



FAITH USA LAUNCHES ON DISH NETWORK!

DR WALDO MALAN

It's with great excitement that Faith Family of Networks announced the launch of a new satellite channel in the USA, called FaithUSA. President and CEO, Dr. André Roebert says, "Over the years, we have received many prophetic words concerning the future significance of Faith Broadcasting Network. We have carried the voice of faith and the power of the Holy Spirit across the nations of the earth, and we have eagerly awaited the arrival of every season to get us there."

Faith Family of Networks launched in 2002 as the first ever Christian television channel in South Africa and has grown over the last 15 years to a network reaching over 250 million households in Africa, the United Kingdom and the United States. According to Dr. André Roebert the expansion into the USA heralds a new season of expansion. "In addition to reaching ±14 million homes via Dish Network channel 269," he comments, "we are currently negotiating local broadcasting in some other states and cities throughout the USA, which will bring the potential reach of FBN to close to 20 million homes."

Ben Ferrell, of BMC Ferrell agencies, who works in close association with FBN comments, "We have an earnest sense of anticipation to see God's kingdom extended, and as such, the potential of reaching millions of souls fills us with awe. God is at work, and as His servants fulfilling the great commission, we are all a vital part of it!"

Faith Family of Networks consider the 6 July launch as an enormous opportunity to infiltrate the USA and Africa with the Word of Faith and the move of His Holy Spirit. "FaithUSA will focus on the power of the Holy Spirit," says Dr. Roebert, "broadcasting live programs showing revival in action, the supernatural, and mira-

cles, and as such this will set our channel apart from most other religious offerings on television." Each programmer and content provider on our network has a unique way in conveying the Gospel of Christ, and by giving various approaches to so many different viewers, we ensure that the message will hit its mark. Some of the programmers include Jonathan Shuttlesworth, Katie Souza, Rodney Howard-Browne, Paula White, and Curry Blake. Many other respected ministers, such as Kenneth & Gloria Copeland, Bill Winston, John & Lisa Bevere, Jentezen Franklin, Planetshakers, and Beth Jones form part of the regular program lineup.

"The program content on FaithUSA encourages and uplifts the lives of its viewers through top international and local shows that include everything from wholesome comedy, talk shows, documentaries, entertainment, music, top local and international inspirational family movies, as well as children's and youth based shows," says Ben Ferrell. "FaithUSA is part of the selective block of religious channels on Dish Network. It is adjacent to the block of Hispanic channels, beginning with Univision, one of the most highly rated television networks in America."

"FaithUSA is primarily focused on souls," says Dr. Roebert, "confirming the Word with signs following in the power of the Holy Spirit for live broadcasts." The channel is geared towards the whole family, and the promotional launch video released by FBNencapsulates their purpose - "Invite the supernatural into your home this summer as FaithUSA launches on Dish Network Channel 269. Experience the miracle-working power of God daily as you join millions worldwide in a spirit of faith, hope and love. It is about unifying your family, your community, your nation, it is about God as the mainstay of your life."