



**RESURRECTION CELEBRATION!**  
**A Night to Lift up Jesus!**  
 MAR. 29, beginning @ 8/7p C  
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SENDING THE HOPE AND GRACE OF JESUS TO THE WORLD

NEWSLETTER | MARCH 2024



**Dr. Phil**  
 ON   
**Merit**  
 street media

02

*As TBN boldly shares the message of salvation through the person of Jesus, our new partner network Merit Street Media will shine a light on the principles of Jesus — justice, truth, mercy, and God’s love.*




*Jesus* IN THE  
**PASSOVER**  
 A **LIVE** BROADCAST EVENT

MAR. 28 @ 8 & 10p ET

06 *Experience a live Passover Seder similar to Jesus’ Last Supper with His disciples.*

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





# COVERING THE EARTH WITH THE MESSAGE OF SALVATION THROUGH JESUS

## DEAR PARTNER AND FRIEND,

The launch of **Merit Street Media** is nearly here! It's the historic fulfillment of a vision God gave us more than three decades ago. More on that in a moment.

As many of you know, Merit Street Media is an all-new network and production company, the result of an exciting partnership between TBN, America's most watched Christian network, and Dr. Phil McGraw, host of the most popular daily television talk show of all time, *Dr. Phil*.

Anchored by an exciting new nightly talk show, *Dr. Phil Primetime*, Merit Street Media is set to become a daily destination for millions of new viewers, offering a broad range of common sense news, information, and entertainment to perfectly complement TBN's more than fifty year tradition of life-changing teaching, preaching, and ministry.

On his new nightly show, Dr. Phil will meet Americans right where they are, dealing head-on with real people facing real problems and looking for real solutions to real issues. That includes pressing concerns like the continuing attack on the American family, parents' rights in raising their children, the potential toxic effects of social media, America's collapsing public education system, homelessness, drug addiction, and the erosion of the merit-based value system upon which America was built – all issues and concerns that are often ignored or downplayed by mainstream media.

*Dr. Phil Primetime* will be practical television you can use, offering candid and common sense perspectives along with relevant, action-oriented solutions that each of us can implement – all presented in Dr. Phil's bold, no-nonsense style. "We intend to own the debate lane," Dr. Phil explained.



Dr. Phil is bringing his Emmy-award winning daily talk show to prime time on Merit Street Media.

"But make no mistake: we're not here to win an argument. We're here to solve problems."

In addition to *Dr. Phil Primetime*, Merit Street Media will feature other essential news and entertainment programming, including:

***Morning on Merit Street***, a brand-new approach to the morning news cycle, hosted by award-winning journalists Dominique Sachse and Fanchon Stinger.

***The News on Merit Street***, taking your daily news beyond the headlines to "the rest of the story," with senior anchor Kris Gutierrez and hosts Lyndsay Keith and Loni Coombs.

***Crime Stories with Nancy Grace***, a cautionary series exploring the inside story of true crimes, with the goal of bringing closure and justice to victims of unresolved tragedies.

***The Behavior Panel***, featuring the top body language and behavioral analysts in the world, who uncover what newsmakers are really saying, thinking, hiding, and revealing.



Merit Street offers viewers a fresh approach to the daily headlines, featuring mornings with Dominique Sachse and Fanchon Stinger, and a "beyond the headlines" look at the news with Loni Coombs, Kris Gutierrez, and Lyndsay Keith.



What are today's newsmakers really thinking as they deliver their carefully crafted public statements? *The Behavior Panel* use their expertise to uncover the truth.



*The Story Behind the Story with Mike Rowe*, featuring America's modern-day Mark Twain delivering backstories on people and events we thought we knew all about.

*Centuries Collide*, hosted by Cody Crouch and taking you on an adventurous trip through time across America to discover the fascinating events that shaped every corner of this great nation.

And that's just the beginning! There's a lot more exciting Merit Street Media programming in development involving major talent that we will be announcing in the coming days.

Reflecting on this exciting new venture, Dr. Phil noted: "Everything I've ever done has prepared me for this. The time for *Dr. Phil Primetime* and 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."

As you can imagine, the past year has been a whirlwind of activity preparing for this great new network, while at the same time upgrading TBN's footprint and programing. But it's all been worthwhile. It's the fulfillment of a word Laurie and I received in August 1992 that resonated so much in our hearts that it charted our course in life: "You will have access to the hearts of the ungodly without them even knowing it!"

Little did we know that thirty years later the #1 daytime talk show host in America would partner with us to accomplish just that! Without a doubt God clearly delivered on that word in a way that turned out to be "exceeding and abundantly above all that we ask or think" (Ephesians 3:20).

Back in 2001 Tim LaHaye, author of the bestselling novel *Left Behind*, and his wife Beverly, founder of *Concerned Women for America*, went to see a movie Laurie and I produced

called *Carman: The Champion*, returning for several more showings with friends and colleagues. Later Tim offered a profound observation to me: "You know, Matt, we've come to realize that we don't have to beat people over the head with the Bible to reach them" – inferring that we had succeeded in that regard with this film.

Tim's observation confirmed something that Laurie and I had long felt: As vital as Christian television and entertainment can and should be, other mass media outreaches that simply underpin a Christian worldview can be just as vital in drawing searching hearts to Christ. It's why Jesus told edifying parables and then walked away – to create "readiness" as He called it and prompt the heart toward godliness.

So in this new dual-pronged strategy, consider TBN the "overt" outreach of the gospel message, while Merit Street Media offers a "covert" approach to a world in dire need of positive, biblical principles.

It's finally happening, we're expanding the borders of Christian television! As believers we are called to be "salt and light" to the world, but for too long we've abandoned the "highways and byways," failing to engage in secular media in any meaningful way. As a result, our much-troubled "nation under God" is starving for a mainstream voice built on an unapologetic foundation of truth – a voice that can influence every aspect of culture and entertainment.

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Former special prosecutor Nancy Grace brings her successful crusade to win justice for victims of violent crime to Merit Street Media.

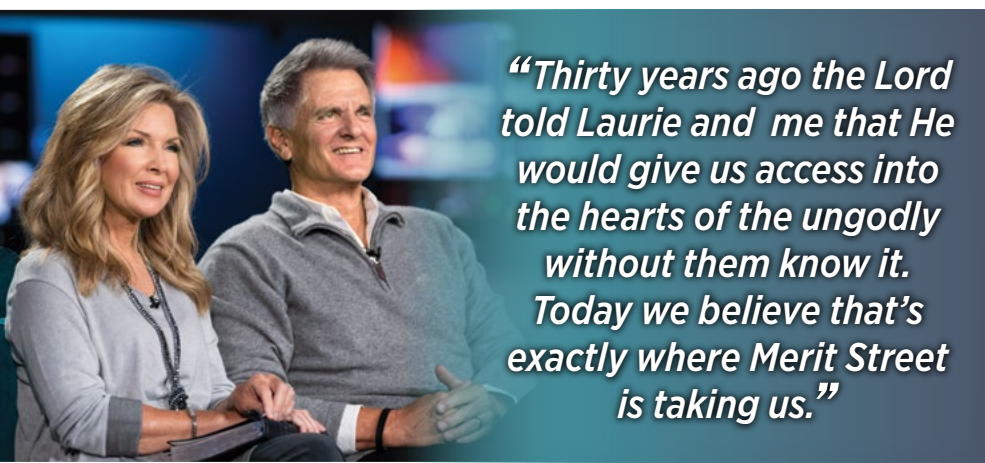


Cody Crouch brings his humorous and engaging perspective to this unique exploration of the historic people, places, and events that have helped to shape America's character of greatness.

# Merit

## A Message of JUSTICE, TRUTH, MERCY, and GOD'S LOVE

From underpinning and seeking justice, to better understanding human behavior, to values-driven news, talk, information, and more – I'm excited to say, oh my gosh, FINALLY! Thirty years ago the Lord told Laurie and me that He would give us access into the hearts of the ungodly without them knowing it. Today we believe that's exactly where Merit Street is taking us.



*“Thirty years ago the Lord told Laurie and me that He would give us access into the hearts of the ungodly without them know it. Today we believe that’s exactly where Merit Street is taking us.”*

As our new co-ventured partnership suggests, Merit Street Media will be committed to engaging viewers with the understanding that the freest and most prosperous societies throughout history have been founded on the biblical principles of merit and personal responsibility before God. But you and I already know this in our heart of hearts.

We also understand the importance of being “salt” and “light” to a fallen, searching world (Matthew 5:13-16). With the addition of other strong and proven voices of reason and integrity, Merit Street Media will be “salt” to “reason and season” the culture, drawing many to the “light” of Jesus

preached 24/7 around the world on TBN. It's a winning, dual-pronged strategy that can help restore sanity and godliness to a generation in need.

In his new book *We've Got Issues: How You Can Stand Strong for America's Soul and Sanity*, Dr. Phil writes: “I was raised in the Southern Baptist church and was baptized in the Village Baptist Church in Oklahoma City when I was 13 years old. The benefit of going to church is not some vague notion. It is demonstrably helpful. Our Founders saw that. They knew they wanted a separation of church and state – they didn't want us governed by *any single religion* – but at the same time they felt religion in general was essential if we were going to have good and decent citizens, and that good and decent citizens were essential to a successful country. That's why you see references to God woven into the fabric and the words of our founding documents.”

We can't thank you enough for standing strong with TBN in these critical days of Kingdom building across the globe. The fields are white unto harvest like never before (John 4:35). Together with you we are a formidable team, and through this innovative partnership between TBN and Merit Street Media, we will finally “have access to the hearts of the ungodly without them even knowing it!”

For this generation,

Matt and Laurie Crouch

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*





A portrait of Dr. Phil McGraw, a middle-aged man with a mustache, wearing a dark suit, light blue shirt, and a purple patterned tie. He is looking slightly to the right of the camera with a neutral expression. The background is a blurred studio setting with blue lighting and overhead lights.

# Dr. Phil

ON  
★  
**Merit  
street**

**Weeknights at 8/7p C**

**E**very weeknight *Dr. Phil Primetime* will take on tough issues facing real people in the real world every day. From the attack on America's families to toxic social media, the deterioration of public education, and a lot more, Dr. Phil brings his no-nonsense style and practical counsel to effectively address concerns common to so many individuals and families today.





# Jesus IN THE PASSOVER

MARCH 28 – 8p & 10p ET

A **LIVE** BROADCAST EVENT

WITH RABBI JASON SOBEL & SHAWN BOLZ

Join Rabbi Jason Sobel and Shawn Bolz, along with Pastor Allen Jackson, for a live reenactment and explanation of an actual Passover Seder, showing the presence of Jesus our Messiah in every step and element.



◀◀ **ENRICHING & ENCOURAGING CHRISTIAN  
PROGRAMMING FOR YOU EVERY DAY!**



# RESURRECTION CELEBRATION


*A Night to Lift up Our Risen Savior*

This powerful resurrection celebration features music from Andrea Bocelli, CeCe Winans, the Gaither Vocal Band, and Michael W. Smith, along with inspiring messages from Joel Osteen and Franklin Graham.

MAR. 29 BEGINNING @ 8/7p C




# Praise Encouraging content for your life!



**WORLD EVENTS FROM A BIBLICAL LENS**

On this special edition of *Praise*, host Sheila Walsh sits down with Erick Stakelbeck to introduce his new program *Stakelbeck Tonight*, bringing you the latest commentary, analysis, and interviews on world-changing news and current events — all from a biblical worldview.

**Mar. 25 @ 7:30p ET & PT**



Sheila Walsh hosts **ROBERT JEFFRESS**

**THE REALITY & POWER OF THE RESURRECTION**

**Airs March 25 @ 8/7p C**

Join Sheila Walsh as she welcomes Dr. Robert Jeffress to talk about the reality and power Jesus brings to every aspect of our lives through His glorious resurrection and victory over sin and death. Reach out to friends and family to view this program on the life-changing power of Jesus' death and resurrection!




**GOD'S APPOINTED TIMES**

**SEASON 2**

Rabbi Jason Sobel takes you on a fascinating exploration of Jewish biblical holidays, showing how they can bring greater depth and understanding to your relationship with Jesus the Messiah.

**Starting March 27 @ 9/8p C**

## JOIN TBN+ TODAY!



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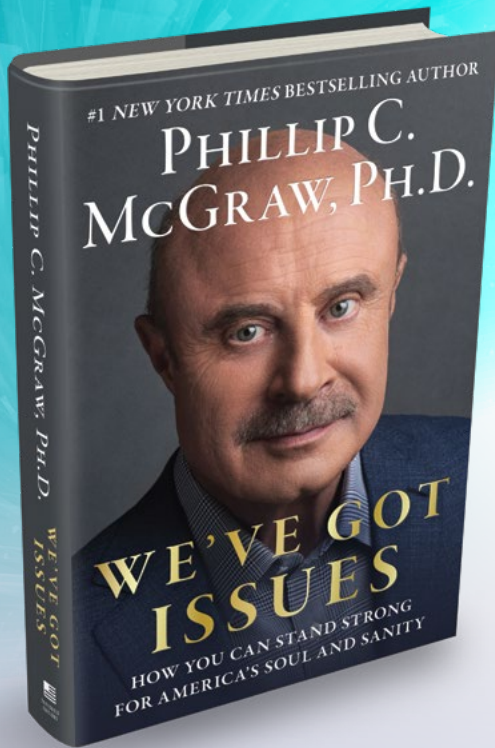


\*Due to streaming rights, our live channels will still contain ads



In appreciation for your support of TBN

## RECLAIMING THE VALUES THAT DEFINE AMERICA AT HER BEST



Receive Dr. Phil McGraw's book  
**We've Got Issues**

From #1 *New York Times* bestselling author and beloved television host Dr. Phil comes ***We've Got Issues: How You Can Stand Strong for America's Soul and Sanity***, an important new book on how we can come home to our core values, fortify our families, and re-embrace self-determination and self-governance.

Combining a brutally honest look at the sustained attack on the core values that have defined America at its best, along with common sense guidance on what each of us can do to stop the madness, Dr. Phil provides the tools for mainstream America to fight back against the forces of division with sensible and urgently needed advice supported by the latest social, medical, and psychological findings.

In *We've Got Issues* Dr. Phil deconstructs the systematic assault on the principles that made our nation prosperous, free, and powerful, and charts a steady course from "cancel culture" to counsel culture, from fear to acceptance, from victimhood to community, and from the "tyranny of the fringe" to a more civil society where we heal our divides and each of us decides to be who we are on purpose.



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