

**Schedule of Meeting Times:**

WKAC 1080 AM Sunday 7:30 AM

*Speaker, Robert Emerson*

Study Sunday 10:00 AM

Worship Sunday Morn 11:00 AM

Worship Sunday Eve 5:00 PM

*Singing every 2<sup>nd</sup> Sunday evening*

Study Wednesday 7:00 PM

**Preacher / bulletin editor:**

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“Ezra opened the book in the sight of all ...when he opened it, all the people stood up. Then Ezra blessed the LORD the great God. And all the people answered, “Amen, Amen!” while lifting up their hands; then they bowed low and worshiped the LORD with their faces to the ground.” —Neh 8:5,6



**Servants during January:**

**Songleader:** Stanley (3), Larry (10), David (17), Peter (24), Stanley (31)

**Reading:** Mike Beckman

**Announcements:** Larry

**Table:** Stanley, Marty, Robert, David

**Wednesday Lesson:** Larry (6),

Stanley (13), Kris (20), Larry (27)



**Hays Mill church of Christ**

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# The Bible . Examiner

*“Examine everything carefully...” –1 Thessalonians 5:21 NASB*

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# Your Attention is Being Bought — and Sold.

*By Joshua Becker*

*This article was not written regarding the Bible in particular, and I don't know the author, or his spiritual condition; but the truth is, you are going to focus your attention somewhere... --kv*

Your attention is the most valuable resource in the world.

It determines your destiny, your accomplishments, even the life you live. And companies spend billions and billions of dollars every day to capture it.

That's right. Your attention is bought and sold every single day by people you've never met.

It is bought by large, multinational conglomerates. It is bought by the local neighborhood pizza joint down the street. And every sized business in-between.

Your attention is the most valuable resource in the world to both you and anybody, anywhere, trying to sell you anything.

Advertising is, essentially, the buying of your attention.

Marketers will pay buckets of cash for ad space on websites, airwaves, billboards, pages, bus stops, stadium scoreboards... almost anywhere your eyes will be

focused, marketers will seek to place an ad or a logo.

Why? Simple, they want your attention, even if for a brief second.

Their pursuit of our attention is to be expected I suppose. If someone has something to sell us, and a dollar to be made from it, they will work hard to get that product in front of us.

Not only will they send emails and junk mail, put up billboards and place radio ads, they'll even inject their products in the shows we watch and the video games we play. Literally buying ads anywhere and everywhere they can.

If they can collect our attention, they can sell us something.

But for every buyer, there must be a seller. And there must be a product to be purchased.

The buyer is the marketer.

The product is you.

And the seller? The seller is often times the person or entity you trust the most—selling your attention to the higher bidder.

Scrolling Facebook or Instagram or Twitter or Tik-tok? That sponsored post that just showed up in your feed? That's your favorite social media site selling access to you for a dollar—

and not just access, but your personal data as well.

Just run a Google search and the first four items on the Results page say "Ad"? That's not Google returning the four best, most reliable answers to your question. That's Google selling you, your attention, and your intention, to whoever sent them the most money to show up on your screen.

That website you like to visit that is filled with ads and pop-up videos that automatically play every time you click on it? You're the one being marketed.

That free app you love to play on your phone with the ads across the top or in-between levels? Yup, they're selling you.

Of course, this extends beyond the digital world. In fact, the digital world is pretty new to the game.

That radio talk show you love so much? They are selling your attention every time they cut to a commercial break or product announcement.

That sports league you love so much? They sold you, 30-seconds at a time, to the highest bidder too (probably a beer or fast food company).

That celebrity posting pictures of her favorite make-up or blender? Selling you.

That newspaper you love... that magazine you like... that harmless television show with singers in masks... even that government run mass transit system you ride each day. All of them, they sold your attention for a profit.

Every time you see an ad, just remember, you are the commodity being bought and sold. There is a buyer... there is a seller... and there is a product changing hands—you.

The most valuable resource you own, your attention, being sold for pennies.

—www.becomingminimalist.com/attention/

*Again, you are going to focus your attention somewhere—where, then, will it be? Will you allow it to be bought and sold by the world?*

*Jesus said that, "The eye is the lamp of the body; so then if your eye is clear, your whole body will be full of light. But if your eye is bad, your whole body will be full of*

*darkness," Mt 6:22,23a. Spiritually speaking, where you focus your attention will determine your direction in life—both this, and the next. If your efforts are aimed at worldly goals, that is what you will achieve; and while that may seem like success in the short-run, it will be a failure in eternity. Jesus finished his thought, noting that, "If then the light that is in you is darkness, how great is the darkness," Mt 6:23b! If the best that you have is this world's goods, or education, or friendships and family... you have nothing. Jesus won't share you with the world: you can't have two masters, Mt 6:24.*

*Scripture teaches, "...if you have been raised up with Christ, keep seeking the things above, where Christ is, seated at the right hand of God. **Set your mind on the things above, not on the things that are on earth,**" Col 3:1,2.*

—Kris Vilander 

## Remember in Prayer

**Alice's niece** is struggling with cancer, as is our sister, **Joyce**. **Delana's first cousin and his wife** passed away, the same day. **Beth's cousin and grandmother** suffered the loss of close family members. David and Chessie Harwell are

both unwell; all these are in need of prayer.

Please also continue to pray for those that cannot meet with us: **Lois Adams, Madelene Britnell, Carolyn Dennis, Tim and Dot Hice.** 