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'BAD' NEWS

AMC's acclaimed 'Breaking Bad' returns tonight ■ **F4**

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PRICE HIKE

Netflix users sound off about changes in the service ■ **F6**



IN TRAVEL

WIDER WORLD

Preparation makes traveling easier when a child has autism ■ **G1**

DALE ROE
ON TV

TV for the sake of entertainment – shouldn't that be enough?

I never read books; I don't even own one. They're just filled with garbage. They're an endless, time-sucking vortex. What a waste of time."

That's something you never hear, right? But I'll bet you've known people who have described television that way.

I don't get it.

Telling me that you don't watch television confuses me in the same way as if you were to tell me that you never, ever read books or you don't listen to a note of music. Certainly there are trashy songs and lousy reads, but that hasn't put you off wholesale of those activities, has it? And I don't understand how it's possible to function, much less thrive, while intentionally disconnecting yourself from pop culture in a society that is so immersed in and affected by it.

I'm not saying we're not watching too much TV. The New York Times culled 2010 Nielsen Co. data and reported in January that the average American watched 34 hours of television per week. That's a lot, and it's probably worthwhile to consider cutting back. But I'm more interested in the

See **ROE, F4**



Justin Stephens USA NETWORK

'To be entertained is to receive a pure gift. It is a beautiful thing, and I'm flattered to be considered (an entertainer).'

MEHCAD BROOKS
Actor, currently appearing on USA Network's 'Necessary Roughness'

TECHNOLOGY ■ ONLINE IDENTITY

What a tangled Web we weave



Robert Calzada AMERICAN-STATESMAN

What you do – and don't do – online creates a reputation that is being tracked, scored and viewed

By Omar L. Gallaga
AMERICAN-STATESMAN STAFF

Are you who you think you are? Or are you who the Internet thinks you are?

This isn't a trick question.

Back when we first started taking our lives online, it wasn't hard to control how much information about ourselves ended up on the Internet. We sent emails, shopped, chatted and generally didn't do a lot of sharing beyond message boards and chat rooms where ephemeral communication seemed to disappear into a great data void almost as soon as it was transmitted.

My, how we've opened up: Blogging, Tweeting and posting on Facebook are mainstream — Facebook alone boasts a population of 750

Your online self

This is the first in a series of stories about online identity and behavior. In the coming months, we'll be exploring this vast topic. Thoughts or suggestions? Email us at ogallaga@statesman.com or post a comment on the Digital Savant blog at austin360.com/digitalsavant.

available, a quick search engine query away. If somebody didn't know better, they might form some pretty strong opinions about us based on who we've been on the Web.

All of that information in the cloud might be scattered in different corners of the Internet. But as it gets easier to aggregate, the online reputation we earn, for better or for worse, will have real-world effects. Think of it as a new version of your credit score. And in the near future, your digital reputation could affect your life even more than that score.

Your identity, online

Part of online reputation is based on those online interactions we're aware of — the things

See **REPUTATION, F3**

Family is at heart of Spirit, radio station executive says

It's like no other station in town.

And that's exactly what staffers were aiming for when Spirit 105.9 made its debut on Austin's airwaves just less than a year ago.

The station offers contemporary Christian music, reaching an estimated 170,000 Central Texas listeners each week, according to figures from its owner, CRISTA Ministries.

General manager Tim McCoy, a longtime Austin radio executive, credits outreach efforts at some of the area's 1,100 churches, a regular presence at community events and a media blitz that included billboards around town and TV ads aplenty for helping to make the station a success right out of the gate.

"There was a very strong appetite in this



GARY DINGES
STATIC

area for a contemporary Christian radio station that was live and local," McCoy said. "Never before have I felt so welcome in a community.

"I'm the luckiest person in radio. I am so

Spirit 105.9 FM

On the web: spirit1059.com
Weekday lineup:
■ 'Mornings with Steve and Amy,' 6 to 10 a.m.
■ Matt Case, 10 a.m. to 3 p.m.
■ 'Afternoons with Martha,' 3 to 7 p.m.
■ 'Evenings with Scott and Sam,' 7 p.m. to midnight

blessed."

Spirit has more than 20 full-time employees working from its offices on Capital of

See **DINGES**, back page



Lonnie Hoke

Steve Sunshine and Amy Byrd are the morning DJs at Spirit 105.9, the contemporary Christian station that debuted almost a year ago.

FRESH ROSE FESTIVAL 2011 July 6th - 19th ONLY AT **H-E-B**

\$ **6** ⁹⁹ A BUNCH* OR \$ **20** THREE BUNCHES FOR

*10 STEM BUNCH ©2011 HEB 11-3191

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