



# A NEW NETWORK OUTREACH **Merit** street media



02

*As TBN continues to share the message of salvation through the person of Jesus, Merit Street Media will bring a focus to the principles of Jesus – justice, truth, mercy, and God’s love.*

# ST

## STAKELBECK TONIGHT

COMING SOON!

Scan the QR code to view content represented in this TBN update.



06 *Current events and commentary from a trusted Christian voice!*



# TBN WELCOMES ITS NEW PARTNER CHANNEL, **Merit street**

It's become evident that God is doing a new thing in these critical days for His Kingdom on earth. Because of this, we want to clearly lay out our vision for your TBN's role in bringing the light of Jesus to the world in new ways, contained in "new wineskins" as Scripture calls it. Consider what you're about to read as a strategy that is "wise as serpents and harmless as doves" as laid out in Matthew 10:16.

But before we get to a very exciting announcement, it's important to rewind roughly 30 years so that you know what led us to this understanding of what God is doing in these days. This is longer than our usual letter, but if you would, please take a few minutes and read every word of this vision statement. It's that important.

## IT ALL STARTED WITH AN UNMISTAKABLE WORD FROM THE LORD ...

We're hardly alone. You, too, may have received a word from the Lord that has served as the navigation system for your life from that point forward. Our guided journey began for Laurie and me on August 19, 1992, when the late Kim Clement prayed with us and declared a very specific word: "You will have entrance into the hearts of the ungodly without them even knowing it."

That bears repeating: "You will have entrance into the hearts of the ungodly without them even knowing it."

That very instructive word resonated so powerfully in our hearts, it prompted in-depth conversations with our dear pastor friend at the time, the late Myles Munroe. Together we began to lay out a detailed plan to impact hearts and lives for Christ using what Pastor Myles termed both "overt" and "covert" methods.

That understanding is what took us to the heart of Hollywood in the mid-1990s to produce movies and television content,

Merit Street presents a **COVERT** expression of God's love through themes like truth, justice, and mercy—the principles of Christ.

working with some of the best and brightest in the industry, and taking over the old Hanna-Barbera building where so much family-friendly entertainment had been produced for decades. It was a challenging season for us, but also a rewarding one as we began to walk out the vision God had given us.

By 1999 our first movie, *The Omega Code*, was miraculously packing out theaters across America – so much so the premier industry publication, *Variety Magazine*, dubbed it "Independent Film of the Year." When our spiritually sensitive friend Ruth was standing in one of those long ticket lines gazing up at a "sold out" sign, she heard another word in her spirit: this was not just a theater, but "the church corner of the new millennium."

In addition to theatrical releases, we better understand today that mass communications through television channels via broadcast, satellite, and cable, as well as content delivered through a variety of digital streaming services, are equally "church corners of the new millennium." In fact, these platforms may be the only church millions ever have for one reason or another.

As you well know, much of the content on other broadcast and streaming platforms is being used to drive people to dangerous ideas and false, secular religions. It has been pervasive and far more damaging than we know to a generation who has been effectively and repeatedly lied to.

# TBN

TBN continues to bring an **OVERT** expression of the good news of Jesus through teaching, preaching, worship, and more!



Matt and Laurie welcome Dr. Phil to introduce the launch of TBN's newest partner network.

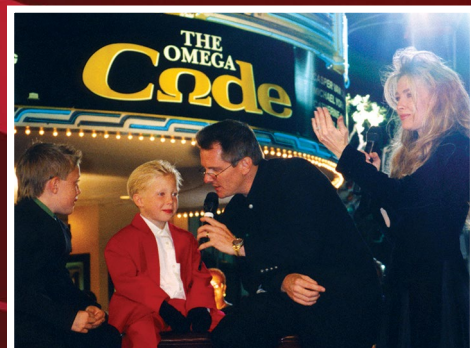
## BUT THE GOOD NEWS IS THAT GREEN SHOOTS ARE RISING EVERYWHERE

for good and godly content, demonstrating that God is indeed beginning to do a new thing through mass media. Of course, this makes perfect sense since He is "not willing that any should perish but that all should come to repentance" (2 Peter 3:9, NKJV).

To the chagrin of much of the entrenched and wildly out-of-step entertainment industry, there is suddenly an irrepressible and insatiable hunger for truth in entertainment that can now be distributed through each of these new "church corners" to mission fields all around the world that are ready for harvest like never before.

Scripture says, "I have become all things to all men, that I might by all means save some" (1 Corinthians 9:22, NKJV).

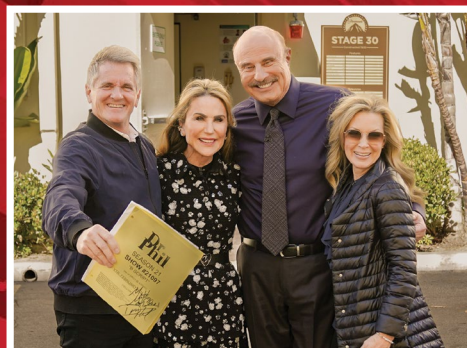
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Matt and Laurie join their sons Cody and Caylan at the exciting Hollywood premiere of their successful 1999 film *The Omega Code*.



The 2006 film *One Night With the King* tells the inspiring Old Testament story of Esther, the Jewish girl who becomes queen of Persia.



Matt and Laurie with Dr. Phil McGraw and wife Robin at Paramount Studios in Los Angeles, where the *Dr. Phil* show was recorded.

For years we've been creating compelling movies, programming, and content. With Merit Street Media we're partnering in an **EXCITING NEW NETWORK** of information, entertainment, and commonsense television you can use.



# TBN WELCOMES ITS NEW PARTNER CHANNEL **Merit**

## MANY SEEKERS WHO MIGHT TUNE OUT AN OVERT PRESENTATION OF THE GOSPEL WOULD OTHERWISE ENGAGE

with an uplifting program or story that communicates godly principles. It's the reason Jesus used parables. He often told a good story and walked away leaving people to ponder truth and prompt the heart toward godliness.

This "covert" approach confused His own disciples, who asked, "Why do you tell stories?" He replied, "Whenever someone has a ready heart for this, the insights and understandings flow freely. But if there is no readiness, any trace of receptivity soon disappears. That's why I tell stories: to create readiness, to nudge the people toward a welcome awakening" (Matthew 13, MSG).

Earlier in Matthew 5, we're told to be the "salt of the earth" and the "light of the world." As we interpret this, "salt" seasons culture and creates thirst (the covert message), while "light" leads people to the light of the world, Jesus (the overt message).

So with this strategy in mind we're thrilled to announce to you a dual-pronged approach that includes an all-new network called Merit Street Media — which will be the "salt" to season culture, along with TBN — which will present a more focused emphasis on bringing the "light" of Jesus through worship, teaching, and preaching.

You'll be interested to know that we are partnering in this new channel and content

venture with the #1 daytime talk show host of all time, Dr. Phil McGraw, whose daytime audience is a record 10 million viewers in the U.S. alone.

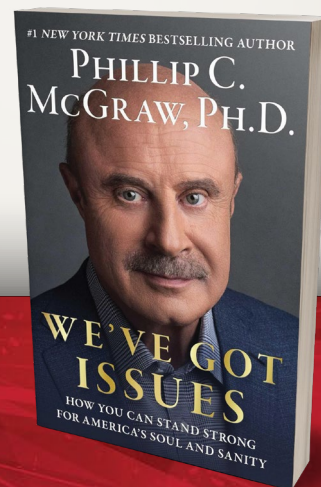
Dr. Phil is releasing a new book, *We've Got Issues: How You Can Stand Strong for America's Soul and Sanity*. Not only is it scripturally sound, but it prescribes exactly how we can rescue our culture from destructive forces. After reading every word, Laurie observed that *We've Got Issues* "gives words to" exactly what she and I have been thinking for decades. Here are just a few of the takeaways:

- Dr. Phil comes at everything from a strong and unapologetic biblical worldview and often quotes scripture.
- He believes strongly in hard work and meritocracy, hence "Merit" Street Media.
- He is fervently and eloquently anti-woke, calling it a "social contagion" that is systematically poisoning the minds of our youth.
- He believes that none of this is random, but a coordinated attack on the family and institutions of faith.
- He believes this a winnable culture war if people simply resist the path of "self-censoring" for fear of being canceled.
- He believes that it's no longer optional to take a stand for the sake of our children.

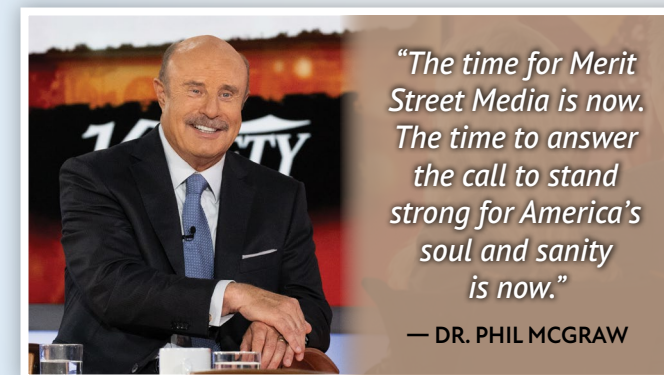
- He believes America is becoming dangerously unchurched.
- He insists we need to stop accommodating bad behavior.
- He hates victimhood which leads to division.
- He believes men need to be men again and lead their families out of darkness.
- He believes that evil men have overplayed their hand and therefore he has great optimism that there will be a great awakening soon as we speak truth through a megaphone.

Dr. Phil's revealing and enlightening book will be available everywhere on February 27. According to him, it's his most important work. When you read it you'll understand why — and you will also understand why we are so enthusiastic to team up with this very learned brother in Christ who understands from both a spiritual and psychological perspective the prescription for America.

Merit Street Media will come to millions of new viewers in the form of "salt" so that they will thirst for more and more liberating truth, many finding their way over to TBN to go deeper.



Join Matt and Laurie as they sit down with Dr. Phil McGraw to talk about his new book, *We've Got Issues: How You Can Stand Strong for America's Soul and Sanity*. Find out more about what's ailing our nation's culture and what we need to do to fix it.



*"The time for Merit Street Media is now. The time to answer the call to stand strong for America's soul and sanity is now."*

— DR. PHIL MCGRAW

In the book's conclusion Dr. Phil writes the following:

*Robin and I also raised our boys in a spiritually rich environment. For my part, I taught them they could come to me with anything, not just for the help and counsel I could offer in this life, but because I knew it was great practice for getting comfortable going to their Heavenly Father. That way, I knew they would never be alone.*

*But what about the country they were going to have to do it all in? What about the country they were going to live in, and raise their children in? That was the box I couldn't check. Short of a cult or a compound, you can't live your life walled off from the world, untouched by the reality around you."*

*I'll conclude where I began, **optimism**.*

*First, the loudest voices aren't necessarily the most numerous voices. We're talking about very small segments of society dominating our societal conversation. And we're going to get them back into proportion.*

*Second, with this book, you now have the awareness, the tools, the tactics and strategies to do just that. You have the ability to say, "I hear you, and I see you. But I also need you to understand that you're being selfish about this. I understand this is everything to you. And I'm willing to find a way for us to coexist, with mutual respect at best, and mutual tolerance at worst. But I will not listen to you simply because you are the loudest voice. I will not allow you to bully me, threaten me, coerce me, or cancel me into abandoning what I believe. I will not allow you to substitute intent for evidence of effectiveness. I can coexist with you, but that doesn't mean I'm going to start disavowing everything I think, feel, and believe in order to get along with you."*

Partner and friend, I've never been more excited about the fulfillment of what God spoke to Laurie and me over 30 years ago. By God's grace, we will have entrance into the hearts of the ungodly without them even knowing it. Merit Street Media will be a warm and welcoming place of decency, truth, and common sense, the "salt" to season and reason culture.

For the first time in one place, Merit Street Media will bring together many of the most important cultural voices of our day. In addition to Dr. Phil, the "king of daytime talk" (now with a daily prime time show), a carefully selected group of his friends are eagerly following his lead over to this new network. Each is a respected cultural influencer with a large and dedicated following.

*"Partner and friend, I've never been more excited about the fulfillment of what God spoke to Laurie and me over 30 years ago. By God's grace, we will have entrance into the hearts of the ungodly without them even knowing it."* —MATT CROUCH

Merit Street Media will prove a life-enriching place to hang out. Without a doubt, it's a place to be highly entertained, but it's also a place to develop your interpersonal skills, to become empowered in your daily life, and to do the right thing while becoming a better person for the sake of your family, your friends, your community, and your circle of influence. As Dr. Phil rightfully says, "It's always the right time to do the right thing."

Next month we're planning to fill you in on even more of the exciting things we have planned for both Merit Street Media and TBN. As always, your support is impacting the entire world in so many ways, and we can't possibly do it without you. Thank you for your vote of confidence in this powerful, dual-pronged strategy to bring the bright light of Jesus into every corner of the earth.

For His kingdom,

*Matt & Laurie*  
Matt and Laurie Crouch



AIRS FEB. 27 @ 8/7p C

Be part of the *Dr. Phil Primetime* audience. Two episodes a day are recorded on Mondays, Tuesdays, and Wednesdays in the Dallas/Fort Worth studios, and requests for audience participation are being accepted now.

Scan the QR code to find out more!



JOIN THE AUDIENCE FOR *DR. PHIL PRIMETIME*



# ST STAKELBECK TONIGHT

PREMIERING IN MARCH!

**FROM WARS, CONFLICT, AND CHAOS AROUND THE WORLD TO THE RISE OF ANTI-CHRISTIAN IDEOLOGY HERE AT HOME,** it's clear that Americans are living in perilous and unprecedented times. *Stakelbeck Tonight* will help you make sense of these stunning developments through a bold and biblical lens. Every weeknight host Erick Stakelbeck takes viewers around the world — from Washington, DC to London, Jerusalem, and beyond — with cutting-edge commentary, analysis, and interviews focusing on these world-changing events, why it matters to you, and why you can trust God through it all.

**DRIVE THRU HISTORY**  
WITH DAVE STOTTS

SAINT VALENTINE'S DAY

Hosted by **DAVE STOTTS**

FEB. 12 @ 8/7p C

**DON'T MISS THIS SPECIAL EDITION** of *Drive Thru History* as host Dave Stotts walks us through the backstory of this day celebrating love. It didn't start out with cards, candy, and kisses, but as a day to honor three early Christians who gave their lives for their faith.

*Better TOGETHER*

FEB. 12-16 @ 1:30/12:30p C

**BUILDING A LASTING MARRIAGE** includes surrendering to God, understanding the language of love, and learning how to keep romance alive! Join Laurie Crouch, Inés Franklin, Sheila Walsh, DeeDee Freeman, and Jamie Ivey for a week of insightful conversations on love and marriage.

**SCHOOL SHOOTERS:  
HOW TO STOP THE  
MADNESS**

A Dr. Phil News Special

AIRS FEB. 16 @ 8, 9, 10, 11p ET

**IN THIS HARD-HITTING SPECIAL REPORT,** Dr. Phil McGraw welcomes a broad range of experts and guests to discuss how educators, students, parents, and others can identify individuals at-risk for becoming school shooters so that this tragic trend can be stopped.

*Jesus IN THE PASSOVER*

RABBI JASON SOBEL & SHAWN BOLZ

MAR. 28 @ 8 & 10p ET

Don't miss this special Easter week Passover seder similar to the Last Supper Jesus observed with His disciples. Visit [tbn.org/passover](http://tbn.org/passover) to find out more.

## CELEBRATING BLACK HISTORY MONTH



Hosted by  
**LYNDA  
RANDLE**

**G**ospel singer Lynda Randle hosts this poignant celebration featuring uplifting personal stories, music from her album *Pilgrim Journey*, and a special appearance from her brother Michael Tait, lead singer with the Newsboys.

FEB. 5 @ 8/7p C



## GAITHER VOCAL BAND LOVE SONGS

FEB. 13 @ 8/7p C

**JOIN BILL AND THE GAITHER VOCAL BAND** for an evening of memorable, romantic harmonies.

## A TBN WORSHIP CELEBRATION

**STEVEN CURTIS  
CHAPMAN**

**CECE  
WINANS**

**MICHAEL W.  
SMITH**

**BETHEL  
MUSIC**

Join us for this TBN worship special with back-to-back programs featuring the best from four Christian music legends: Steven Curtis Chapman, CeCe Winans, Michael W. Smith, and Bethel Music.



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# JOIN US TODAY AS **SALT AND LIGHT** TO A WORLD THAT **NEEDS JESUS**

Like never before people everywhere need an authentic, life-changing representation of God's love.

**A**s followers of Jesus we're called to model His love by being "salt" and "light" to searching souls across the earth (Matthew 5:13-16).

That's why we're so excited about the launch of **Merit Street Media**, the all-new partner channel to our global **TBN** flagship network. **Salt preserves and seasons**, while **light dispels darkness**, and that is our dual-pronged mission for Merit Street and TBN.

*"... your prayer and financial support are more important than ever!"*

Through entertaining, thought-provoking, and engaging content, brimming with responsible voices, Merit Street is poised to deliver hard-hitting, truth-telling television designed to **preserve and promote** the important cultural values of faith, personal responsibility, and merit – offered with the gentle **seasoning of biblical truth** to draw seeking individuals to the God who loves them.



Meanwhile, as it has for over fifty years, your **TBN continues to cover the earth** 24 hours a day with the bright light of God's love through **life-changing teaching, preaching, and ministry** from the world's most respected Christian leaders, along with impacting worship, relevant talk, faith-building special programs, and much more.

As we kick off this bold, new broadcast initiative to touch every viewer demographic with God's love, your prayer and financial support are more important than ever!

This month, **one hundred percent of your gift to TBN** will go to impact the nations with the love of Jesus. God bless you!

## THANK YOU!

YOU'RE MAKING A DIFFERENCE FOR GOD'S KINGDOM.



WATCH

### 3 WAYS TO GIVE THIS MONTH:



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CHECK OR CARD



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800.201.5200



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TBN.org/newsletter

You can also give online with **PayPal** @ [tbn.org/donate](https://tbn.org/donate)



For more information about TBN, please go to [tbn.org](https://tbn.org) or write TBN at PO Box 316, Fort Worth, TX 76161-3160

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