great deals in the WND Superstore – another key revenue source for us.

3. Indeed, if you value the books we publish and movies we produce at WND and the other incredible products we offer [in the WND Superstore](#), we ask you to make it a point to check out that destination regularly. I find that many of our most ardent visitors don't even know we have the largest online store associated with a content site! You'll not only find the best in [books](#) and [movies](#), but [unique gifts](#) you won't find anywhere else, [preparedness products](#) and much more.

4. Support our advertisers! They represent our life blood. I understand the temptation to use ad blockers, but think about what they represent to us. We have never wanted to charge a subscription price for access to WND because we believe *more* people need our unique perspective on the news, not fewer. Maybe you've got a business that could benefit from advertising in WND. We can even support local businesses with geo-targeted ads that only your potential customers see. If so, email us at [advertising@wnd.com](mailto:advertising@wnd.com). Our helpful and knowledgeable ad sales team will get back to you right away.

5. Subscribe to our two special magazines – [Whistleblower, the acclaimed monthly print magazine that focuses a 10,000-watt spotlight on one crucial topic in each issue](#). It's like getting an in-depth, definitive, special report exploring one of the most important topics of our time, and every issue is a keeper because of the timelessness of the reports. The other is [WND Weekly, a digital, well-illustrated and well-packaged version of the best of WND where you can leisurely see all you missed over the course of the week every Sunday](#). You will be surprised both by its attractiveness and just how much content got

by you over the previous seven days. And we've got one more WND subscription product for you to consider – [Joseph Farah's G2 Bulletin](#). If you're interested in national security, foreign threats and world events that may impact your life, business and country, G2 Bulletin may be just for you. When a new story is posted on the subscription website, you are alerted to check it out – often getting a glimpse of the news before it becomes news!

Thank you so much for reading my message. We at WND would love to be here for you for many more years to come. But today, I am lifting my hands up, forsaking my pride, and just asking you for help. Bless you for your consideration.

*Support WND by making a donation online or over the phone using your credit card by calling our toll-free customer service line, 1-800-4-WND-COM (1-800-496-3266).*

Sincerely,



Joseph Farah  
Founder and CEO WND.com



**Call Toll-Free to Order:**

*If you prefer to order by phone, you can call our friendly, Midwestern customer service reps toll-free at 1-800-4WND-COM (1-800-496-3266), Monday-Friday, 9am-5pm Central.*

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