

News Syndication

There is a system of syndication that allows Christian radio, TV and print media to pick up these feeds. Also churches or individuals with a web site get the syndicated summary updates.

A large hurricane clobbers several counties. This includes the audiences of various Christian radio and TV stations. They will be doing their best to cover the people and places of concern to their audience. But again this coverage is one of many other balls they must juggle.

The Front Lines Team will make contact with them and develop cooperative alliances. Many stories the regional Christian radio and TV stations record will not be able to be squeezed into the tiny news update slots allotted. Those unused recordings and the used ones can be put on a Four Bridges web site becoming part of what the intercessors, donors and volunteers can access.

This can be a win-win relationship. Four Bridges gains much more and better coverage immediately. Plus there can be follow up stories for weeks and months to come. In the communities hardest hit by Hurricane Katrina lost one third to two thirds of the residents. Those people evacuated and have not returned to rebuild. Therefore there are many fewer people to fill the jobs, pay the taxes and give donations to keep the churches going. The potential support base that Four Bridges web site contacts reaches everywhere the Internet goes. Therefore many more donors can help to shoulder the burden for the long term rebuilding.

The shelters for evacuees are located a short or medium distance from the worst devastation. The Front Lines Team maps out a route to investigate the most damaged areas. This route is based on the communications with the evacuees and other agencies. Many dozens of photos are taken of the destruction. Careful notes are made of the location of each photo so that follow up photos can be made for future quarterly CDs. Seeing trees that fell on houses, boats that were taken inland, buildings that were leveled, churches that were damaged and schools that lost their roof will help motivate people to both give generously in the short term as well as commit to continue helping in the long term. Then after 3, 6, 9 and 12 months the follow up photos will be taken and published on the web site beside the others to show the improvements. It shows the intercessors, donors and volunteers the improvements that God has used them to make. It highlights what yet needs to be done. This demonstrates that Four Bridges is committed to the long term rebuilding.

Some examples of others who use syndication that we can learn from and adapt include

<http://christiananswers.net/syndication.html>

http://www.christianemergencynetwork.org/_custom/releases.php

and there are many others that can be studied.