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Google opens a new front in war on WND...

1 message

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Thu, Nov 7, 2019 at 7:07 AM

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Dear WorldNetDaily Reader,

Google has opened a new front in its war to drive WND out of business, and I need your help in withstanding this latest threat to our ability to keep our doors open and our readers informed as the crucial presidential election year unfolds.

Please let me explain.

As you know, I have written to you from time to time over the past year to share with you the many severe challenges WND faces to keep its doors open.

I've talked about our efforts to keep our news content relevant, interesting, original, fresh, and above all, truthful and accurate, for our many conservative Christian readers, all without



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erecting a paywall which keeps many readers out.

Millions have benefitted from the up-to-the-minute breaking news stories, exclusive investigative reports and world-class commentary featured every single day for the past 22 years by America's oldest and most trusted conservative Christian online journalism organization.

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I've also written to you specifically about the tremendous challenges we are facing in keeping our doors open and publishing WND each day – challenges that include:

- **Tech behemoths**, including Google and Facebook – unaccountable and monopolistic mega-companies run by radical Leftists – that together control 90% of all advertising revenue on the internet that we once relied on to fund our journalism.
- **"Shadow banning"** and other censorship tricks that prevent large numbers of Americans from seeing our articles, breaking news and other WND content.
- **Search engine algorithm tweaks** that bury our content down to rarely viewed fourth or fifth pages of internet searches, programs that slow down or even prevent our readers from seeing our content, updates to our RSS news feeds, and more.

These leftist censorship tools are making it harder and harder for WND to deliver our content to our current readers and ever more difficult to attract new ones. So you can imagine our concern when:

Google recently announced that it would be using its vast wealth to enter the internet news business and was launching this new initiative by bankrolling 29 websites to compete for WND readers.

For the record, this is what Google is bringing to the battle. According to their financial statements for 2018 (the latest available):

Google had annual revenues of \$137 billion, operating income of \$26 billion, net income of \$31 billion, and total assets in excess of \$232 billion – for *just one year!*

It's not enough to ban our content or conceal it from potential readers looking through search results.

No. Google is going into the "news" business, starting with 29 websites to spread its far-left propaganda – content I am certain will appear at the top of search results when people look for news on the internet.

This is another reason we need to stick together if we hope to survive this new attack on freedom of the press – especially from a conservative Christian worldview – as we enter the 2020 presidential election year.

That is why I hope you will take a moment to [help WND with a contribution of \\$25, \\$35, \\$50, \\$100 or more today](#).

As I said earlier and many times before, WND does not charge our readers to access our articles, investigative reports, breaking news alerts or commentary.

Other publications erect paywalls and sell subscriptions, but we don't. We don't want financial concerns to play any part in the way large numbers of good people can access, read and respond to the truth in today's turbulent world.

Here's a prediction.

I will venture a guess that Google will not charge for access to its selected "news" websites either. With 90% of the online advertising pie at their disposal, they won't need to.

They will spread and promote their liberal poison using their wealth, their ability to cripple and sideline genuinely pro-American, non-Swamp news organizations like WND, and do all of these things in the background without the public even knowing they are being lied to and bombarded with godless, biased, leftwing propaganda.

We can survive this new threat, but only if our loyal readers like you [donate today](#).

Thank you for your kind and generous help, and may God bless you.



David Kupelian
Vice President and Managing Editor
WND

P.S. Please remember, without WND covering stories of crucial interest to conservative, pro-American readers like you, many of them won't ever see the light of day. And now that Google is entering the internet news business, using its umpteen billions of dollars of wealth to pave the way, it will be harder than ever to be heard over all the leftwing noise.

The best way to keep us in the business of reporting news that you want and need is to [help WND with a donation of \\$25, \\$35, \\$50 or more today](#). Thanks so much.

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