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Farah: Help us fight for freedom, truth and God's Kingdom!

1 message

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To: conwebwatch@gmail.com

Mon, Jan 15, 2018 at 7:00 AM

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Farah: Help us fight for freedom, truth and God's Kingdom!

- Don't allow the Google-Facebook-Amazon triopoly to extinguish the first independent online news company in the world.
- Don't allow these corporate culture warriors to roll over WND, the largest Christian content site in the world.

- Don't allow these Silicon Valley vultures to snuff out the truth through its proliferation of "fake news" they deem "mainstream."

Last week, you – our generous, loyal subscribers and friends – bailed us out of a jam that could have put us over the financial edge in short order.

I am ever so grateful. In fact, you were part of a miracle for which we were praying at WND.

But we're not out of the woods.

We still lag behind on fulfilling our financial commitments in the coming weeks and months – salary for a lean and dedicated staff, payment of loan obligations, printers for our books and magazine, accounting and legal fees, even vital utilities. While you have helped us stave off an existential crisis in the short term, we need to get caught up and healthy so we can focus on what we at WND do best – bringing you the news you can't get anywhere else throughout this important 2018 election year and beyond.

What are the primary causes of our situation?

- There was a day, not long ago, when every time WND broke news you could find it high atop the Google search results. But Google continuously alters its search algorithms specifically to penalize independent news operations like WND. That negatively impacts traffic and revenues. Google also is the gateway to most advertising dollars on the Net. You could say, without exaggeration, it operates

like a monopoly driven by left-wing political and cultural activism. I can't even remember the last time I saw a powerful, exclusive WND story ranked on Google's news pages.

- Likewise, Facebook drives enormous amounts of traffic – but its owners don't like driving it to sites like WND. Imagine trying to compete in a game where the rules keep changing specifically to put you at a disadvantage. That's what Google and Facebook do to WND and other independent news sources.
- And, as everyone knows, Amazon, the owners of the Washington Post, has gobbled up much of the e-commerce business not only nationally, but internationally. For 20 years, WND relied on its own e-commerce business to sustain us. Yet, the reality is, month by month, Amazon grabs a bigger percentage of all retail e-commerce activity.

Gone are the days when WND could play on the even playing field we discovered two decades ago when we became the first independent news site – long before Google and Facebook were founded. We're being strangled by the tyranny of a marketplace dominated by a handful of corporate giants openly averse to fairness, free speech and the free press – not to mention a worldview with God at its center. Even though WND was here long before Google and Facebook were founded, what they have accomplished is game-changing for independent news. We need to buy time to adapt and find a new path to prosperity.

Can you help?

We have some exciting plans we want to launch – a

redesigned website that is innovative and blazingly responsive, blockbuster investigative reporting projects that take time and money, as well as cost-savings that better technology can bring us. But everything costs.

I waited too long to ask for your help a week ago. I don't want to make that mistake again. So, this week, I'm coming back to our friends and partners with a new two-week campaign to raise another \$125,000. We've been blessed with an abundance of one-time donations in amounts ranging from \$3 to \$1,000. And those are ever so helpful. But for those able to make a longer term commitment to WND, I'm asking for you to become a sustainer of WND with monthly contributions. It would only take 1,000 people making a \$100 monthly commitment to get us where we need to go – or 4,000 people making a \$25 monthly commitment. Don't worry, you can cancel any time if your personal financial situation changes.

Can you be one of those partners?

There are other ways you can help, too:

- Please keep the WND family in your prayers. Did you know that WND is the largest Christian content site in the world?
- If you haven't already make a one-time donation in the last week, [please consider doing so now](#).
- If you can afford to make a monthly donation in any amount from \$3 to \$5,000. [we would be so grateful for your continuing support](#).
- Do you have a business – local, regional or national -- that could use some promotion to WND's millions

of unique visitors? We can help. Just contact us advertising@wnd.com.

- If you can afford to make a donation larger than \$5,000, please contact our customer service department (1-800-4-WND-COM or [1-800-496-3266](tel:1-800-496-3266)) about arranging to speak to me personally to answer any questions you may have, or simply mail your check to WND, P.O. Box 1627, Medford, OR 97501.



Folks, I'll be honest with you, we're in a war for the hearts, minds and souls of the American people. Thank you for partnering with us in any way you can.

Sincerely,

Joseph Farah

Founder and Chief Executive Officer

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