



## MAJOR CREATIVE ADVANCES: THE DOORWAY TO REACHING THE YOUTH

*“Reaching and teaching children is a vital part of TBN’s mission—because Every Generation Matters.”*

**C**hildren have always been an important centerpiece to the heart of TBN’s mission of broadcasting the Gospel. My mother, Jan Crouch, took Jesus’ admonition personally when He told His disciples to bring the children to Him. As TBN began to grow and the Gospel to spread like wildfire, she established a children’s outreach arm of ministry in the 1990s, *Smile of a Child*, to help needy children worldwide.

A decade later, God expanded her vision. In 2005, that outreach became *Smile of a Child TV*, which grew to become one of our key networks.

Yes, God has used TBN mightily to reach children, and with the passing of my mother last year, we knew we had to take her dream of ministering to the next generation to the next level. On New Year’s Day, following the Lord’s leading, we began retooling *Smile of a Child*, beginning by adopting the shortened moniker *SMILE*.

### RESHAPING THE FUTURE OF OUR CULTURE

Think about this. Many of the little children who were impacted spiritually when TBN first began ministering to children through special weekend programs back in the ’90s are parents themselves today! This highlights the powerful generational impact of Christian media. The children who learn to love and follow Jesus today will be the Christian parents of tomorrow. And tomorrow comes before we know it.

Today, providing positive, uplifting, biblical alternatives to the often-defiling and corrupting media influences saturating our culture is more vital than ever. So much of what children see on television and online is unfit even for adults.

Other new and innovative programs are in the works—and not only for the *SMILE* network. TBN networks offers entire channels just for young people and young



adults as well. In fact, there is a TBN network for every person in every season of life. All of this is built with a heart for reaching every generation because *Every Generation Matters*. Yet there is a significant reason ministry to children is especially important.

## MINISTRY FOR A LIFETIME

Barna Research reports that nearly half of Americans who make Jesus their Lord do so before age 13. We must reach the next generation, and we must reach them as early as possible. This puts a high premium on innovative new ideas as we embark on our journey of prolific content production for our youth.

It's critical that young people receive powerful, biblical content as early as possible in their development. That's why we're producing new content that captures the imaginations and hearts of children as young as 3 and 5 years old with the love and truth of God.

**CHILDREN AROUND THE WORLD HAVE RECEIVED JESUS BECAUSE YOU'VE ENABLED US TO KEEP SMILE AND JUCE ON THE AIR FOR DECADES.**

But it's not just children we're aiming to reach and bless. Our mission is to equip and encourage Believers in every season of life—for a lifetime. *SMILE* ministers the basic truths of the Gospel through fun,

entertaining, and educational programming. From there, teens can transition to our main channel for young adults—*JUCE*—and then eventually graduate to our *Hillsong Channel* and TBN networks. *Every Generation Matters*!

## TESTIMONIES TELL THE STORY

We know it's working because we get testimonies from people all over the world who are enthusiastic about the children's programming we're producing.

TBN Partner Stephen from West Africa said, "On behalf of my kids, I write to let you know how much we appreciate the great work you are doing at *SMILE*." Children write to us regularly too. Tony from China said, "I am fond of watching *SMILE*. It tells me stories and teaches me good manners. Thank you." Yordanos said, "Hi, *SMILE*! I'm 15 years old, and I still watch *SMILE*. I love the shows so much!"

Elizabeth from Canada said, "I have been watching *SMILE* since I was a little girl. I love it so much. Sometimes I find myself singing songs from shows I watched on *SMILE* as a kid. You may not realize it, but the impact you're having on the lives of kids is huge!"

*SMILE* is even having an impact in the Middle East. Jemal said, "I live in Iraq, and I have two children. Most of the time they watch your channel, and I am satisfied with all your programs. Thank you!"

## CONTINUING THE JOURNEY

These testimonies are a direct result of the support and involvement of partners like you. Children around the world have received Jesus because you've enabled us to keep *SMILE* and *JUCE* on the air for decades. The upcoming developments with creative storytelling and programming will result in impacting multitudes more.

**OUR MISSION IS TO EQUIP AND ENCOURAGE BELIEVERS IN EVERY SEASON OF LIFE—FOR A LIFETIME.**

Thank you for being part of this life-changing mission to reach every generation. Please know that we care deeply about your generation too! So we have created and selected some powerful resources to send as our Thank You for your gift to the ministry this month. (See the back page of this newsletter.)

Every minute of every day, 30+ TBN networks are delivering hope, grace, and truth to every generation on every inhabited continent. Thank you, dear partner, for being part of all that blessing and power.

Matt and Laurie Crouch



EVERY GENERATION MATTERS ...



## ... AND **YOUR** TBN PARTNERSHIP REACHED THIS YOUNG MAN.

Chris' brother let him tag along. He figured Chris had to learn the way life really was, how to make a living. As his elder brother sold dope on the streets, Chris watched and learned ... and tried it himself.

Chris said, "I got mixed up in weed and pornography, and selling drugs and drinking heavy." And then he found his way to Ecstasy, his drug of choice. Day after day, week after week, life just started spiraling around, out of control. Chaos became all he knew.

### **BUT THERE WAS ONE PLACE OF REFUGE.**

"My grandma's house," Chris said with a smile. After a hard day or night out, he would stumble into her house drunk, high, and desperately looking for peace. "Grandma! It's Chris!"

Chris would hit the couch, his mind completely gone from the pills for two or three days at a time. She'd let him lie there as she quietly sat by his side, covering her lost grandchild in prayer. "She would *always* have TBN on. It was always there."

As he lay on the couch in a drug-induced stupor, he'd listen to one minister after another speak the truth of the Word of God ... and it convicted him, right to the core.



### **ONE BY ONE, SEEDS OF FREEDOM WERE BEING PLANTED IN HIS HEART, WATERED BY HIS GRANDMOTHER'S PRAYERS.**

She knew what her boy needed. The TV stayed on "24/7," Chris said. "All day, all day, all day." One by one, seeds of freedom were being planted in his heart, watered by his grandmother's prayers.

Then he hit rock bottom; nothing was working. He thought about suicide more than once, and he didn't know how to pray. But, thanks to Grandma and his virtual family on TBN, he did know *Who* to pray to.

"God," Chris said, "I heard about You on the TV. If You really care like they say, if You can really do a miracle in my life like they say, then here I am."

### **A TOUCH FROM HEAVEN BROKE EVERY ADDICTION IN HIS LIFE.**

That's all it took. At once, Chris felt a flooding in his soul as he was washed clean of the mess he'd created. A touch from heaven broke every addiction from his life.

From that day forward, everything changed. He gave up his old ways and started walking in the right direction, a path forged by his loving grandmother.

As Chris began to grow in the Lord, he continued taking his grandmother's medicine: tuning in to TBN. "I made it a point to turn it on and learn a lot as I started my walk. Thank God they were reaching out to people like me."

— TBN Partner, Chris Ward

► **Watch Chris' story at [TBN.life/ChrisWard](https://TBN.life/ChrisWard)**



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## INTERNATIONAL UPDATE

# JCTV PAKISTAN

Quality children's programming isn't limited to the United States. TBN's affiliate network in Pakistan, *Jesus Christ Television (JCTV)*, has launched an exciting new kids' show targeted to Pakistani children. "Christ Zone" just began filming and includes Scriptures, action songs, and fun quizzes throughout the show. It has already become a favorite of many young people across the region.

Recently Dr. Javed Rauf, director of *JCTV*, visited cities throughout Pakistan and heard testimonies about all their programs from Youngsonabad, Martin Pur, Gojra, and more. Khalida from Gojra expressed how blessed she was to watch "Aqs" and see Naila, a woman host, spreading the good news.

Rejoice with Pakistan's *JCTV* for playing a vital role in the spiritual growth of the people of Pakistan. Because Every Soul Matters! Partner, you're part of this!



***"Walk For Freedom is all about making it clear that we will not tolerate the injustice of slavery. We walk as an act of awareness, to expose the traffickers who commit these atrocities."* – CHRISTINE CAINE**



On October 14, TBN will partner with A21 for the Walk For Freedom.

Please join us and put your support into action by finding a walk near you. Together, we'll demonstrate to the world that we're taking a stand against slavery and human trafficking. We'll stand up for those who cannot speak for themselves, for those who are forced into silence through abuse, rape, and other horrific acts.

Last year, thousands of people in 40 countries joined together and took action. Walks occurred in Australia, South Africa, Norway, Sweden, Germany, France, England, Canada, and the United States. Even more witnessed the event through social media. Finances raised were immediately funneled to help free silent victims worldwide. And this year, you can be a part!

Join us on October 14 at a Walk For Freedom near you, and let's capture the world's attention. TBN will be onsite at several walks, filming for the world to see. Visit [www.a21.org/walk](http://www.a21.org/walk) today to see how you can support this life-changing cause.

Your support could save a life. Let's take a stand together!



**#WALKFORFREEDOM**



**NEW AND EXCLUSIVE TO TBN ...**



**PREMIERING  
SATURDAY, OCTOBER 7**

Standing at the intersection of Christian faith and our changing culture, Gov. Mike Huckabee's guests will be some of the most prominent and interesting names from the worlds of media, faith, literature, music, and more.

**DON'T MISS THE EXCITING  
PREMIERE EPISODE.**

October 7

8:00pm ET / 7:00pm CT\*

Only on TBN!

*Saturdays and Sundays*

\*Broadcast times subject to change

**JUST ANNOUNCED!**



**MARCH 4-13, 2018**

Hosted by Matt & Laurie Crouch

Enjoy this once-in-a-lifetime experience with Matt & Laurie Crouch, Joel & Victoria Osteen, Joseph Prince, and Bethel's Brian & Jenn Johnson in the very places Jesus lived and ministered: Nazareth, the Mount of Olives, the Sea of Galilee, Jerusalem, and more!

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- Round-trip airfare from New York
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- Guided sightseeing tours through Israel's greatest locations and rich history
- All meals, entrance fees, tips, and taxes

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[WWW.TBN.ORG/ISRAELTOUR2018](http://WWW.TBN.ORG/ISRAELTOUR2018)  
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of TBN outreach—worldwide!

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of hope and grace.

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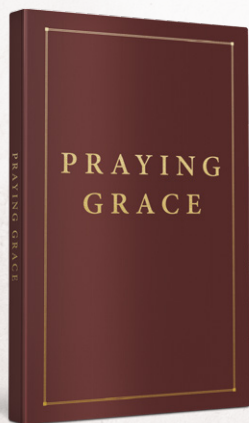
**30 SECONDS**  
of broadcasting the Gospel.

**\$84**

**10 SECONDS**  
... every second counts!

**\$28**

**OUR GIFTS OF THANKS TO YOU FOR SPONSORING TBN'S  
WORLDWIDE OUTREACH THIS MONTH ...**



A new devotional exclusively for TBN partners, *Praying Grace: 55 Meditations and Prayers for Receiving God's Unmerited Favor* is designed not only to help you renew your mind to the realities of grace, but also to model powerful, grace-based praying for you.

*It's our gift to you when you support TBN's global outreach this month.*



Receive the devotional AND this special Praying Grace reusable, insulated, stainless steel bottle for hot or cold beverages.

*Receive BOTH when you sponsor a full minute or more of worldwide TBN networks' airtime with a gift of \$168.*

**Click Here To Receive Yours »**

Or call 1-800-201-5200 or visit [TBN.org/newsletter](http://TBN.org/newsletter).



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