

10/19/2014 ~ Nineteenth Sunday after Pentecost ~ Twenty-ninth Sunday in Ordinary Time ~
(Proper 24) Exodus 33:12-23; Psalm 99; Isaiah 45:1-7; Psalm 96:1-9, (10-13); 1 Thessalonians
1:1-10; Matthew 22:15-22 ~ Mr. Al Fedak on the Organ.

Examples

“...you, in your turn, became imitators of us, followed the example set by us and by Jesus—
receiving the Word in spite of great trials and persecution with the joy which comes from the
Holy Spirit. In this way you became an example, a model, to all the believers in Macedonia and
in Achaia.” — 1 Thessalonians 1:6-7.

Most of you know Bonnie and I had a long distance relationship when we were courting. She
lived in Maine. I lived in New York City. She was a photographer on a newspaper. I did back
office work in Wall Street firms.

When we decided to get hitched Bonnie was not real keen on living in the Big Apple, so I
took the leap. I moved to Maine. That move made sense given the surface appearances of our
job situations.

Wall Street had just gone through a serious downturn— the more things change... so Bonnie
actually had a more stable employment situation. I never regretted the move, but perhaps we
should have also seen a job at a newspaper as less than stable.

Bonnie was laid off in a ten percent cut back at the paper three years after we were married.
Newspapers were not stable then. Newspapers are really not stable now.

I was reminded of that industry instability because I recently read an article from the
Brookings Institute. It told a story about a vice president of *The Washington Post* who paid a
visit to the garage workshop of Sergey Brin and Larry Page, two young Silicon Valley
entrepreneurs looking for backers.

The purpose of the visit was to determine if the paper should invest in the new company these
two had. *The Post* never put a dime in it. A couple of months later that company adopted a new
name... Google.

The issue tackled by the article was simple. People living through a time of revolutionary
change usually fail to grasp what’s going on around them.

The Washington Post and a lot of other newspapers would be in better shape had they
invested in online ventures early. But big, slow-moving organizations steeped in traditional ways
have a hard time accurately foreseeing next stages.

So, what really happens in the newspaper business? How does it work? Rumor to the
contrary, newspapers are not in the business of delivering news. They make money with
advertising. They are in the advertising business. Advertising is now done online.

In fact, CBS has announced you will be able to buy a subscription to all network programs to
be delivered, watched, absorbed online. The cost is six dollars a month.

Why? Rumor to the contrary, CBS is not in the business of delivering entertainment. CBS
is in the business of delivering advertising. And advertising is now done online.

So, how long has it taken any broadcast network to establish video online? CBS is the first.
(Slight pause.) To reiterate, people living through a time of revolutionary change usually fail to