

**ANNOUNCING and
SEEKING YOUR SUPPORT!!!**

**ChildCare Action Project:
Christian Analysis of American Culture**

(CAP Ministry or CAPAlert)

A service to youth through you, their parents and grandparents in His name by His Word.



The CAP Ministry serves His little ones (which includes at-home teens) through you, their parents and grandparents in His name by His Word. We are dedicated to investigating and reporting on the impact of relatively closed socio-cultural engines on our youth, family values and unity. We use the Rock-solid teachings of Jesus as our investigation standards—as our "yardstick." Specifically, His Word rules.



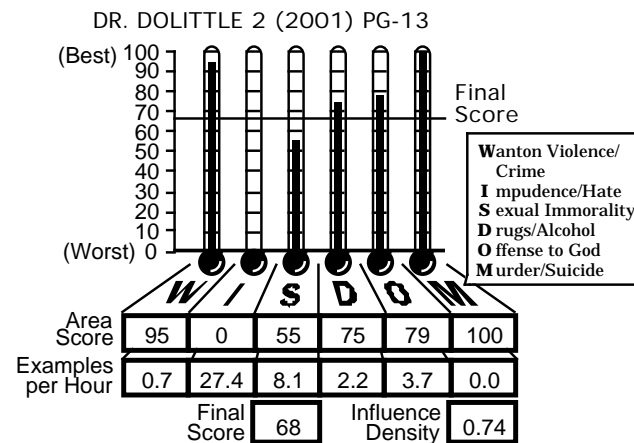
Since 1995 we have been investigating the impact of the entertainment industry. With truly unique, consistently reliable, mathematical comparative tools *proven* through analysis of nearly 1000 films, we help you be in a better position to make *your own* informed moral decisions whether a communication medium such as movies is acceptable. *We have even proven a trend of decay in media ratings four years before Harvard University* (see <http://www.capalert.com/harvardgreeswithus.htm>).

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In addition, we have revealed between 1996/7 and 2002 more than 60% of PG-13 movies are "R-13" (see "R-13", Panel 4). With adequate funding we can compile the massive data since 2002 and on to 2020 of at least 80% of all new films. Ultimately, funding will determine how much more we can do such as conduct analyses of music and any other form of communication since the CAP analysis model is applicable to any system or vehicle which imparts information to an observer which requires the observer to learn, to form an opinion, or which elicits emotion(s) or value judgment(s) in the observer.

THE CAP IS UNIQUE • As Pastor Wilson suggests in Panel 3, typical Christian entertainment reviews appear to be subject to moral relativity, as if God's Standards are optional and subject to the moral standards and ethics of the day—as if "moral principles in entertainment are all gray." Having as our investigation standards the teachings of Jesus which *do not* change to suit cultural tolerance, we offer Rock-solid assessment as objective and unchanging as any human assessment system can be. Using His standards also insulates the results from the personal morals and ethics of the investigator. Eighty prescribed investigation standards and more than 30 mathematical operations in *six* investigation areas make a CAP analysis as reliable for an entertainment medium of 1950 or 2050.

THE CAP PROVIDES • We provide you with the truth about the content of entertainment so **you can make an informed decision whether an item of entertainment is fit**. We give you a detailed listing of assaults on morality **plus** something no one else can give you—a Rock-solid comparative numeric data display representing the morality content (see the example data display below).



See <<http://www.capalert.com/capreports/datadisplayexpl2.htm>> for a detailed explanation of how to use the CAP scoring data display to help you make an informed modal decision whether a film is fit for your family.

For example, if you found a movie in 1990 to be acceptable *by your standards*, compare the CAP scoring of it to the CAP scoring of an unseen movie. If the unseen movie earned CAP scores favorably comparable to the scores of your acceptable movie, you can trust the morality content to be relatively equivalent.

We have been so drugged by extremes in and as entertainment for so long that what once was morally unacceptable has become morally invisible. For so long movies have been given so much credit for "being like real life" that real life has become like the movies. I pray many of us can soon open our minds enough to see precisely what many movies, whether intentional, are truly doing to us. Many movies hurt us in ways we may not understand. Yes, "hturT" is correct. "hturT" is the Truth reversed, counterfeited beyond recognition. It shows the hidden and sometimes invisible hurt in doing so, with the greatest hurt in the end.

Tom Carder, CAP President

The above quotation from our president speaks to many things including the sliding moral standards of our culture. The CAP services do not suffer social conformity. Pastor Wayne Wilson of the Acton Faith Baptist Church in Acton, CA, recognizes this. In his book, Worldly Amusements he states: *There are several Christian Internet sites devoted to informing believers about content in current films. Unfortunately, I have found only one that comes close to upholding the [Biblical] standards in this book. 'The ChildCare Action Project' ... Other Christian web sites suffer from one fatal problem: a lack of definite standards. The mood and opinion of the reviewers, rather than the Word of God, determine recommendations. They operate as if moral principles in entertainment are all gray. The result is that these web sites routinely endorse movies that are truly worldly, even shamefully evil. They cannot find the strength to say that popular films are unworthy of Christian patronage. Their standards shift with the culture.*

Even a secular scientist found merit in the CAP analysis methodology. Doctor Marcus Banks, Socio-cultural Anthropologist of the University of Oxford in London featured the CAP methodology in his textbook, Visual Methods in Social Research and had this to say: *I am a social scientist, not a film critic, and I am not a Christian, but what impressed me was that CAP had set itself a clear objective and a clear set of criteria to attain that objective. In that way it provides a good model for someone trying to think about whether other films 'fit the bill' for particular purposes.*

"R-13"

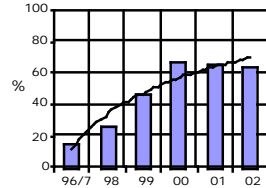
By using the same unchanging Rock-solid investigation standards since 1995, we have already revealed the relative position and movement of morality in movies.

During testing of the CAP analysis model, with 100 being the highest score, the following ratings of films earned the scoring shown below consistently and reliably.

- G-rated movies: 100 to 87
- PG: 86 to 68
- PG-13: 67 to 55
- R-rated: 54 and below

"R-13" is a term coined by the CAP ministry to specify PG-13 movies which earn CAP scores of 54 and below.

In 1997, 14.8% of PG-13 movies analyzed were R-13.
 In 1998, 26.3%.
 In 1999, 46.0%.
 In 2000, 67.9%.
 In 2001, 66.1%.
 In 2002, 64.5%.



Do you see a trend forming here?

With adequate funding, we could compile the massive data we have accumulated since 2002 and could continue providing such a vital service to 2020.

* See (<http://www.capalert.com/r-13.htm>). G, PG, PG-13 and R are registered trademarks of the Motion Picture Association of America (MPAA).

We appreciate your efforts to uphold a Godly standard in our society ... It is clear you have put a great deal of time and effort into developing a reliable, objective method for evaluating the moral appropriateness of popular films...such tools are invaluable to the efforts of concerned parents.

Focus on the Family

... you're providing a great resource in telling the unbridled truth. ... Nobody likes to look at themselves in the mirror when the reflection is less appealing than what they've come to expect to see. The CAP's objectivity makes every illusion that a person may have about his/her ability to discern wholesome and unwholesome media influences painfully obvious. Everybody loved TITANIC but the CAP analysis puts it in a proper, objective perspective.

Steven Kossor
School Psychologist
Clinical Psychologist

Violence, sex and drugs are not the most invasive properties in popular entertainment. These are but spinoffs or by-products of the real culprit (see <http://www.capalert.com/capreports/invareascors/>).

Tom Carder, CAP President



IN A NUTSHELL • The CAP Analysis Model makes no scoring allowances for a theme/plot to excuse manufacturing of justification for or camouflaging of ignominious content or aberrant behavior or imagery with "redeeming" programming. Disguising sinful behavior in a theme/plot does not excuse the sinful behavior of either the one who is drawing pleasure or example of behavior or thought from the sinful display or of the practitioners demonstrating the sinful behavior. We make no attempt to quantify the "artistic" or "entertainment" value of a movie. Whether a movie has any positive value or "redeeming" value is up to mom/dad. The CAP analysis model is the only known set of tools available to parents and grandparents which give *them* the control they need, bypassing the opinion-based assessment of movies by others and defeating the wishes of those who would say anything to convince their parents otherwise. The model is completely objective to His Word. Our investigation standards are founded in the teachings and expectations of Jesus Christ. If a sinful behavior is portrayed, it is called sinful whether Hollywood tries to make it otherwise. That the sinful behavior is "justified" by some manufactured context does not soften nor erase the price of sin. Whether there is application of fantasy "justification" or "redemption" is up to mom/dad.

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May God bless you for considering this ministry.

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"We have even proven a trend of decay in media ratings four years before Harvard University."

Your generous tax deductible financial support is the only way we can continue!