



TBN to the Next Level!

A New Generation of Programming

*“Generation after generation stands in awe of your work; each one tells stories of your mighty acts”
(Psalm 145:4, The Message).*

Sock puppet parables. No, that’s not the title of a new kid’s show on Smile of a Child. Nor the name of a hip band on JUCETV. It’s the future of TBN.

Now don’t panic just yet, I’m going somewhere here. It was almost fifteen years ago when my father leaned over to me on an airplane and summed up his vision for the future of TBN. “It’s almost as if I’m David and you’re Solomon,” he mused.

David, of course, had fought his whole life to secure the borders of Israel and forge her into a great kingdom, but it would fall to Solomon to build a temple, which would house the glory of God. Likewise, my father and mother had poured out their lives building TBN into the vast global family of networks it is today. My father understood, however, that it would fall to my generation to “build the temple” as it were, which in his mind meant programming and content that would radiate God’s glory to the world in ways never before experienced.

That’s not to say my parents didn’t care about programming. Like David’s own passion to build the temple himself, their very purpose was rooted in providing uplifting, life-changing content. However, the energy and resources required for building a network leave little room for the development of innovative programming. And in the beginning, that was just fine. My folks did the best they could with what they

had, believing the Lord would save souls through the simple “foolishness of the gospel.”

What does this have to do with sock puppets? My parents tell stories of how, in the insanity of the early days of TBN, I would keep them sane with puppet shows from the backseat of the family car, socks perched on eight-year old hands, my motormouth blabbing nonstop until the worries of the day were forgotten beneath squeals of laughter.

Thus encouraged, my passion for “ministering” through stories grew. I became so smitten that in the mid-1990’s Laurie and I moved to Hollywood to make movies with the promise that God would give us access to the hearts of the ungodly without them even knowing it.

What’s fascinating, when my father asked me to return to TBN, is I learned that throughout TBN’s history movies have consistently been the most highly rated programming we air.

What is it about watching a story unfold, whether in the backseat of a family wagon, on a forty-foot screen or on a television in our living room, that engages us like nothing else? That’s certainly not to say a sermon can’t be engaging, as TBN proudly features a line-up of fabulous and articulate preachers.

Continued inside



TBN—The #1 Christian Network in the World!

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But let's not forget that the greatest preacher of all, Jesus Himself, is perhaps best characterized for His stories.

In fact, everywhere Jesus went He told parables to illustrate the kingdom of God. Curiously, a parable is actually a story that HIDES the truth. This seems quite the paradox. Why would Jesus speak to the multitudes with messages they wouldn't understand?

Fortunately Jesus answers this question in Matthew 13:14-15 "...in them is fulfilled the prophecy of Isaiah which says: 'Hearing, you will hear and shall not understand; seeing, you will see and not perceive. For, the hearts of this people are callous. Their ears are hard of hearing, and their eyes they have closed, lest they should see with their eyes, and hear with their ears, and lest they should understand with their hearts and turn, so that I would have to heal them.'"

In other words, Jesus speaks in parables because He doesn't want the multitudes to understand. Come again?! You see Jesus is sharper than the fickleness of man. How many impulsive altar experiences don't last because there was no true desire to hear the truth in the first place?

I believe it is the call of this generation to create modern day parables that leave even the most callous audience so mesmerized they'll walk away saying, "There's something about that story; I'm not sure what it is yet." Then maybe weeks later, maybe in the midst of a problem, suddenly, the whole parable

will come screaming back, meeting them where they're at and stirring up a desire for truth.

Those seeds, born from sock puppets in the back of my parents' car some forty-odd years ago, are what can change Christian television forever.

So now it's our turn! The "Solomon generation," if you will.

Docu-dramas



Pastor Kyle Idleman hosts *AHA*, a new series that uses scripture and drama to change lives.

The platform is in place: over one billion people across the earth have 24-hour access to your TBN Family of Networks via over-the-air, cable, satellite, and online broadcast. But a good share of them aren't going to be stirred through traditional Christian programming.

TBN will continue to harvest the fruit of our global family by raising up energetic and articulate men and women from around the world with an anointing to speak into the lives of those searching and lost, but we're also moving forward with a new generation of powerful, culturally relevant programming and content that entertains, inspires, teaches, and challenges.

Some of this innovative programming includes shows like *Acts of God*; *Treasures: True Life Stories*; *AHA*; *Drive Thru History*; *The Gospels*; *The Song*; *Traveling Light*; and many more in development. We're also finding new ways to create parables in the forms of movies, music, and plays.

Of course, like the temple itself, such a vision requires great resources. Solomon brought in the very best craftsmen, carpenters, artists, and materials. He raised the bar on anything that had been created before.

Teaching

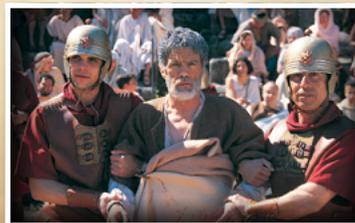


"Spirit Contemporary" is the theme of Pastor Leon Fontaine's (pictured left), weekly program.

Movies



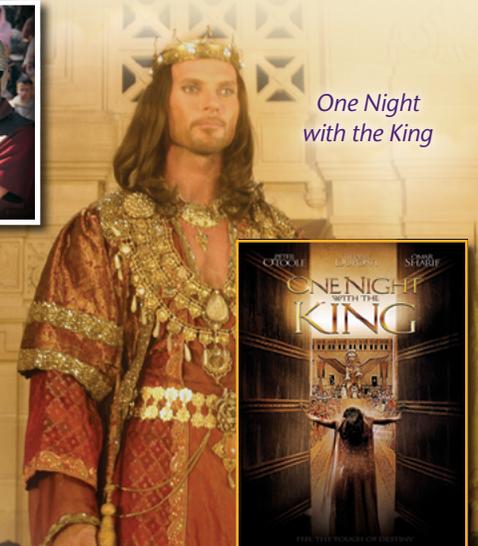
The Emissary: A Biblical Epic



One Night with the King



Megiddo: The Omega Code 2



To compete with a world filled with so many choices and distractions, we too will have to raise the bar of excellence, of quality, and of creativity.

The great news is that, through the prayers and support of faithful TBN partners like you, we are moving ahead to meet that challenge. It is only through your generous gifts that we will be able to build upon my parent's legacy and create the dynamic programming that the world is hungry for: programming infused with Holy Spirit's power to change both lives and cultures and ultimately make a lasting impact on the nations of the earth.

Music



Dynamic praise and worship with Grammy Award winning musician Israel Houghton.

Praising the Lord with Christian recording artist, Javen.

Reality Shows

Join host Dave Stotts on an exciting Bible adventure in his new series *Drive Thru History: The Gospels*. Filmed on location in Israel, Dave follows the footsteps of Jesus as recorded in the the four Gospels.



Thanks for your daily prayers on behalf of TBN — and for sending your best love gift today to help us ramp up the development and airing of this new generation of dynamic TBN programming to reach untold millions of viewers around the world with the love of Jesus.

The Crouch Family

"God showed how much he loved us by sending his one and only Son into the world..." (1 JN. 4:9)



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featuring

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Guest Minister



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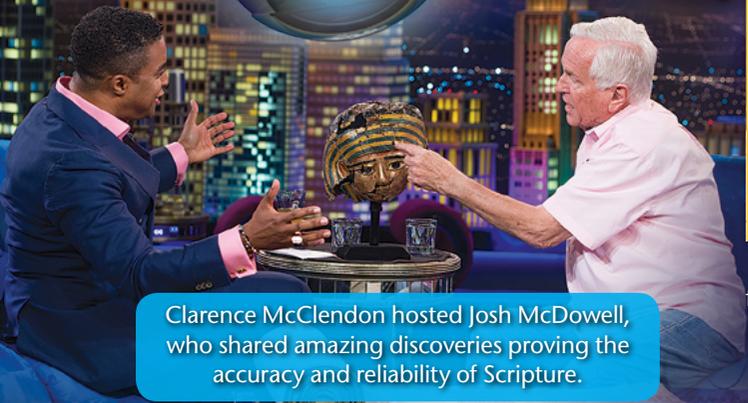
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Praise the Lord Special Moments



Clarence McClendon hosted Josh McDowell, who shared amazing discoveries proving the accuracy and reliability of Scripture.



Tommy Lee and Mindy Thomas, founders of Restoration Films, a faith-based movie production company.



Christian success coach—Dr. Dave Martin



International speaker and Founder/President of Randy Caldwell Ministries in Houston, TX—Dr. Randy Caldwell.



Pastor Steven and Holly Furtick of Elevation Church in Charlotte, NC and hosts of a new daily program on TBN, *The Elevation Experience*.



Renowned evangelist, author, and host of *Believer's Voice of Victory*—Ken Copeland.



Grammy Award winning musician and pastor of Victory Cathedral Worship Center in Bolingbrook, IL—Smokie Norful.



Fr. Cedric Pisegna, host of *Live with Passion*.



Pastor of Worship at Faithful Central Bible Church in Inglewood, CA—Jimmy Fisher & Contagious Praise.

Watch itbn.org on your internet device 24/7!

TBN's Social Media is Growing Like Never Before

Exponential growth on social media this year is allowing TBN to reach more people with the gospel than ever before. Video clips and memes on platforms such as Facebook, Twitter, Instagram, Periscope, YouTube, and Pinterest give people a chance to encounter God-honoring content on the platform they are most comfortable using. In the last seven months TBN's content has been seen almost a billion times through these platforms.

TBN's reach on Facebook is 7.5 times bigger than it was this time last year. Just this year TBN's content has been seen 814.7 million times on Facebook. This incredible rise in viewership and engagement through videos and other sharable posts increases the impact speakers and guests of TBN can have on the world.

The short poignant videos posted on social media leverage TBN's traditional broadcast materials and expands our reach across the digital space. Adding these video clips that would normally only be seen on television or iTBN gives TBN a chance to reach millions of people who might not see the content.

We are developing a whole new way to communicate to our audience and are impacting more people than ever. Please join us with your prayers and support for this massive opportunity God has given us to touch lives with the love of Jesus wherever they are.

Click below to watch
"A Hilarious Description of What A Pastor Actually Does."

Click below to watch
"Manny Pacquiao Loves Jesus!"

"I'M HAPPY BECAUSE I FOUND THE RIGHT WAY, SALVATION, BORN AGAIN."
MANNY PACQUIAO

TBN NETWORKS

Our *Love Gift* to you for September



The Word Made Flesh – Jesus and Family Framed Portrait

“And the Word was made flesh, and dwelt among us...” — John 1:14

Our love gift to you for this month is an exquisite, crystal-framed portrait of Jesus, Mary, and Joseph, beautifully embossed on a silver-toned background. Although Jesus was the Son of God, He chose to lay it all aside and become like us—fully human. This lovely, artistic representation of Jesus and His earthly family will serve as a daily reminder that our Savior and Lord lived life just like you and I, experiencing many of the hopes, joys, fears, and pains we feel (Hebrews 4:15). Then He died on the cross for you and me, and rose victorious so that we can live an abundant and joyous life of service to our King.

TO RECEIVE YOUR LOVE GIFT

To receive your Jesus and Family Framed Portrait, please send your love gift to TBN, P.O. Box A, Santa Ana, CA 92711, or give online at www.tbn.org. It will be sent to you with our love and thanks for partnering with your Trinity Broadcasting Family of Networks in taking the Name of Jesus to the world!

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!

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TBN Reports

News from the TBN Family



KNAT-TV23, TBN's full-power station in Albuquerque, NM, has donated 1,700 backpacks for needy area kids to get a good start in school this fall. Every year KNAT partners in the

Dream Big/Kutz4Kidz event at the NM State Fair park, where thousands of youngsters from the community get a great hair cut, tons of school supplies, and a whole lot of love and encouragement. KNAT station manager Cindy Mansfield explained that in addition to supplying the backpacks, which sport TBN's Smile of a Child or JUCE TV network logos, KNAT had a booth at this year's event, complete with face-painting, clowns, lots of fun, and information about the Smile of a Child and JUCE TV networks. "This is community involvement at its best, and great way for us to show the love of Christ in a practical way," said Cindy.



Every summer individuals, families, and groups travel from all over the nation and world to visit TBN's Holy Land Experience, the popular vacation and worship destination in Orlando, Florida where the land of the Bible comes alive. Recently the Holy Land Experience staff was overjoyed as a beautiful church group arrived for a day of relaxation, entertainment, and inspiration. The awesome group of 175 from the Shepherd International Outreach in Lawrenceville, Georgia had traveled for eight hours — over 465 miles — to enjoy the park's exhibits and life-changing dramatic productions. Holy Land Experience manager Mike Everett recalled that the highlight of the entire day occurred when 25 members of the group (pictured) stood and publicly proclaimed Jesus as Lord during a water baptism service. "It was a very moving experience," said Mike. "To see people, saved, transformed, and healed through the power of God — that's why we're here, and it never gets old!"



"It's one of our best marketing tools." Among guests to WRBJ who have received copies of *The Call* are Mississippi Gov. Phil Bryant, U.S. Congressman Gregg Harper, Miss Mississippi, and many other Christian and civic leaders.

Many of our full-power stations have found *The Call*, TBN's colorful fortieth anniversary gift book, a powerful resource to get into the hands of Christian and civic leaders who visit their studios. Linda Berry, Public Affairs Director for WRBJ-TV34, TBN's full-power station in Jackson, Mississippi, said that station staff makes sure each guest for WRBJ's local *Praise the Lord*, *Praise-a-Thon*, and *Joy in Our Town* programs gets a copy of *The Call*. "It's an elegant and very effective way of impacting pastors, business and civic leaders, and other guests with the miraculous and ongoing story of TBN," said Linda.

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