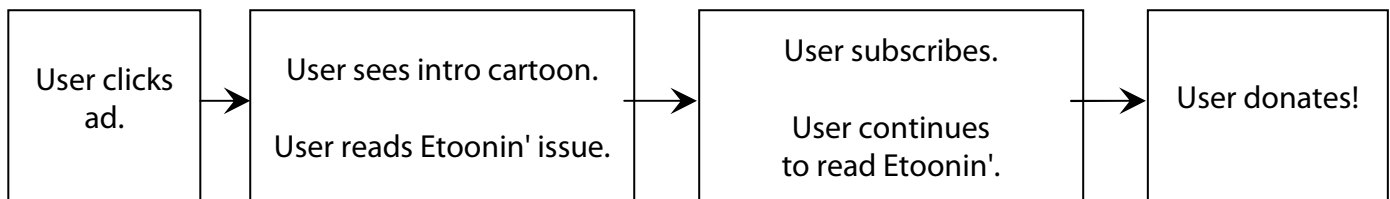




This issue was produced in just ten calendar days, taking approximately 25 working hours. This issue contains four themes: Ghana pledge letter fundraising, Etooinin' business thoughts, Southern Circuit Tour preparations and other miscellaneous topics. As of today, just seven days after putting the envelopes in the mail, we've received our first Ghana pledge! I enjoy rapid turnaround. Our pledge letter should have reached all homes and businesses by this point. In fact, our pledge letter made its way onto John's coffee table of bad taste, an honor for us all. My Dad was quite alarmed to find the pledge letter nestled amongst my Etooinin' direct mail campaign and Christmas letter. He said, "You're funny, Jim," which is something I hear a lot. Nevertheless, Etooinin' presses on. Each issue celebrates a milestone celebrating further progress towards becoming an independent cartoonist. The date of July 1st marks a line in the sand at which point I'll start preparations towards marketing my comic strip online. Plans may include the purchase of \$1,000 worth of online Christian advertising to steer traffic to Etooinin'. This is how I hope it will work:



$$\$1,000 \times 1 \frac{\text{subscriber}}{\text{ad dollar}} \times \$10 \frac{\text{donation (ave)}}{\text{subscriber}} = \$10,000/\text{yr}$$

This plan is idealistic. The business model might be too complex, but with the help of our Marketing Manager, Bob Flaherty, we can make something work. Marketing aside, I will prepare the Toon in' website to handle and direct viewers in the method above. The idea is to keep it very simple and unified; a stand alone site with minimal maintenance needs.



To the left you see a representation of the graphical ad I will use to advertise. I've located an email list service that will help as I expand my subscriber base. Networking with other Christian Cartoonists will help reveal how they make their money, if any. That's my marketing plan so far. My goal is to balance creative control over my cartoons while increasing my audience as much as possible. I'll learn on the fly. If you have any ideas, suggestions or comments you'd like to share: please do. Email me at jim.bures@yahoo.com.

I like to try and talk about Jesus a little bit each issue, but this time I've got nothing. The only thing I can think of is the temptations non-Christians face when integrating into Christian community. I think satan wants the non-Christian to feel judged as much as possible. Even from the beginning, satan tries to paint a portrait that all Christians are incredibly weird: people to be avoided. He tries to paint them as oddballs. Then, as a non-Christian comes to know more Christians, satan tempts them to think everything Christians say is against them. I noticed this in my own introduction to Christianity. People would say things about Christian beliefs and I would take it as personal insult. I was horrified about my own sins becoming exposed, not knowing that Christian forgiveness and acceptance existed if they did. I looked for reasons to judge a Christian as wrong. Oh, he couldn't be a Christian, look what he did! All lies of the enemy.

God is good. It is hard to really explain how God is good or provide examples. I think this is another action of satan; he wants us to forget about good things as quickly as possible and keep us from knowing God. But what we learn about God becomes innate. When we see God act one way at one time, we come to expect him to act the same in similar circumstances. I have learned that kindness to a disgruntled person usually wins over a new friend. I have learned that forgiving, overlooking my anger or bearing patiently with someone who is attacking me usually causes a change in their heart and attitude. These are principles I learned from God about how He designed the universe of relationships. Once I learn the lesson, I incorporate it into my behavior, hopefully.

In many situations, God gives us a better outcome than we'd expect if we honor Him and act lovingly. I am reminded again of a time I gave a bottle of Coke to a janitor who seemed to hate me. The Coke probably cost \$1.20, but made me a friend for the rest of my job there. I knew it to be so when the same janitor brought me sliced cantaloupe one day. I love cantaloupe! It is way better than Coke. He was so sad to learn I was leaving when I quit: all because I smiled at him a few times and gave him a Coke. Love is cheap! Love is free. Love is freedom. And everything I do, God teaches me a little bit more about love. I incorporate it and move on... a better man.

A new therapist told me there are no "buts" with God. "God loves me, but..." he said. There are no but's. God sent His Son to die for us. God really loves us. Unconditionally. Only the evil one tells us otherwise. Stay tooned. Etoonin' is moving into its prime. Love, Jim Bures

Boo Hutchings writes

Etoonin' @ the movies!!!

This week...

Land of the Lost

A TV show goes into a movie. We've seen it before. I've never seen the original TV show before, but I do remember a remake of it back in the 90's. However, I don't remember anything from it because that was a long time ago. So I think it's better if I write this review of the movie without any knowledge of the TV show.

The movie has three main characters in it. Dr. Rick Marshall is played by Will Ferrell. Holly Cantrell is played by Anna Friel and Will Stanton is played by Danny R. McBride. Pretty much everyone knows who Will Ferrell is, but when you think of Danny R. McBride, lots of people know the face, not the name. He's been in comedies with Ben Stiller (Tropic Thunder), Seth Rogan (Pineapple Express), and Andy Samberg, playing one of his crew members in Hot Rod. With these two together, my first reaction was that it would just be a real funny movie, and I wasn't really wrong on that. There's not a lot of laugh out loud moments, but it's enough to make you chuckle at points throughout the movie.

As for the plot, Ferrell, McBride, and Friel all end up in this weird land via some time machine invention by Ferrell, and the invention ends up getting lost, so the mission is to find it and return home. While they are on their adventure for this, they encounter some problems with dinosaurs, cave-men-like people, and a deadly mosquito that Ferrell stumbles upon in the woods.

So that's how the movie works, but how does it work? Well, after about 40 minutes or so it's just....what's the point? The movie is an adventure/comedy. The comedy is heard throughout, but the adventure is just where it lacks. It ends up dragging a bit and the adventure is just....yeah...ok...get it over with. It gets boring after a while and it gets to the point where you just want to hear some good jokes rather than watch the thing. And what's the point of Anna Friel being there? Just to be there, really. She really adds nothing except for being a translator for some ape guy named Chaka, who she somehow speaks his native language. How, I don't know, but she does.

Overall, it's a PG-13, so there's not a lot that goes overboard. There's one F bomb and about 2 or 3 sex jokes and gestures in it, but that's all. Like I said, I never seen the TV show, I have no idea what that's about, so from a movie perspective it's just made for cheap laughs.

It scores 5 out of 10.

toon in'...

Ghana School Project

June 7th, 2009

God gave me a job for two weeks...

I'm going to raise \$2,000 for the Ghana School Project*.

*With your help! 😊

GSP NEWSLETTER #4 June 2009

My father and I are raising funds to build a seven classroom Roman Catholic primary school. So far we've raised \$8,000 with Father Tony kicking in the rest. We need just \$2,000 to finish the roof and thus the school.

The school is located in Fiagbedu, Ghana...

Africa!
Ghana
Accra
4 hrs
Dzodze
Fiagbedu

All I have to do is stuff and mail 350 envelopes...

Your generosity will take care of the rest!

toon in'...

Christmas cards in June?

June 7^{1/2}, 2009

The beauty of this mailing is that I can piggyback my Christmas letters on the backside!

Yes, I know, my Christmas letter is really late...

And I can also include a few cartoons to entice people to join the Etooinin' email list!

I'll make it a multi-purpose mailing...

3 reasons in one!

All while maximizing the rising cost of stamps.

toon in'...

At the carnival.

June 10th, 2009

At the therapist...
Fill me in, what have you been up to?

I'm going to be a cartoonist.

Let me play devil's advocate: how are you going to support yourself?

I'm thinking of selling my condo and renting with friends to reduce costs. My family doesn't seem to like this plan.

You see Jim, to the outside observer your life looks like a ferris wheel. Every time you build up momentum with another plan you go over the top and come crashing down into depression.

uh-oh

I'm not on a ferris wheel. I'm on a roller coaster!

whee!

toon in'...

Spirit glasses.

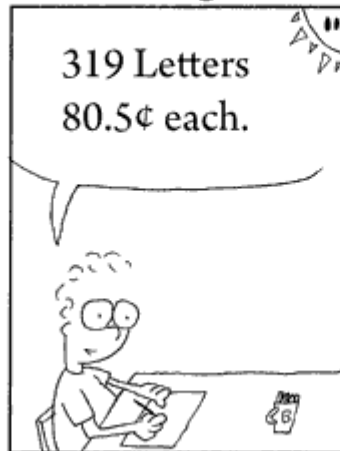
June 10^{1/2}, 2009



toon in'...

Calculating the costs.

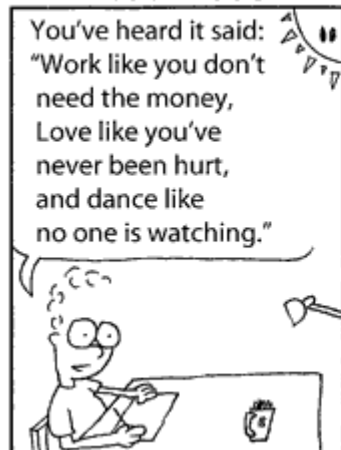
June 10^{2/3}, 2009



toon in'...

Philosophy

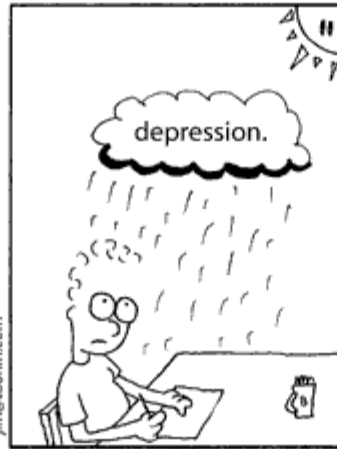
June 10^{3/4}, 2009



toon in'...

Close call.

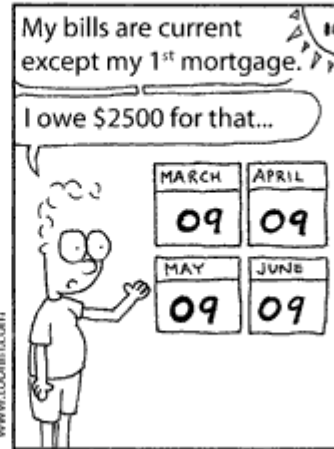
June 11th, 2009



toon in'...

Financial Disclosure.

June 11^{1/2}, 2009



toon in'...

Occupational Hazard.

June 11^{2/3}, 2009



toon in'...

The "Original" Plan Man.

June 11^{3/4}, 2009



toon in'...

Wish list.

June 12th, 2009



toon in'...

Bumper sticker slogan...

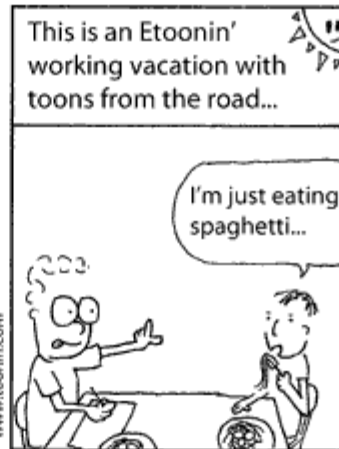
June 12^{1/2}, 2009



toon in'...

Etoonin' road trip.

June 12^{2/3}, 2009

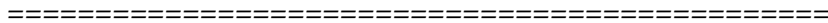
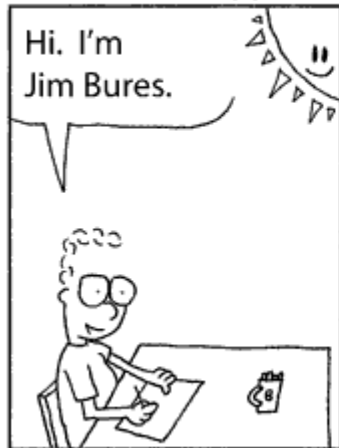


[This cartoon courtesy of Joe from the library.]

toon in'...

Intro

June 13th, 2009



Subscribe!

For free copies of Etoonin'

email:

jim.bures@yahoo.com

with subject:

subscribe

Welcome to Etoonin'!

Sponsor Etoonin'

\$250 = 1 issue

\$50 = 1 page

\$20 = 1 cartoon

\$5 = 1 panel

Labor Rate = \$10/hour Production Rate = 25 hrs/issue

Please make checks out to:

Jim Bures

Etoonin' Inc., 58 Spencer Rd - 16K, Boxborough, MA 01719

Etoonin' 87 sponsored by: Matt, Kim, Sarah, Colin, Mason, Hope, Isaac, Jesse & Seth Welborn. You made my day! Thx!

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