

TBN Seeks Next Generation of Faith And Family Friendly Programming With “INNOVATE” Contest

By WDC Media PR

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TBN has launched a bold new initiative to find the next generation of faith and family friendly programs under a project that challenges producers to submit their cutting edge ideas for new shows that could be aired on TBN's networks.

Trinity Broadcasting Network (TBN), the world's largest religious broadcaster and America's most-watched faith channel, has launched a bold new initiative to find the next generation of faith and family friendly programs under a project that challenges producers to submit their cutting edge ideas for new shows that could be aired on TBN's four specialized networks.

The programs that best answer the “INNOVATE Program Challenge” will be announced on TBN's “Behind the Scenes” program by TBN's Vice President of Administration Paul Crouch, Jr., and have an initial one-time premier on one or more of TBN's digital networks. Each of TBN's four digital networks will feature an “INNOVATE Program Challenge” winner.

"TBN Networks is seeking innovative new programs for all of our digital networks," explained Paul Crouch Jr., TBN's Vice President for Administration. "We are launching a special contest called 'INNOVATE: the Ultimate Programming Challenge' aimed at inspiring the best and brightest of producers to submit shows that will capture the imagination of TBN viewers worldwide."

"We're going to empower the best faith-based to help change the face of our industry – to start producing shows for the next generation of faith-based television." Crouch said the INNOVATE contest is in quest of the best shows for each of TBN's four digital networks: Smile of a Child, for viewers age two to twelve; JCTV, for teens and young adults age 13 through 29; the Church Channel, for viewers who enjoy worship, teaching, and preaching; and TBN Enlace USA, for Hispanic viewers.

Producers wishing to submit programs can do it in two different ways. Those attending the National Association of Broadcasters (NAB) convention April 14-19 in Las Vegas are invited to submit DVDs of their programs at the Technologies For Worship Pavilion in the TBN Networks booth #C11306. Producers who bring their programs to NAB will have a unique opportunity to sit down and discuss their pre-produced show with a TBN program executive. Producers attending NAB should set up a meeting with a TBN program executive in advance by e-mailing Joan Higley at jhigley@tbn.org.

Those not attending NAB can submit their program to "The Ultimate TBN Networks Program Challenge", 2442 Michelle Dr., Tustin, CA 92780. For more information visit www.tbnnetworks.com/innovate

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