

# Making a difference

*For years, Cable & Wireless USA, a long-distance company serving businesses, has taken a moral stand in the secular marketplace. Now, Cable & Wireless USA is entering the residential market, giving Christians an opportunity to support a long distance company that upholds the values in which they believe.*

In ads for a popular brand of camera several years ago, tennis pro Andre Agassi told us image is everything. Today, ads for a well-known soft drink tell us image is nothing. But the truth is, image *does* matter, and it is determined largely by our willingness to stand for what we know is right.

Some companies are tarnishing their images by catering to well-organized, militant groups who know how to get attention.

For example, homosexual groups have convinced some companies to adopt "diversity training" programs, which teach employees that same-sex relationships are just as normal as traditional marriage.

Such policies will cease when executives draw the line, take a stand for morality, and stop allowing their companies to double as classrooms for militant philosophy.

One company that has stood for traditional family values and continues to do so is Cable & Wireless USA, a long-distance provider in Vienna, Virginia.

The company's commitment to these values was tested again last summer, when one of its salespeople struck a lucrative deal with *Playboy*, a highly recognized name in the pornography industry.

Upper level managers at Cable & Wireless USA were not aware of the deal, which involved prepaid phone cards featuring *Playboy* centerfolds. But when these managers learned of the deal, they called their attorneys and found a means to negate the contract, even though this would place them in a politically incorrect situation.

All consumers are in a position to take similar stands for traditional values by choosing to do business with companies that support those values. Thus, with their buying decisions, consumers not only have the freedom to boycott offending companies but to support exemplary companies. They actually can *reward* companies like Cable & Wireless USA for supporting what's right.

For more than two decades, Cable & Wireless USA has provided long-distance service to businesses in the U.S. **Now, it is entering the residential long-distance market with an incredibly low rate of 8.9 cents per minute for state-to-state calling.** (The

rate on long-distance calls within states is determined by each state's public utility commission and varies from state to state.)

One advantage offered by Cable & Wireless USA is that it bases its long-distance charges on six-second increments as opposed to one-minute increments.

Thus, its customers only pay for the time they talk. They don't have to be concerned that if they talk less than one minute, their time will be rounded to a full minute. In addition, Cable & Wireless USA charges no set monthly fee and places no limits on calling times in order to receive its low rate. **This means the rate is available 24 hours per day, seven days per week.**

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Another advantage offered by the Cable & Wireless group is strength. The company has its own fiber optic network and switches, and it increased its strength last year by purchasing the Internet division of MCI.

Cable & Wireless USA is the American subsidiary of Cable & Wireless plc, one of the world's leading providers of integrated communications and a major global carrier of communications traffic: Internet, data, voice, and video.

Its businesses around the world offer a range of services spanning interactive entertainment and information, broadband data, Internet access, and broadcast television, as well as fixed and mobile voice. Cable & Wireless is one of the world's larg-

est carriers of international traffic and provides mobile communications in more than 30 countries. Cable & Wireless plc is listed on the stock exchanges of London, New York (NYSE: CWP), and Frankfurt. The parent company employs more than 40,000 people and is the fourth-largest carrier of telecommunications traffic worldwide.

However, before recommending Cable & Wireless' residential long-distance service to *Money Matters* readers, Larry Burkett determined that the company would have to meet the following criteria.

**1. Morality.** Cable & Wireless USA has proved its commitment to traditional family values in the past and did so again recently in the case of *Playboy*.

**2. Quality.** Larry determined that any residential long-distance carrier would have to meet or exceed current standards. Because of its strength, Cable & Wireless USA meets this requirement.

**3. Cost.** Competitive pricing is a key factor for any Christian striving to be a good steward of the money God has entrusted to him or her. Cable & Wireless USA's low rate and pricing structure meets this requirement as well.

Part of the revenue from Cable and Wireless USA's sales to constituents of Christian Financial Concepts will go to the ministry. This money will come out of Cable & Wireless USA's marketing budget so that it won't increase long-distance costs.

As far as Christian Financial Concepts is concerned, it does not want to become dependent on the money it receives from Cable & Wireless USA.

That's why our effort to acquaint people with Cable & Wireless USA is not being conducted as a fund-raising project.

Any revenue that we receive from Cable & Wireless USA will **not** go into the ministry's general operating fund.

Instead, that revenue will be placed in a separate account and used only for special projects, such as single parents ministry, inner city ministry, and Hispanic ministry.

This arrangement will ensure that revenue from Cable & Wireless USA does not become a substitute for trusting the Lord, who has been faithful to meet our needs for more than 20 years.

**Individuals who sign up for Cable & Wireless USA's residential long distance services will enjoy the benefits of dealing with a secular company that dares to take a moral stand in the marketplace.**

They also will enjoy quality service and low costs. For more information on Cable & Wireless USA's new residential long-distance service or to sign up, call the company at 1-800-441-4084. Ω