

SEEKING YOUR SUPPORT!!!

ChildCare Action Project:
Christian Analysis of American Culture

(CAP Ministry or CAPAlert)

cap@capalert.com



www.capalert.com

The CAP Ministry is a service to His little ones 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 and inherently on family values and unity. We use the Rock-solid, never-changing teachings of Jesus Christ as our investigation standards—as our "yardstick." Specifically, His Word rules.



Having started with investigating the impact of the entertainment industry, we provide you with very unique, consistently reliable and mathematically proven comparative tools to help you make an informed decision whether a communication medium is fit for your kids and/or yourselves. We have since completed more than 400 movie analyses. With adequate funding we will be able to conduct analysis of at least 80% of all new releases plus music, games, magazines and more. Even school programs.

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.

We have been so drugged by vulgar extremes 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, "hurt" is correct. It is reversed Truth, twisted and counterfeited beyond recognition and shows the hidden and sometimes invisible hurt in doing so, with the greatest hurt in the end.

Thomas A. Carder, 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 from such manipulation. 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 at the University of Oxford in the UK features 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.*

Our "...clear set of criteria..." are the teachings and expectations of Jesus Christ which do not change and inherently neither do our investigation standards change.

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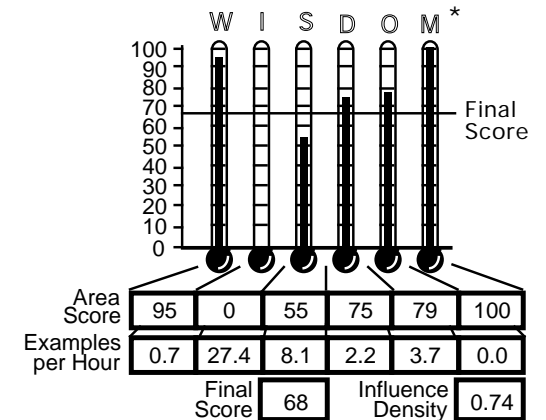
HOW THE CAP IS UNIQUE

Pastor Wilson suggests (and we agree) that other Christian entertainment analysis services appear to be subject to moral relativity as if God's Standards are of no concern and are subject to pressures of modern morality; as if "moral principles in entertainment are all gray." Using the teachings of Jesus Christ (which do not change to suit cultural tolerance) as our investigation standards we offer you Rock-solid assessment as objective as a human assessment system can be. Using His teachings as our standards also insulates the CAP model from variations in personal ethics and morals. Eighty prescribed investigation standards and 33 mathematical operations make a CAP movie analysis as reliable for a movie of 1950 or 2050 as it is for a 2001 movie.

WHAT THE CAP PROVIDES

We provide the truth about the content of popular entertainment so you can make an informed decision whether an item of entertainment is fit by *what YOU decide is acceptable for your kids*. We give you a listing of the offensive programming **plus** Rock-solid comparative numeric data display representing the morality content (see the example CAP scoring data display below). For example, if you found a movie in 1997 to be acceptable, compare the CAP scoring of it to the CAP scoring of other movies. If the other movies earned CAP scores favorably comparable to the CAP scores of the one you found acceptable, you can trust the morality content to be relatively equivalent.

DR. DOLITTLE 2 (2001) PG-13



* W Wanton Violence/Crime
I Impudence/Hate
S Sex/Homosexuality
D Drugs/Alcohol
O Offense to God
M Murder/Suicide

If needed, an explanation of the CAP scoring display is available at <http://www.capalert.com/capreports/datadisplayexpl2.htm>.

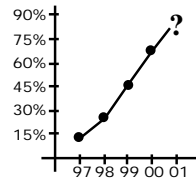
"R-13"

By using the same unchanging, Rock-solid investigation standards for more than five years, we have already revealed the relative position and movement of morality in movies.

During verification and validation of the CAP analysis model in 1994 and 1995, G-rated movies earned CAP scores from 100 to 87 with 100 being the highest. Movies rated PG earned CAP scores from 86 to 68. PG-13 movies earned scores from 67 to 55 and R-rated movies earned scores 54 and below -- consistently.

"R-13"* is a term coined by the CAP 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% were R-13.
In 1999, 46.0% were R-13.
In 2000, **67.9%** were R-13.



Do you see a trend forming here?

* <<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

The CAP service can be compared to buying a car. Most car dealers show you only the shiny side of the car, never the dirty underside. The buyer all too often discovers problems in the dirty underside only too late. Likewise with movie 'dealers' who show you only the 'shiny side' of the movies. We reveal the 'dirty underside' of a movie

BEFORE you 'buy it'
BEFORE it's too late.

*Violence, sex and drugs are not the most invasive properties in popular entertainment. These are but spinoffs or by-products of the real culprit.**

Thomas A. Carder

* <<http://www.capalert.com/capreports/invareascores/>>

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