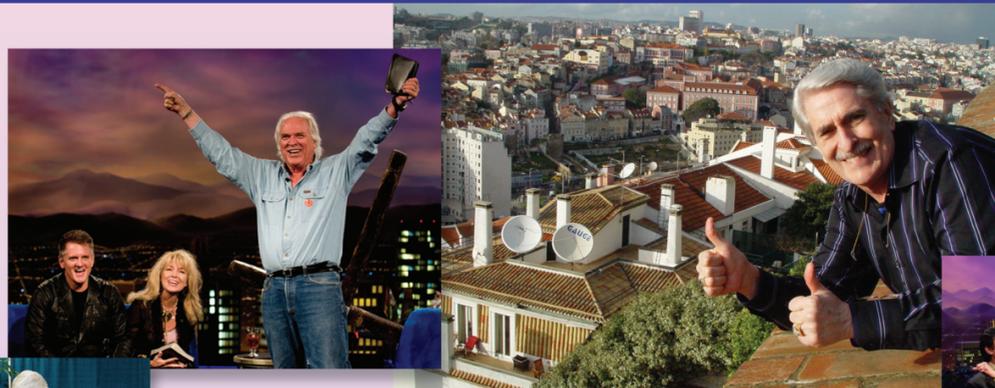


# Join us for TBN's *Praise-a-Thon* November 1 – 6

**PLEDGE TODAY FOR PRAISE THE LORD!** (Pictured: Matt and Laurie with Arthur Blessitt). TBN's flagship program, *Praise the Lord*, features a variety of outstanding hosts, along with the very best of today's preachers, teachers, musicians, sports figures, Christian celebrities, testimony guests, and so much more. Your pledge is needed to help keep this powerful, life changing program on the air and reaching souls for the Kingdom of God!



**PLEDGE TODAY FOR SATELLITE!** TBN is reaching the "uttermost" parts of the earth with the Gospel through over 18,000 cable and TV affiliates, plus countless direct-to-home satellite dishes, all fed by 70 great satellite footprints. Become a missionary to the world—and pledge to support TBN's satellite outreach!

**PLEDGE TODAY FOR TBN'S SPECIALTY & VARIETY PROGRAMS!** (Pictured: Paul and Jan with Dr. Billy Graham). From classic Billy Graham crusades, to prophetic news, sports, and marriage advice—TBN's specialty and variety programs offer something for everyone! Your pledge will keep these and many other excellent programs on the air: *Travel the Road*, *PRO-Claim* with Mike Barber, *Joni & Friends...* and much, much more!



**PLEDGE TODAY FOR NEW STATIONS!** FULL POWER station KPJR Ch. 38 in Denver, CO signed on the air just this past June. We've just increased the transmitter power at four of our full power stations. The FCC has granted power increases at 14 other stations, which will be completed over the next few months. Your *Praise-a-Thon* pledge is needed to help keep TBN strong, growing and reaching more souls!

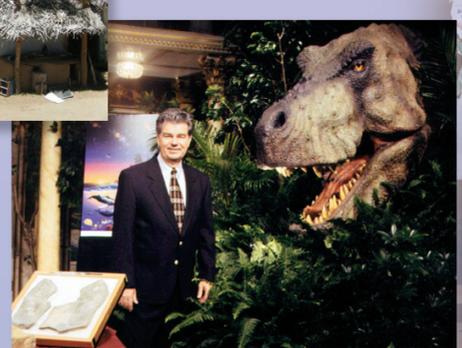
**YOUR PLEDGE HELPS TBN GIVE!** For roughly the cost of buying airtime on *just one* major market, secular U.S. TV station, TBN is able to expand the outreach of ministries like Joel Osteen, Bishop T.D. Jakes, Rod Parsley, Jentezen Franklin, Joseph Prince, Paula White, Benny Hinn, Creflo Dollar—and many others—to the whole WORLD. Your support is needed to help us keep these dynamic ministries going further and reaching more people with the Gospel!



**PLEDGE TODAY FOR MISSIONS!** TBN's international networks are touching the world: TBN Nejat TV, the Farsi language network covering Iran; The Healing Channel, our Arabic network reaching the Middle East; TBN-Russia, TBN-Italy, TBN-Europe, TBN-Asia, TBN-South Pacific, TBN-Africa, and the Enlace Spanish language network covering Latin America. There's a vast mission field here at home, too, being reached by TBN's 2nd Chance prison outreach.



**PLEDGE TODAY FOR EDUCATIONAL PROGRAMS!** Discover the mysteries of the universe with Dr. Carl Baugh, get the latest on health and nutrition, or take a *Drive Thru History* and learn about the roots of our Christian faith—TBN's educational programs will keep you in the know! Please pledge to help keep these and other programs reaching and teaching the Body of Christ: *ACLJ This Week* with Jay Sekulow, *Doctor to Doctor*, *Ancient Secrets of the Bible...* and MORE!



**PLEDGE TODAY FOR YOUTH & CHILDREN'S PROGRAMS!** The Smile of a Child children's network and JCTV youth network are making the difference in young lives worldwide. TBN's Saturday morning line up of fun-filled children's programs, such as *Pahappahoocy Island* (pictured with Matt and Laurie), is a hit with kids of all ages! Invest in the future and pledge to help us reach the next generation for Jesus!



**PLEDGE TODAY FOR BIBLE TEACHING PROGRAMS!** Explore end time Bible prophecy with Grant Jeffrey (pictured with Paul Crouch Jr.), study Scripture with teachers like Marilyn Hickey, Dr. David Jeremiah, Jack Hayford, Perry Stone—just to name a few. Your pledge to TBN will help keep these outstanding Bible teachers building up the Body of Christ through the preaching and teaching of the Word!

**PLEDGE TODAY FOR MOVIES AND SPECIALS!** (Pictured: Caylan, Cody, Matt and Laurie at the Hollywood premiere of "The Cross.") End time thrillers, Bible epics, films dealing with today's contemporary issues—TBN brings you the very best Christian movies, documentaries and specials, with no commercial interruptions! Please pledge today to support this powerful and effective means of communicating the Gospel.



OCTOBER 2009  
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# Praise the Lord



## RICH OR POOR — YOU DECIDE!

**"AND AS HE [JESUS] WAS STARTING OUT ON A TRIP, A MAN CAME RUNNING TO HIM AND KNELT DOWN AND ASKED, 'GOOD MASTER, WHAT MUST I DO THAT I MAY INHERIT ETERNAL LIFE?'"** MARK 10:17 TLB & KJV

In the Gospels we have a story from the ministry of Jesus that is most interesting. It is an encounter with a man the Scripture describes as "the rich young ruler." This unnamed ruler surely knew who Jesus was, and asked of Him the most important question that could ever be asked — **"How do I inherit eternal life?"** You probably know the story well. I, too, felt I knew it as I have read it many times. Jesus answered by quoting the Old Testament commandments:

**"Don't kill, don't commit adultery, don't steal, don't lie, don't cheat, respect your father and mother."** Mark 10:19 TLB

The young man replied to Jesus:

**"Master, all these things have I observed from my youth."** Mark 10:20 KJV

The Living Bible seems to indicate that Jesus paused for a time and gazed intently into the man's eyes. He also did not dispute his stated innocence, so it must have been true. We gather these thoughts by Jesus' next word —

**"Jesus felt genuine love for this man as he looked at him."** Mark 10:21 TLB

Now comes a truth we may have overlooked in this very important incident in Jesus' ministry. Follow closely a word which I had never considered, but was quickened to me by the Holy Spirit.

First, let me say, and I believe you will agree, that we have heard many excellent messages on the blessings and rewards we receive when we GIVE OF OUR

SUBSTANCE AND WEALTH for the expansion of the Kingdom of God here on earth. I could fill a hundred pages with stories from both the Old and New Testaments about God's blessings and rewards to those who GAVE for the cause of Christ. From the widow who saved the prophet's life from starvation by giving him her last cake of bread, to Moses who gave up all the wealth of Egypt, to Solomon who gave all his wealth to build the great Temple of God, to Hannah who gave God the son she cried for, to the first Christians who sold all their possessions and gave to see the Gospel go out from Jerusalem to the world — yes, on and on, but Jesus Himself said it best:

**"Give and it shall be given to you; good measure, pressed down...and running over."** Luke 6:38 KJV

I'm sure by now you have gotten the message that God sees to it that we who give shall surely receive! I'll prove it even better from the Scriptures in a moment, but here it is —

**I have never heard a Bible based message on what happens to those who refuse to give anything for the cause of Christ! Selah.**

And now for the rest of the story.

Jesus shocked this young man by saying that with all his innocence he still lacked one thing:

**"Go and sell all you have and give the money to the poor—and you shall have treasure in heaven."** Mark 10:21 TLB

*continued on next page...*



Join your worldwide TBN family for a glorious week of *Praise-a-Thon*, November 1-6. We'll be praying for YOUR needs!

continued from cover...

Then, Jesus offered him the greatest blessing or treasure of all —

**“And come follow me.” Mark 10:21b TLB**

Who knows what awesome reward potentially lay ahead for this rich young ruler had he obeyed Jesus’ command. He might have replaced Judas and been one of the twelve! WOW! If so, he would have sat on a special throne in heaven with the twelve patriarchs of the Old Testament and the twelve apostles of the New Testament! We will never know what glory lay ahead, and it would have been great as I will prove in a moment. No, we shall never know because —

**“He went sadly away, for he was very rich.” Mark 10:22 TLB**

What a tragedy! Though this young man was very rich, *he walked away from the best investment he could have ever made!* Yes, doubly sad because he gave up an investment that would have produced a 100-fold return, as we shall see, and possibly the “ETERNAL LIFE” which was his first question to Jesus. We hope that he finally made his peace with God, but the Scripture does not tell us how this eternal soul ended up.

We know that he gave up his earthly reward from the next few words Jesus gave to His disciples. Simon Peter reminded Jesus:

**“We have given up everything to follow you...” Mark 10:28 TLB**

Jesus confirmed the earthly rewards that come to all who give up earthly treasure to follow Him —

**“Let me assure you that no one has ever given up anything — home, brothers, sisters, mother, father, children, or property — for love of me and to tell others the Good News, who won’t be given back, a hundred times over...all these will be his here on earth, and in the world to come...eternal life.”**

**Mark 10:29-30 TLB**

So, I think we all surely agree that God rewards all who give anything of value for the sake of the Kingdom. *But, what about those like this young man who refuse to give up anything for the Gospel?*

**I think we can safely say to the non-givers: You will not have a reward of treasure in heaven.!**



**MAKE YOUR PLEDGE BY MAIL TODAY OR ON TBN’S SECURE WEBSITE: [www.tbn.org](http://www.tbn.org).**

For your convenience, your pledge form is on the enclosed return envelope.

*Does it pay as we give to expand the glorious Kingdom of God through TBN?* I believe I hear a resounding “AMEN” from you, our faithful partners! I have multitudes of testimonies from precious partners confirming that God truly does return 30, 60 and many 100-fold blessings to we who give! *But, what about those who refuse to give, even when given the opportunity and invitation from Jesus Himself to give and then follow Him?* Well, for the “rich young ruler” the loss was tragic! We know that he lost the 100-fold blessing or increase by refusing to obey Jesus’ command to give his all and then follow Jesus as His disciple. Whether he forfeited his “eternal life,” we do not know. All the Bible tells us is: “He went away sad, for he had great wealth.”

Dear, dear partners, let’s do it Jesus’ way and be assured of His blessings and financial reward by giving to keep this message of life going around the world! Take that step of faith and fill out your enclosed Praise-a-Thon pledge form. Remember Jesus’ own words, **“GIVE AND YOU WILL GET”** (Luke 6:38 TLB) — *God dares you to put HIM to the test* (Malachi 3:10). It could just be the KEY to that unanswered prayer! Turn it and see God do the impossible for you!

We love you and as always will join you in giving our very best!

*Paul + Jan*



Let’s “sound the trumpet in Zion,” with Jan and her Praise-a-Thon team from *The Holy Land Experience* in Orlando, FL!

*Paul*

*Jan*

Let’s “sound the trumpet in Zion,” with Jan and her Praise-a-Thon team from *The Holy Land Experience* in Orlando, FL!

# Love Letters from Around the World

**From the USA:** “Thank you for having a dream for saving lost souls. I was one of them...until I started watching TBN. I grew up in church but I gave up and got in the world, drinking, doing drugs... but that got old. I decided to give my life back to Jesus Christ.... I watch TBN faithfully and get so blessed.” —KB

**From Kenya:** “I started watching TBN when it came to Kenya. By then I was a new believer and didn’t even know where to start with my relationship with God. My faith has grown immensely since then and all I can say is that I thank God for you.”

**From India:** “We watch you every day from remote place of south India through digital receiver and we really enjoy. People come to our house from faraway places to see this channel. They call us blessed people cause we can see TBN.” —BJ

**From prisoner – TBN 2ND Chance outreach:** “TBN has given me a different look at myself and others and has changed my life.... I have been worshipping satan for 43 ½ years and the past 6 months I started watching TBN.... Day by day I noticed changes in my life.... Keep feeding me. I am not going to stop eating the word of Life.” —AT

**From Saudi Arabia:** “It’s almost 10 months that our family has been viewing TBN-Europe and Church Channel thru a satellite here in the land of Saudi Arabia. Praise be to God for the water of life God provided in the desert.” —ES

**From China:** “TBN remain blessed, since I have been watching it have changed my life. God love TBN and me too. I love TBN.” —TC

## OCTOBER LOVE GIFT

SEND YOUR LOVE GIFT TODAY TO: TBN, P.O. BOX A, SANTA ANA, CA 92711



### CRIMSON CROSS BOOKMARK

More than a bookmark, this crimson jeweled cross is a decorator’s treasure!

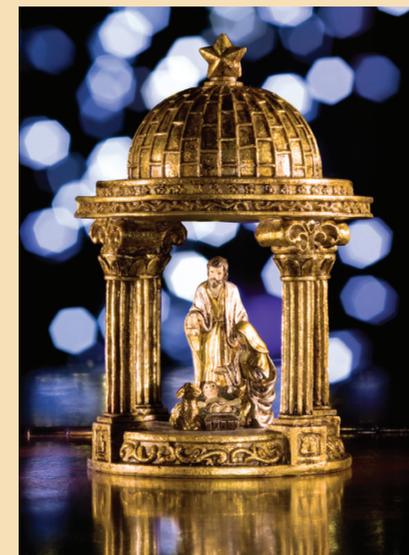
The cross is crimson or blood red with gold colored edges and topped with brilliant crystal stones. Attached to the cross is a red satin streamer to complete this practical bookmark; but, I think you will agree that it is more than a bookmark: It is a keepsake that you may wish to display with some of your other Christian themed treasures.

Your love gift or regular Praise-a-Thon pledge will bring this most unique bookmark to you this month of October only. Jan and I love you and will join you in doing our best to keep this great Voice on the air till Jesus comes!

*Paul + Jan*

A limited quantity of love gifts is ordered each month. If we run out of the gift, a substitute will be sent in its place. The love gifts offered are not for sale. Please do not ask for more than one love gift. Please allow 6 to 8 weeks for delivery. NO PHONE ORDERS, PLEASE. Keep the lines open for Salvation, Prayer and Pledge Calls ONLY. God bless you!

## FOR ANY PLEDGE:



### GOLDEN DOMED CRÈCHE

Talk about a Christmas treasure—this golden, domed crèche that covers the Holy Family is it! Joseph, Mary and the baby Jesus are displayed like no other! The figures are beautifully detailed with a pillar supported golden dome to complete this unique Christmas decoration.

Your love gift or Praise-a-Thon pledge large or small will bring this beautiful Christmas ornament to you, as always, with Jan’s and my love. Help us keep telling the whole world the awesome Christmas story till Jesus comes!

*Paul + Jan*

To pledge, go to [www.tbn.org](http://www.tbn.org) or call 1-888-731-1000 (toll free in the U.S. and Canada)

## FOR \$25 A MONTH OR \$250 ONE TIME:

### BIBLICAL SPIKENARD IN ALABASTER JAR



From Exodus chapter 30 comes the actual formula for the holy anointing oil of spikenard. This oil was used to anoint Aaron the high priest and all the priests and kings of Israel.

The aroma is absolutely heavenly! Myrrh, sweet cinnamon, calamus, and cassia are blended with pure olive oil to complete this holy oil. It was also used to anoint the tabernacle, the Ark of the Covenant, the golden candlestick, the altar of incense, the altar of burnt offering, the laver of cleansing, and all of the other holy utensils for the work of the tabernacle.

In the New Testament we read how Mary broke an alabaster box of holy spikenard to anoint Jesus just before he went to the cross.

Keep a little bit of the fragrance of heaven in your home with your pledge offering as indicated above. Again, Jan and I will join you with our very best as well. We love you for keeping this Holy Voice on the air for 36 glorious years!

*Paul + Jan*

To receive the Praise-A-Thon gifts, it is necessary to make a pledge by mail, telephone or via the Internet at [www.tbn.org](http://www.tbn.org). Please allow 6 to 8 weeks for delivery of pledge gifts and love gifts.

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