

TBN: Celebrating 48 Years of God's Miracles

MAY 2021  
Newsletter

02

*You are* **CHOSEN**  
GOD HAS A DESTINY FOR YOU TO FULFILL! —1 PETER 2:9



*Better Together* brings you an entire week of conversation on motherhood. (page 5)



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A next-generation media trailblazer is reaching TBN viewers with innovative programming.

*Praise*

Matt and Laurie sit down with bestselling author and pastor Rick Warren. (page 5)



**04** Pastor Andy Stanley has a new teaching program on TBN.

**06** Digital network reaching French-speaking viewers around the world.



*Mother's Day blessings from your TBN family.*



It's hard to believe that forty-eight years have come and gone since TBN first went on the air on May 28, 1973. There are so many memories that come flooding back to me from those early days as my dad and mom, TBN founders Paul and Jan Crouch, followed God's call to pioneer the miracle of Christian television.

I'll certainly never forget TBN's first night on the air in our little

rented office and studio on Dyer Road in Santa Ana, California. The excitement we all had was electric as my parents hosted TBN's inaugural *Praise* program (still on the air nearly fifty years later) from a little makeshift set that consisted of a borrowed TV camera, a shower curtain for a backdrop, and two folding chairs.

Of course, that was how the majority of TBN's early programs

were produced, created from scratch on sets we built out of whatever we had on hand! Yes, it was all pretty amateur and primitive by today's standards with our cutting-edge equipment and state-of-the-art production standards.

That includes the snowy picture our transmitter broadcast in those first days across Southern California. Amazingly, our new little audience of mostly Christian friends and partners tuning in to TBN for the first time enthusiastically embraced what they were seeing—warts and all. And as they watched they thanked God for this new gift of life-changing Christian programming that was poised to take the message of salvation through Jesus to spiritually needy individuals in their own neighborhoods and communities.

As we look back across the nearly half-century since TBN first went on the air, one of the few constants has been that core of partners like you

who have faithfully stood with us as we pursue TBN's vision of reaching ever more "souls, souls, souls" (as I can still hear my father say) for the Kingdom of God. Today we are touching untold millions of individuals in every corner of the earth with the message of God's love, and it's still that simple partnership with people who love Jesus and share our vision to reach the lost that is the foundation of the eternal fruit TBN is bearing every day.



John Bevere with Matt and Laurie

**“God is faithful to use those who ... are willing to trust Him to accomplish through them what they could never do on their own.”**

Over the years my parents often reflected on why God chose them to launch TBN and pioneer the advance of television evangelism across the earth. And the answer always came out the same. “We were unqualified—but we were available,” my dad said. “That’s why God used us.”

Someone once asked my mom what the biggest miracle was in the story of TBN's success. “It's that we

got to be a part,” she answered. “We weren't the most talented people God could have used. In fact, we've often wondered why He chose us for this work. And I believe I can say it is because we were available. We have always said that if God can use us, He can use anyone.”

My parents' availability and willingness to step out in faith—even in circumstances that seemed impossible—has been a great example to Laurie and me as we continue to lead TBN's global outreach today. What was true then is true now: God is faithful to use those who may not be the most qualified, but who are willing to trust Him to accomplish through them what they could never do on their own.

In his powerful book *X: Multiply Your God-Given Potential*, our good friend in ministry, John Bevere, reinforces the truth that if we will trust God and step out with the abilities He has given us—regardless of how small and insufficient we think they are—He will step in with His power to give us success beyond all we could imagine.

“Believe that God has equipped you to go far beyond your own ability,” he writes. “He has given you no other option for strength and empowerment than to depend on His grace. When you do this, you will enter into the true rest—ceasing in your own efforts, no longer striving to produce results. What is this rest? It is to cooperate with God's ability to accomplish your mission. When you enter rest, God will lead you to multiply.”

If you're uncertain about whether or not God has chosen you for desti-

ny and fruitfulness in His Kingdom, I want to remind you of what God's Word has to say about you. The apostle Peter declares that, through Christ's finished work, you are part of God's “chosen people, a royal priesthood, a holy nation, God's special possession, that you may declare the praises of him who called you out of darkness into his wonderful light” (1 Peter 2:9, NIV).

Yes, that's right! Each one of us is God's “special possession,” chosen by Him to carry His message of hope and grace to our families and friends, to our neighborhoods and communities—and to the nations. No, we're not all called to the same arena, or even to the same size and scope of outreach. But we're all called—we've all been chosen by God to be fruitful in our realm of influence.

Laurie and I never cease to thank God for each of you who have embraced praying and partnering with TBN as part of your calling and destiny. Be assured that God takes your faithfulness and commitment and multiplies it exponentially to take His gift of salvation through Jesus to individuals and families who may otherwise never experience the reality of His love.

Thank you for your availability and obedience. Our love to you always.

Matt and Laurie Crouch

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TBN founders Paul and Jan Crouch

Paul Crouch hosts one of TBN's first programs on a simple, makeshift set.

# Praise

TBN PRAISE & PROGRAMMING

WATCH WEEKNIGHTS@8/7c

And view all your favorite past Praise shows on-demand at [watch.tbn.org/praise](http://watch.tbn.org/praise).



**ON-DEMAND** Watch the **GOOD FRIDAY** Worldwide Special Again!



Pastor Max Lucado and worship leader Chris Tomlin were joined by musical artists Pat Barrett and We The Kingdom for an exclusive TBN Good Friday special. Scan the QR code to view this outstanding program!



## Museum of the Bible: The History of Easter

Matthew West hosted a fascinating documentary special from the beautiful Museum of the Bible in Washington, DC, performing some special worship songs and accompanying TBN viewers through the significant moments of the morning of Christ's glorious resurrection.

**YOUR MOVE WITH ANDY STANLEY** Airing Sunday evenings at 6/5c.



Matt and Laurie sat down for an engaging, one-on-one interview with author and pastor Andy Stanley, son of Dr. Charles Stanley. Andy has a new teaching and ministry program, *Your Move With Andy Stanley*, airing on TBN, to help you live a life filled with God's favor – with no regrets.



Author and minister Shawn Bolz has a new series set to premiere on TBN in late May. In *Discovering God*, Shawn shows us how we can partner with the very identity of God to find His power, purpose, and provision for every aspect of our lives.

INSPIRING — LIFE-CHANGING!

## A Conversation With Pastor Rick Warren

TBN



Join Matt and Laurie as they sit down with Pastor Rick to talk about life, ministry, and the new edition of his runaway *New York Times* bestselling classic, *The Purpose Driven Life*, one of the most influential Christian books of the past twenty years.

Check out past *Praise* programs at

Airs May 11 @8pm/7c.

[watch.tbn.org/praise](http://watch.tbn.org/praise)

Better TOGETHER

## Honoring Our Mothers

During May *Better Together*, TBN's daily ministry and talk show for women, is taking a week to honor moms and talk about the importance of motherhood. Join Laurie Crouch and special co-hosts Dianna Nepstad, Jamie Ivey, Dr. Robyn Wilkerson, and Brittany Price Brooker May 3-7 for this series on one of the most important women in our lives — our mothers.



*Better Together* airs weekdays @1:30 / 12:30c.

Check out past shows at [bettertogether.tv](http://bettertogether.tv)

## TBN Francophone:

Digital Network Reaching French-Speaking People Around the World

TBN has launched an innovative online network poised to reach the more than 275 million French-speaking individuals across the earth with the message of salvation through Christ.

The vision began in 2016 with TBN Europe airing a daily block of French-language programming through TBN's Madrid satellite uplink. Today TBN Francophone is using the power of YouTube and Facebook to reach viewers across France, Europe, Africa, Canada, and beyond with compelling content designed to entertain and inspire, while clearly communicating a message of hope and healing through Jesus.

Emanuel Eddyson, TBN's manager of digital platforms, noted that YouTube is the most visited online video site in France and other nations with large French-speaking populations. "TBN's mission is to reach as many people as possible with the gospel message, so we see YouTube and social media sites like Facebook as a perfect fit for our strategy to take life-changing content to French-speaking viewers around the world."



Shayna Smith, TBN's director of content licensing and distribution, recalled that over the past nearly fifty years TBN has taken the lead with new broadcast technologies, from satellite to HD, streaming, and on-demand media. "It's clear that more people around the world are using platforms like YouTube and social media to view content," she said. "We believe TBN Francophone will impact French-speaking viewers across the earth, and serve as a model for using digital platforms to reach unique people groups with the good news of God's love."

Check out the sample content above from TBN Francophone. And for more log on to the TBN Francophone website at [tbnfr.org](http://tbnfr.org), YouTube at [tbn.org/tbnfr-youtube](http://tbn.org/tbnfr-youtube), and [Facebook.com/tbnfr](https://www.facebook.com/tbnfr).



TBN Francophone is reaching France with round-the-clock life-changing digital content.



## Today Tomorrow & Beyond

For nearly fifty years TBN has been partnering with individuals like you to take the message of Jesus' love to people around the world. As you enter your retirement years, wouldn't it be wonderful to continue impacting God's Kingdom, and also ensure a personal legacy of salvation, hope, and healing that will continue for generations?

Through **TBN Living Legacy** you can do that while generating assured retirement income and some excellent tax benefits.

Take a moment to view the short message below from our TBN Living Legacy spokesman, Mike Huckabee, and call us at **1-877-605-3226**.



**TBN**  
LIVING LEGACY

[livinglegacy.tbn.org](http://livinglegacy.tbn.org)

## Introducing TBN Producer Cody Crouch

There's a new-generation Christian media trailblazer making an impact for God's Kingdom. Cody Crouch, son of Matt and Laurie and grandson of TBN founders Paul and Jan Crouch, grew up behind a television camera, learning every aspect of the craft of production from his father and grandfather. Now he's diving into his own innovative projects, and introducing new ideas for reaching



**"I want my generation to embrace the same passion for souls that my grandparents had and now my parents have."**

today's viewers with content that is entertaining, compelling—and life-changing.

While growing up Cody found himself inspired by the commitment his grandfather had for the mission

of Christian television. "His passion for reaching the world for Christ, and the amazing legacy he left, has been a great model," he said. "As I've watched my dad extend that legacy with new technologies and greater global reach, I'm challenged to explore how God can use me in the same way. I want my generation to embrace the same passion for souls that my grandparents had and now my parents have."

Cody noted that rapidly changing technology means that people are no longer tethered to traditional television, and can view content in a variety of ways. "The broadcast infrastructure my grandparents established and my parents have refined as they've guided TBN can easily be adapted to whatever twists and turns technology makes," he said. "Every age group is now using the same devices to view programming, so we're challenged more than ever to create compelling content that will cause people to look up from their devices and turn their hearts to God."

He added that "no matter how technology changes, our goal at TBN will always be to clearly communicate the life-giving message of Jesus to whoever tunes in, and on whatever device they happen to be using."

As for his own programming, Cody is currently working on two new TBN series:

- **Centuries Collide** takes a look at some unique historical figures, exploring their lives from a Christian perspective and how the history they made impacts our world today.

- **This Month in Christian History** is a regular monthly program that considers individuals and milestones from the archives of Christianity around the world, to see how they influence our present-day faith traditions.

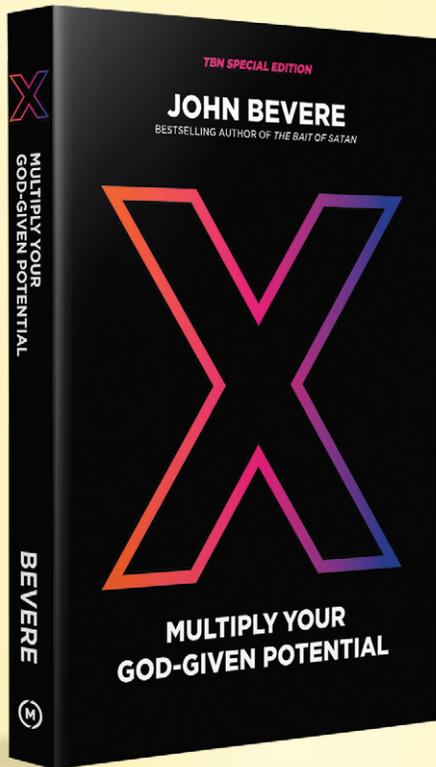
"We look forward to sharing these programs with our TBN viewers," he said, "as we work to create content that is relevant and engaging."



Cody Crouch

TBN 24 Hour Prayer Line: 714-731-1000 or go to [www.TBN.org/Prayer](http://www.TBN.org/Prayer)

In appreciation for your support of TBN



## FULFILL YOUR DESTINY!

Do you ever sense that there is something more you should be doing in life, but you can't quite identify what it is? In his new book *X: Multiply Your God-Given Potential*, popular speaker and bestselling author John Bevere uses God's Word, along with some compelling stories and testimonies, to help you identify and fulfill the call God has on your life. With each chapter and page you'll be challenged and empowered to embrace your God-given gifts and step into your true potential.

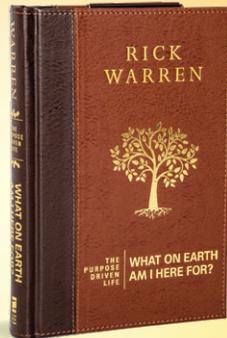
Our thank you this month for your gift of any amount to TBN!



SCAN THIS QR CODE TO GIVE TO TBN ONLINE

Receive both for your gift of \$60 or more.

## God Has a Purpose for You



Since it was first published nearly twenty years ago, Pastor Rick Warren's runaway bestseller, *The Purpose Driven Life*, has helped transform the lives of millions of men and women around the world. In this updated edition, Pastor Rick takes readers to God's Word to help them answer three questions everyone ponders: Why am I alive? Does my life matter? What is my real purpose? *The Purpose Driven Life* will help you move beyond mere survival or even success, to a life of God-empowered significance – the life you were meant to live!

Receive *X: Multiply Your God-Given Potential* and *The Purpose Driven Life* as our thanks for your gift to TBN this month of \$60 or more.

## 3 WAYS TO GIVE THIS MONTH:



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CHECK OR CARD



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ONLINE  
TBN.org/newsletter



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