

# Spam Rant Update

Plus, Why are the CCMag Promotions In My E-mail Box?



The response from our readers from last month's rant on spam was very interesting. Most "got it" and sent e-mails expressing their similar frustrations at sending legitimate broadcast emails to their memberships or supporters (see some of the responses in this month's Letters-to-the-Editor). Most of the responses were from people who were on the sending end of broadcast emails. However, I also heard from a significant amount of readers who receive spam and were appreciative of the article because they have a better understanding of the problem. I even received a few e-mails from people that admitted that they had reported e-mails by accident because they clicked on the wrong button when using AOL or Yahoo.

I also received e-mails from people that were prime examples of the problem with defining spam. Because of the merging of the Internet for Christian News, we received a handful of e-mails asking how we obtained their e-mail address to send them last month's issue of CCMag. Before we sent the magazine to this list, Gospelcom.net sent an e-mail to the entire list explaining the upcoming change. Yet, people can miss reading important e-mails with such announcements. Constant Contact reported that our account received 31 spam reports (sigh) even after all of our attempts to avoid such a problem.

We even received one angry e-mail from a reader who obviously read the articles, including the one on spam, and then told us what hypocrites we were since we had spammed him. People may report our e-mails as spam if they want, that is their right. However, what we send out is not spam. Our e-mails truthfully state in the subject line what our content contains. Our reply e-mail is real and we do read all responses. If you wish to unsubscribe to future e-mails from us, you can do so. Constant Contact handles this, and when you unsubscribe, we simply remove

your e-mail address from our list.

All of this continues to be a major frustration to ministries such as ours that seek to distribute information to those that desire it and request it. You may think that 31 spam reports out of 50,000 is great, but the industry standard of acceptable errors for spam reporting is now 1 in 5,000. That means our spam tolerance limit with Constant Contact was 10.

## Internet for Christian News Readers PLEASE Read

Christian Computing Magazine emails our publication each month completely free to our readers. So how do we pay for our

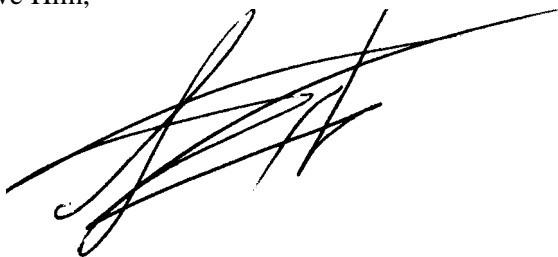
staff's salaries, offices, equipment, insurance, and supplies? We do so through advertisements, and we use special promotional e-mails to help finance our ministry as well as promote our publication to new readers. That means that you will occasionally also receive an e-mail from us promoting a specific product or service. Sometimes we do this as a way to increase capital, and at other times, we will do this in exchange for the opportunity to send CCMag to the mailing lists of other ministries in order for them to see what we offer.

How often will you receive additional promotional e-mails from us? Well, since we changed our policy allowing for such additional promotions (in August 2005) we have sent four such promotions. As you can see, we will not be overloading your e-mail box with extra promotions. You should also know that we only try to send promotions that we think our readers will be interested in receiving. You can read more by visiting our Web site and reading our privacy policy. You will note that in our privacy policy we reserve the right to trade or rent our list, however, we have suspended that option at this time, and only allow promotional e-mail broadcasts to our readers if they come from us, insuring that others do not obtain access to your e-mail address.

If you only wish to receive CCMag, we will accommodate you and put your e-mail address into our private list, which will assure that you will only receive our publications. Simply send me an e-mail and request placement on the private list.

I hope you will read the letters-to-the-editor for a sampling of some of the responses we received on my rant on spam. Please feel free to send me your comments and questions anytime!

Together We Serve Him,



Steve Hewitt  
Editor-in-Chief

## Steve's Speaking Schedule

### Using Computers in Ministry Conference

May 10, 2006, 9:00am – 3:00pm  
Hilldale Baptist Church, Clarksville TN  
For more information call 800-558-2090 ext 2053

### Tennessee Baptist Religious Education Association (TBREA) Spring Retreat

May 11-12, 2006  
Contact Mark Miller ([mmiller@tnbaptist.org](mailto:mmiller@tnbaptist.org))

### Shelby National User Group Meeting

June 7 - 9, at the Hyatt at Union Station  
<http://www.shelbyinc.com/>

If you would be interested in having Steve come and speak to your group, please contact him via e-mail at [steve@ccmag.com](mailto:steve@ccmag.com)



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