

Daystar Founders Acquire Orlando Public TV Station

✖ The founders of Daystar Television Network have acquired WMFE, Orlando's public TV station, for \$3 million.

Marcus and Joni Lamb acquired WMFE, known as Channel 24, through a company called Community Educators of Orlando. The acquisition is pending Federal Communications Commission approval.

WMFE announced a decision to sell its television station on April 1, citing financial strain from decreased donations, critical uncertainties in federal and state funding, and predicted increases in programming costs.

Lamb hinted at the acquisition in an April 2 letter to Daystar partners in which he outlined growth plans for the network. Lamb's letter noted, "Daystar has reached an agreement in principle to purchase another full power TV station in a Top 20 market, our Network's 25th full power station." No immediate plans for the new station have been announced.

Steve Strang, CEO of Charisma Media, which publishes Charisma, Ministry Today and Christian Retailing magazines, along with Christian minister and physician Dr. Don Colbert, and professional golfer Lee Janzen are on the board of directors of Community Educators of Orlando.

Daystar Television Network has emerged as the fastest growing and one of two largest Christian television networks in the world. Daystar operates over 70 television stations in major markets across the United States with production facilities in Dallas, Houston, and Denver. Daystar has a potential audience of over 80 million households in the U.S. alone.