

## WHERE DOES THE 2<sup>ND</sup> GLANCE GO? WHITE PAPER

### OUR HISTORY

The Body of Christ has become painfully aware of the extraordinary amount of sexual input we as a society are being **inundated** with everyday of our lives. Unfortunately, we have all come to know the devastating effects sexually oriented issues are having on our society. After being involved in the fight against pornography and sexually oriented business for ten years, the Lord led me (Clay Jones) to launch *2nd Glance Ministries* in the summer of 2003. I had watched in shock and dismay, as the sexually oriented issues and problems that had largely been in the context of the world, began to invade and decimate the church at its highest levels. The Lord laid it on my heart to create a series that would enable the church and believers to deal with the sexually oriented issues and problems confronting them.

#### The Lord has blessed and multiplied our efforts in extraordinary ways:

- Over 200,000 people have visited the *2nd Glance* website.
- Over 100,000 sessions of the *2nd Glance* Series and its introduction have been downloaded directly into people's homes, free of charge.
- These downloads have occurred in 143 countries around the world, free of charge.

With the blessing of the Lord, *2nd Glance Ministries* was able to launch the *Series* through an extensive mass media campaign which catapulted our outreach to a national level, reaching thousands of people a month with the *2nd Glance Series*. Since that time *2nd Glance Ministries* has run extensive internet and press release campaigns that have enabled us to reach at times tens of millions of people a month on the internet, with links to *2nd Glance Ministries* website and articles about the sexually oriented issues and problems facing Christians today.

### Feedback

Feedback from those who have heard the *Series* has been equally encouraging and tragic. *2nd Glance Ministries* has received many calls and emails from people all over the world testifying about the impact the *Series* has had on their lives, families, homes and marriages. Some have said their marriages might now be saved and others have found freedom in Christ. Unfortunately, the reports, numbers, sources and severity of the problems have become more severe and extensive in nature than anyone could ever have imagined. These reports have had a profound impact on the direction and strategy of our ministry and its outreach.

### WHERE ARE WE NOW

There has been dramatic paradigm shifts with regards to the sexual trends and behaviors of the Body of Christ in the last 2 1/2 years. They have had a profound impact on the whole Body of Christ. Believers who have never been impacted by these issues are being devastated in ways *2nd Glance Ministries* never dreamed possible.

Once we realized the extent and dramatic nature of the shifts and their impact on the Body of Christ, *2nd Glance Ministries* began a four-month process of meeting with church and ministry leaders in focus group settings. It was important to gain their input and feedback with regards to the paradigm shifts *2nd Glance Ministries* believed to have taken place. The input and feedback from these groups validated and expanded our view of the paradigm shifts that had taken place.

During the discovery process, we became painfully aware that two relatively small problems in the Body of Christ had become more extensive in nature than we realized. At this point, it would not be an exaggeration to say these two problems have escalated to alarming and dangerous levels in the Body of Christ.

1. *2nd Glance Ministries* was caught off-guard by the reports of the presence of large numbers of sex offenders of all ages in the church. What shocked us the most was that the churches *2nd Glance Ministries* visited had no policy or procedure in place that governed how the sex offenders in their midst could be safely involved in their congregations.
2. *2nd Glance Ministries* heard story after story about children as young as 3 to 8 years old being devastated by the sexually oriented input, issues and problems that we see in society and the church. Also, during this time *2nd Glance Ministries* began to hear disturbing stories about children in the same age group acting out sexually in ways we have never heard before.

The input *2nd Glance Ministries* received brought us to a point where we realized the extent and nature of the paradigm shifts that had taken place were in some ways significantly beyond what we were originally thinking. With this in mind, in partnership with *Christanet.com*, *2nd Glance Ministries* sponsored two surveys in the Christian community. The results of the surveys confirmed the true nature and extent of the shifts that had taken place in the sexual trends and behaviors of men and women in the Body of Christ.

In our first survey *2nd Glance Ministries* asked people what they believed were the biggest sexually oriented issues or problems in the Body of Christ today.

#### **THE RESULTS OF THIS SURVEY WERE AS FOLLOWS:**

1. **Fornication • sex outside of marriage** – *2nd Glance Ministries* survey clearly showed us Christians in general believe there are mass numbers of believers of all ages taking part in sexual sin in the Body of Christ, i.e. sex outside of marriage. The Christians who responded to our surveys believe people are doing whatever they have to do to lay aside God’s Word and commands for the sexual area of their lives and they are doing whatever they have to do to justify the presence of sexual sin in their lives.

2. **Pornography** – The second largest problem was pornography use among Christians. The survey clearly showed us there are mass numbers of believers of all ages and genders using all manner and types of pornography. Porn addiction in the Body of Christ has reached beyond an epidemic level.

3. **The presence of homosexuality in the church** – There is no question people responding to this survey believe the presence of homosexuality and lack of clear, correct teaching on this subject has the potential to destroy the Body of Christ.

4. **Adultery** – The number of married Christians who are having sex with people other than their spouse has reached extraordinary levels. The survey made it clear to us that these extramarital affairs are having catastrophic consequences in families, homes, marriages, churches and their staffs all across the country.

The results of the first survey were so compelling *2nd Glance Ministries* commissioned a second survey which further clarified the sexual behavior of men and women in the Body of Christ.

<b>Men</b>	<b>Women</b>
• 77% struggle with lust	• 60% struggle with lust
• 50% struggle with pornography	• 20% struggle with pornography
• 41% struggle with masturbation	• 25% struggle with masturbation
• 60% had sexual sin in their life in the last year.	• 40% had sexual sin in their life in the last year.

#### **The second survey results were as follows:**

The shifts in the paradigms led *2nd Glance Ministries* to a point where we felt the need to update the *2nd Glance Series* and the *Introduction* to more directly address the issues and problems that were identified and clearly defined during our discovery process.

# GOALS OF THIS SERIES

## THE GOALS OF THE *SERIES* ITSELF HAVE REMAINED THE SAME.

1. It is *2nd Glance Ministries* desire that this *Series* provides people with information which will enable them to fully understand the breadth, depth and impact of these issues on society and how they knowingly or unknowingly are affecting them on a day to day, moment to moment basis.
2. *2nd Glance Ministries* hope is to bring people to an understanding of the process in the world in which we live that sexual sin, spiritual bondage and addiction can enter our lives. It is important as Christians we understand the potentially devastating spiritual and physical ramifications sexual sin and addiction can have on our lives.
3. *2nd Glance Ministries* wants to provide a point of intervention where we individually and as the Body of Christ can openly and honestly before God evaluate where we are at with regards to these issues and what we need to do about them.
4. Most importantly, the *2nd Glance Series* will provide a process through which spiritual freedom in Christ can come. It is the desire of *2nd Glance Ministries* to bring people to a point where if needed, change can take place in their lives and their relationship with God can be restored to its fullest potential.

## CONTENT SHIFT

When *2nd Glance Ministries* first released the series, people had a greater need for information that would help them understand the scope and nature of the problem. Today, most people have become painfully aware of the sexually oriented problems in our society and how they are affecting their families, homes, marriages and churches. With this change in mind, *2nd Glance Ministries* has updated the content of our *Series* with the intent of it being more ministry oriented. Our desire now is to more clearly define the process through which spiritual renewal can take place in people's lives and their relationship with the Lord can be restored to its fullest potential.

The information *2nd Glance Ministries* received during the focus groups brought us to a point where we felt the need to create and release two new bases of information to more adequately equip the church to address two of the most pressing problems we all face in the Body of Christ today:

### 1. **How do we manage and supervise sex offenders in our presence?**

*2nd Glance Ministries* has spent a significant amount of time creating *Sex Offender Management Guidelines for the Church*. If churches implement the policies and procedures in the guidelines, they will be able to safely interact with the sex offenders in their midst. *2nd Glance Ministries* released these guidelines in March of 2007. They are being very well received by the Christian community. At this point, it is not unrealistic to assume that thousands of these sets of guidelines have been downloaded and are in use in some form in churches across the country.

### 2. **How do we raise and protect kids in the sexually saturated society in which we live?**

The severity and nature of the information *2nd Glance Ministries* received with regards to children between the ages of 3 to 8 years old caused *2nd Glance Ministries* to feel a desperate need to take immediate action. *2nd Glance Ministries* wanted to provide Christian parents across this country with a complete cycle of information that will equip them to protect and raise their children in the sexually saturated society. *2nd Glance Ministries* has created a new 3-part *Series* that will enable Christian parents to:

- a. Understand the scope and nature of the sexually oriented issues and problems their children will face
- b. Help protect their children online
- c. Provide them with a base of information that they can sow into their children's lives that will prepare them as Christians to survive in the sexually saturated society in which we live in.

# DISTRIBUTION AND MARKETING OF THE SERIES

## DISTRIBUTION

Since the beginning of this ministry, the mandate and call of God have been very clear. Disseminate this *Series* to the broadest Christian audience possible in the most efficient and creative manner we can. Over time it has been confirmed to *2nd Glance Ministries* that the Internet is the most efficient and best method possible to distribute the *Series*. Its advanced technologies are the catalyst to the *Series*' success because it best meets the needs of our audience: anonymity and cost.

### THESE FACTORS ARE THE FOUNDATION OF OUR SUCCESS

- **The series and its introduction are available free-of-charge** – The economy has effected every element of society. Input we have received has shown *2nd Glance Ministries* about 25% of those who downloaded the series did so because they could do so free-of-charge. This has been especially true among teenagers and college students who have visited our website. Many have expressed how blessed they were to access this series without paying a fee.
- **The series could be downloaded anonymously** – Sexual problems and sin are secrets that no one wants others to know about them. People who are living with someone who has these problems are embarrassed and try to protect the identities of those in their lives that do. Also, they often fear reprisal from the people in their lives who are struggling with sexually oriented problems. *2nd Glance Ministries* would estimate over half of the people who have downloaded the series to this point have done so because they could do so anonymously.

It is imperative *2nd Glance Ministries* continue to make sets of the *Series* available for purchase and to allow downloading of our materials, free-of-charge for those who have a need to remain anonymous or cannot afford help. Deciding whether or not to charge for the new materials has been difficult. Clearly not charging for the *2nd Glance* materials presents some obvious problems. At this point we believe the Lord would have us to continue to make all of our materials available for purchase and for download free of charge.

## POD CASTING

All of *2nd Glance Ministries* materials are now available in a pod cast format through a link on the *2nd Glance* website. *2nd Glance Ministries* will also make all of our new audio materials available in the ipod format.

## FOREIGN LANGUAGES

People from 143 different countries around the world have visited the *2nd Glance Ministries* website. It has become fairly common for us to have people ask *2nd Glance Ministries* to make the *Series* available in their language. Since the first day *2nd Glance Ministries* was launched and the 3-part *Series*, *Where Does The 2ndGlance Go?* was released, *2nd Glance Ministries* has made the website and the *Series* available in Spanish, free of charge.

### 2ND GLANCE MINISTRIES HAS DONE SO FOR THREE REASONS:

1. The Lord has laid it on the heart of *2nd Glance Ministries* to do so.
2. 25% of our countries' populations are of Latino or Hispanic decent.
3. Much of *2nd Glance Ministries* foreign outreach has been in Central America.

The website has been available in Spanish since the first day of its launch. The download rates of audio files in Spanish speaking countries around the world are very slow. With this in mind the new 3-part *Series* as well as our other materials will be available for download in a written PDF format free of charge from the website. *2nd Glance Ministries* goal is to release our materials in other languages based on demand and availability of funds. *2nd Glance Ministries* hopes to have the *Series* available for download in a PDF format in Swahili and Arabic. *2nd Glance Ministries* gets a large number of visitors to the *2nd Glance* website from African countries. These two languages along with English will allow *2nd Glance Ministries* to reach most of the countries in the northern half of Africa and the Arabic speaking world.

## MARKETING THE SERIES

With the blessing of the Lord *2nd Glance Ministries* was able to launch the *Series* through an extensive mass media campaign which catapulted the outreach to a national level.

This mass media campaign included the following:

1. 17 full-page ads in the major Christian periodicals.
2. 5 radio spots each day for 25 days on over 200 Christian stations coast to coast.
3. Ran the 3-part series *Where Does the 2nd Glance Go*, in three one-hour blocks of time in ten major cities.
4. An extensive public relations campaign which included press releases to 6,000 Christian news agencies.
5. Live call-in interviews on over 40 news shows and live Christian talk radio programs.
6. A fairly extensive internet component.

Response to this effort was extraordinary in nature. We have never seen the Lord's hand so clearly in the supernatural multiplication of every area as this original outreach. The original campaign, catapulted *2nd Glance Ministries* to a national level. Within four weeks time *2nd Glance Ministries* ministry was growing at the rate the internet was capable of carrying us.

**This campaign reached over 10,238,000 people**

The original response to the *Series* taught us that those who were in greatest need of our *Series* were best reached through the internet and press release campaigns. With this in mind, we shifted our marketing efforts to be largely internet based. Over the last 2 1/2 years *2nd Glance Ministries* has run extensive internet marketing campaigns that reached on average over 10 million impressions a month on the most visited commercial Christian website in the world, *Christanet.com*

Our partnership with *Christanet.com* has been extensive and multi-faceted and has allowed *2nd Glance Ministries* to reach on average over 10 million people each month with links to our website ([www.second-glance.com](http://www.second-glance.com)) over the last 3 1/2 years.

## PARADIGM SHIFTS

It would not be an exaggeration to say that the most dramatic paradigm shifts that have taken place with regards to the sexual trends and behaviors of people in the Body of Christ over the last 2 1/2 years have taken place among women. Young adolescent girls between the ages of 10 and 14 and women between the ages of 40 and 55 have been the most dramatically affected by the paradigm shifts that have taken place in society and the church. A man named *Bradley* published the first scientifically based world-wide survey of women's fidelity. The results of the survey state over 59% of the women in the world have been unfaithful to their mates or significant others. The results of the survey showed that women's infidelity rates have risen to a place where men's have been historically. If you have listened to the *2nd Glance Series*, you have heard it said, "if you really want to know where things are at with regard to these issues, follow the medicine and follow the crime." The Center for Disease Control statistics show us that two-thirds of the sexually transmitted diseases that are being contracted each year are being contracted by women, and that two-thirds of the women contracting the diseases are young women between the ages of 15 and 24. In 2006 the Center for Disease Control statistics showed us that for the first time young women between the ages of 15 and 19 contracted more cases of chlamydia than all the women between the ages of 19 and 24.

**The Center for Disease Control statistics show that over the last 10 years there has been a 49.4% increase in the number of STD's being contracted by women between the ages of 40 and 50 years-old.**

Clearly, women are acting out sexually at younger ages than ever before. In 2006 the Center for Disease Control did something they have never done before. They published chlamydia statistics on young girls between the ages of 13 and 14 years old. What made this so unusual is that in 2005 these young teenage girls contracted more cases of chlamydia than all of the women in this country between the ages of 40 and 50. I was shocked when in 2006, when the Center for Disease Control added young girls between the ages of 10 and 12 years old to this classification. The sexual revolution that was supposed to bring women sexual liberation and freedom has brought them to a greater point of sexual bondage than they have ever experienced. Women of all ages are no longer being accepted or denied as viable partners based on whether they will or won't have sex. They are being accepted or denied as viable partners based on what they will or won't do sexually.

**FBI crime reports show us that over the last ten years, there has been a 49.3% increase in the number of sexually oriented crimes being committed each year in this country by young women under the age of eighteen. The same report showed a 59% increase in the number of arrests of young women in this age group on prostitution charges during the same period of time.**

The sad reality in the Body of Christ is that there is very little difference, if any, in the behavior of Christian teens and those who are not Christians. Just like the World, young Christian girls face the harsh reality that they are being accepted or denied as viable partners based on what they will or won't do sexually. One of the most common complaints we hear today from Christian women leaders across the country is that Christian women who want to remain sexually pure feel they can't. They believe if they tell a Christian man they will not participate with him sexually, he will leave them immediately and she will see him sitting in a pew next week with someone who will. Unfortunately, Christian men seem to be more than willing to take full advantage of the sexual vulnerability these shifts have created in Christian women. *2nd Glance Ministries* has been deeply saddened to hear a never ending stream of stories of Christian men who seem to be more than willing to engage in the shameful sexual exploitation of their sisters in Christ.

**These dramatic paradigm shifts have had a profound impact on women of all ages in the Body of Christ.**

One of the most shocking shifts that has taken place has been among Christian women between the ages of 40 and 55 years-old. Historically these women have been **conservatively socialized sexually**. They have led lives that are in line with the Biblical mandates regarding the sexual areas of their lives. Driven by societal expectation of performance, behavior and a **desire** to potentially achieve a greater level of sexual fulfillment, in the last few years we have seen women in this age group begin to act out in ways we have never seen before. Stories of women's infidelity, porn use and sexual exploits have become too numerous to remember and at times perverse in nature.

These women historically have served as the anchor and moral compass in the Body of Christ. As their behavior has eroded, the stabilizing factor their presence once brought to the Body of Christ has been lost! The high moral standard of sexual behavior that was once modeled and established in the church by these women is quickly fading away.

These paradigm shifts have caused us to make substantial changes with regard to the strategy and focus of how we market our materials. *2nd Glance Ministries* feels a pressing need and desire to be in a position to reassert Biblical mandates to women in these age groups regarding their sexual behaviors.

Traditionally, women in these age groups have been socialized to receive their information through mass media outlets. They largely receive their information through Christian radio and print mediums. With this in mind, it has clearly become time for *2nd Glance Ministries* to refocus our marketing efforts towards the Christian mass media.

# PARADIGM SHIFTS IN THE SEXUAL TRENDS AND BEHAVIORS THAT IMPACT MARKETING STRATEGY

## WHERE DOES 2<sup>ND</sup> GLANCE MINISTRIES GO FROM HERE

As stated previously in this document, *2nd Glance Ministries* has run extensive marketing and press release campaigns through the Internet. There is no question the Internet is still the most creative and economical way to reach the vast majority of people God has called us to minister to. As *2nd Glance Ministries* moves forward, it will be our intent to continue the Internet marketing program at its current level or higher. *2nd Glance Ministries* has always known that at some point, the Lord would call us to expand our mass media efforts from 10 to 50 cities.

The paradigm shifts that have taken place have caused a natural point which validates the demand and need to expand our marketing efforts to include our mass media element.

## 2<sup>ND</sup> GLANCE MINISTRIES GOAL IS TO PROCEED AS FOLLOWS:

### PUBLIC RELATIONS CAMPAIGN

- In the past the Public Relations Campaign has produced tens of thousands of dollars of free advertising for our organization. It would be accurate to say the Press Release Campaign, live call-in interviews and appearances on Christian talk radio programs have enabled *2nd Glance Ministries* to reach tens of millions of people. As we move forward, every aspect of the ministry outreach will include a comprehensive public relations element. Our goal is always to expand our public relations campaign in every way possible.

### PRINT AD'S

- In the past *2nd Glance Ministries* print ads have proven to be very productive and have the ability to reach Christians all over the world. Currently there are about 20 major Christian periodical publications. The original print marketing campaign included full-page ads in 17 of these periodicals. The current budget for our new campaign allows us to move forward at this level. *2nd Glance Ministries* new print campaign will allow us to reach around 1.9 million paid subscribers world-wide. Special efforts will be made to ensure *2nd Glance Ministries* has a presence in the major periodicals which focus on meeting the needs of Christian women. In the past, the majority of our marketing in the Spanish speaking community has taken place in print ads. It has proven to be the most effective method for reaching the Spanish speaking community around the world. In English speaking countries, magazines have a tendency to have a pass-along rate of 1-2 times. In the Spanish speaking community the pass-along rate tends to average more around 7 times. This makes print ads in this community, very beneficial. As *2nd Glance Ministries* moves forward, we will continue with this strategy. Our hope is to be able to expand the print campaigns to include Christian periodicals in countries throughout Latin America and Mexico. *2nd Glance Ministries* will also target Spanish speaking Christian magazines in the United States.

### RADIO OUTREACH

- **RADIO SPOT ADVERTISING PROGRAM** – In the past, *2nd Glance Ministries* has run 60-second radio spots on large, nationally syndicated networks of Christian radio stations. These networks reach between 175 and 200 Christian teaching/talk radio stations around the country. *2nd Glance Ministries* has also run radio spots in the cities on which our 1-hour programming was being aired. Their current budget will enable them to re-establish this broad-based 60 second spot program as well as expand our local radio spot buys to 50 cities. Most importantly, our new budget will enable us to expand the advertising program to include a nationally syndicated network of between 75 and 100 Contemporary Christian Music stations across the country. *2nd Glance Ministries* research has shown that this is the best method to reach the young Christian audience. This program will enable *2nd Glance Ministries* to reach a minimum of 3.5 million Christians in less than 30 days time.
- **PROGRAM OUTREACH** – Our radio program originally included running our Series, *Where Does The 2nd Glance Go*, in three 1-hour blocks of time, in 10 cities, over a 3-week period of time. I must admit, we were somewhat surprised at the response to this program. The feedback we received showed us the program itself had a broader reach than originally perceived possible. The subject matter, in and of itself, tended to draw people to the program for longer periods of time than anticipated. The demand and need for this type of programming shows that now is the time to expand this type of radio effort to 50 cities across the country. Information *2nd Glance Ministries* has received and shifts in the market place, along with the availability of airtime, have brought us to a point where we feel the need to change our program format. *2nd Glance Ministries* will shift our format to a 5-minute program. This format will enable us to identify the sexually oriented issues and problems and their impact upon us as Christians living in a sexually saturated society. *2nd Glance Ministries* will inform people about the scope and nature of the material our ministry provides and draw them to our website where they can gain access to our information anonymously and free of charge if necessary.

*2nd Glance Ministries* believes we have clearly shown that the paradigm shifts that have taken place in the Body of Christ validate that there has never been a greater demand and need for us to move forward in the manner we have described. *2nd Glance Ministries* has spent a large amount of time, effort and money in the last year updating the *Series* and adding materials to our ministries' outreach to put us in a place to best meet the needs of those God has called them to minister to. Perhaps the greatest motivator lies in the fact that the people *2nd Glance Ministries* has interacted with throughout the Body of Christ are expressing they have a need for help in a greater way than anyone has ever seen before. As we have shared our new material and the *Series*, they have been overwhelmed by the spirit of desperation that seems to be present as people express a desire for help.

**We have now come to a place where our only focus is deciding how to give the masses knowledge and access to our material in a way that best meets their needs.**

**OUR BUDGET FOR THIS EFFORT IS AS FOLLOWS**

<b>Administration</b> .....	\$159,000.00	per year
<b>SERIES PRODUCTION</b> .....	\$ 9,550.00	per year
<b>PUBLIC RELATIONS</b> .....	\$ 4,000.00	per year
<b>SERIES DISTRIBUTION</b> .....	<u>\$390,042.00</u>	per year
<b>TOTAL</b> .....	\$562,592.00	per year

This budget includes 1-year staffing and administrative demands, as well as one complete major mass media release. This budget will enable *2nd Glance Ministries* to draw between 100,000 and 125,000 people to their website in a year's time. Marketing experts tell us that society must hear a message 3 to 5 times before it has a lasting impact on the consuming public. With this in mind, it would be our goal to have the ability to re-release the mass media portion of our marketing campaign on a quarterly basis for up to 3 to 5 quarters. Cost of these quarterly releases are as listed in our budget under *Series* Distribution.

*2nd Glance Ministries* is thankful to be in a position to carry out the call of God on this ministry and we appreciate you taking the time to read this document about the focus and direction of our outreach.

