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It's WND's 27th birthday! Here's how to make sure there's a 28th 1 message

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May 03, 2024



It's WND's 27th birthday! Please help us make sure there's a 28th Joseph Farah recounts amazing history of first Christian news site ... and unveils future plans

Dear friend of WND,

Believe it or not, this week we are celebrating the 27th birthday of WND, which I founded way back on May 4, 1997, making it America's oldest independent Christian online journalism organization.

And of course, launching into our 28th year, we all are hoping and praying for many more years to serve our Lord and the American people by reporting truthfully and courageously on all the critical, history-changing events now shaping our nation's present and future.

But there's more.

After years of being attacked nonstop from all sides – being censored and demonetized by Big Tech and Big Government, defamed and libeled by Big Media and fake "fact-check" organizations, harassed and pursued by leftist law firms, and – this takes the cake – being subjected to a unique 11-day global blacklist by Google – we're still here! In fact, friends, we're more than "still here."

We're actually thriving! For the first time in many, many years of enduring these attacks, we are actually experiencing something of a rebirth. We're carefully and prayerfully hiring more reporters from around the country – plus two in Israel! We're in the process of re-designing and upgrading the WND website, and we're soon launching a major new video component to our news coverage, including a podcast. And still other projects are in the works, all designed to increase and enhance our news presentation, our reach and our influence during this intensely historic and pivotal time for America.

Mind you, the aforementioned attacks against us haven't exactly stopped. No, they continue, and in some cases *get worse!* But what is making all the difference, what is breathing new life into our efforts to boldly proclaim the truth ... is YOU.

That's right. When Big Tech suppressed and demonetized us, thereby crushing our advertising revenue down to a tiny fraction of what it had been for many years, we went into crisis mode – cutting back our staffing

levels, instituting across-the-board pay cuts and other drastic and painful survival steps.

However, before too long we decided to restructure our enterprise and transition over to a nonprofit model, creating a sister organization, the IRS-approved 501(c)3 nonprofit journalism charity called the WND News Center. (Like other journalism nonprofits, WND News Center content is made available for other qualified and approved news outlets to republish.) In a nutshell, what this change meant is that we largely abandoned the traditional advertising-based business model that had long supported internet news sites and decided to rely, instead, directly on you – our loyal readers and supporters, to keep us going.

Thus, I'm very glad and grateful to be able to report to you today that, after having been regarded as "dead and buried" by Google and the other tech titans and oligarchs, WND is not only still here, boldly proclaiming the truth as always, but is experiencing something of a renaissance.

I know many of you are familiar with our unique story, but since it's our anniversary, please allow me to offer a few brief highlights of the amazing journey that resulted in WND becoming the hugely influential online news pioneer it has been for over a quarter century.

When WND was launched way back in 1997, the biggest problems weren't power-mad tech oligarchs trying to destroy us – they didn't exist yet! Our problems were technical. There was no easy way to process content – even just text – in those early years, and it would be another six years before content management system WordPress was launched. That meant *hand-coding every page in HTML*. Wow. That task fell to someone who had to learn the tech language from scratch – namely, my very patient wife, Elizabeth.

It was extremely challenging, folks. I would edit all the copy for each day's edition, find all the supplemental links, write all the headlines, find all the images and hand it all over to her. She would often spend the entire night coding each page – sometimes to discover that one misplaced or omitted character spoiled the entire effort!

Nevertheless, within 30 days of our launch, we were astonished to find 10,000 unique visitors were coming daily. That may not seem like many by today's standards, but back in 1997, there were only a couple million people actually using the World Wide Web regularly. So we were certain, at that point, this was going to be a Big Thing.

Within a year, 10,000 became 1 million. Then it became multimillions a day. And there were lots of "firsts" for WND:

* In 2002, WND became the first online news source ever to be accredited to cover the U.S. Congress by the Senate Press Gallery. It took a grueling two years of applications, having to appeal denials based on misinformation and bias by the establishment press guardians, and finally, our threatening to *personally sue* each of the approval board's decision-makers. But in the end, we won. And our victory was widely hailed as a breakthrough that opened the door to every other online media outlet.

* WND became the first online news source to become a book publisher. For 16 years, WND Books had the highest percentage of New York Times bestsellers of any book publisher in the world.

* We were also the first online news source to spin off into national syndication our own homegrown columnists such as David Limbaugh, Chuck Norris and Bill O'Reilly. Also, the first online news service to incorporate an e-commerce operation, the WND Superstore. And the first online news service to begin producing and distributing documentary movies. And to create a critically acclaimed magazine, Whistleblower.

I could go on and on, but I'm sure you get the point.

We did it! We were successful. We did really good journalism. And we were the biggest conservative and avowedly Christian online news publication in the world. We were at our pinnacle until 2016. And then, over the next few years, we nearly became ... extinct. How is that possible?

To make a complicated story very simple, Google became a monster – as well as Facebook and the rest of Big Tech. I've told enough of the story about all that – at times even obsessing about it, crying about it, nearly giving up hope over it.

But that will never happen. Although we here at WND were crushed financially, thanks to having been both demonetized and suppressed by the Internet Cartel and forced to "run on fumes," what kept us going – and still keeps us going today – are three things: The blessing of God, the tremendous dedication of our staff, and the financial support of generous readers.

By the way, in case you wonder WHY Big Tech and the rest decided to go after us? Two words: DONALD

TRUMP! Although they were already suppressing us in search results as early as 2014, the persecution started in earnest in 2016 when Trump ran for president and we supported him. The site was trashed, called "racist" and "extremist," demeaned, defamed and shadow-banned – then demonetized completely and outright blackballed. At first, I believed I could handle it, but soon I was overwhelmed, suffering a series of five strokes. But even that could not get me to quit.

So, here we are observing our birthday, grateful and humbled by the grace of God and the graciousness of our loyal supporters.

Dear friends, we would be grateful and honored if you chose to continue to support us with your taxdeductible donations. After all, as I said earlier, it is only your kindness and generosity toward WND that allow us to carry on. That's the unvarnished truth.

Moreover, I'm sure you agree with me that we're all living through an exceedingly dangerous and historic time in our nation, the outcome of which will determine what kind of country our children and grandchildren will inherit from us – the free nation our parents left us, or a totalitarian regime such as is in charge right now. Clearly, there has never been a time when a bold, truthful, God-honoring FREE PRESS has been more necessary for America's survival.

I pray you will be inspired to join with us by making a generous tax-deductible donation to the nonprofit WND News Center. If you prefer to donate by mail, please make your check out to "WND News Center" and mail it to: WND News Center, 2020 Pennsylvania Ave, NW, #351, Washington, D.C. 20006.

Thank you so much for your past generosity, and for helping us in any way you are now moved to. And may the Good Lord bless and keep you and yours!

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Joseph Farah Founder and Chief Executive Officer, WND.com President, WND News Center

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