

News

The Front Lines Team goes first to one of the shelters where the evacuees are staying. They take photos and conduct interviews. They get signed permission from these people to publish this on the Internet. This initial data along with later items is sent to the Behind the Lines Team who edits it and publishes it on the World Wide Web.

The Front Lines Team writes articles based on first-hand observations. The Behind the Lines Team writes articles based on the inputs of the Front Lines Team as well as researching many other sources online and off line. Both Teams write press releases. These articles and press releases go on the Four Bridges web site along with links to the best other news articles. This is part of the Four Bridges wiki.

Unlike secular news, the Four Bridges reporting of the events and analysis of the news has a distinctively Christian worldview. That means that the name of God and Jesus is used appropriately. Bible verses are used in context. There is a call to action in terms of prayer, giving and volunteering.

The secular media can only afford to include a few short reports because this is just one of many other news stories. They cannot stay long nor report in depth because the TV, radio, magazines and newspapers must satisfy a very broad audience. And there are huge costs to get the news out through the conventional channels.

Four Bridges specializes in this kind of coverage. There are not other stories that will take a higher priority. Also Four Bridges leverages the awesome power and affordable costs of the Internet as well as the Compact Disk (CD). Dozens of photos are published on the World Wide Web for a small cost. Interviews are made available on demand as MP3 download files. Text articles take up just a tiny amount of memory on a web site. Video clips are edited and optimized to say much in a very few minutes. All these materials reside on a central web site or a quarterly CD.

Four Bridges uses an Internet radio station service that broadcasts 24 hours like Live 365 www.live365.com This offers repeating loops of previous interviews, updates and inspirational messages. Then at the top and bottom of the hour the newest material is added. Plus there are links on the Four Bridges web site to the archives of previous messages and podcast download options.

The news objective of the Behind the Lines Team is to 1) interface with others who can use our materials to get the word out to others using the Four Bridges web site, quarterly CDs and syndication, 2) package and promote the materials so that they can best serve the family and friends of the evacuees and rebuilders and 3) tactfully use the short term interest and gracefully leverage it into long term assistance for the evacuees and rebuilders.

The Front Lines Team communicates with various other agencies to develop an accurate assessment of the short and long term needs of the region. We determine if reinforcements need to be called to join us. This is like a fire department that can escalate the blaze from one to two or three alarms. Those groups are trained, ready and on stand by.

The Front Lines Team visits each the major and many of the minor shelters for the evacuees. Reports are filed from each one to round out the picture of the disaster and serve to inform the family and friends over the web about what happened.