

Hulu Quickly Reverses Decision After Rejecting Church's Ad for 'Religious Indoctrination'

Streaming platform Hulu has reportedly reversed course after rejecting a Texas church's advertisement promoting church services, a decision announced by First Liberty Institute, a religious liberty law firm.

"We are grateful to Hulu for its quick response to our demand letter and for accepting Hulen Street Church's ad," Jeremy Dys, senior counsel at First Liberty Institute, said in a statement.

Get your FREE CHARISMA NEWSLETTERS today! Stay up-to-date with current issues, Holy Spirit news, Christian teachings, Charisma videos & more!

As CBN News previously reported, Hulen Street Church accused Hulu this week of rejecting the advertisement over the claim the spot violated policies surrounding "religious indoctrination."

It's a designation Dys said is nowhere in Hulu's ad parameters.

The purported rejection of Hulen Street Church's ad led Dys to issue a demand letter "urging the platform to change its policy toward religious advertising," according to a statement.

Dys spoke with CBN News Tuesday, a day before Hulu is said to have reversed course.

Breaking News. Spirit-Filled Stories. Subscribe to Charisma on

YouTube now!

"Hulu ... has a bunch of ads that they allow people to put on the platform if you're an approved advertiser," Dys said. "Hulen Street Church ... decided to open up a new [Thursday] service time for people ... who aren't able to get to Sunday services, and they wanted to advertise that locally like they've done in a lot of other places, and so they became an approved advertiser. They submitted their ad and it was rejected. They submitted it again, and it was rejected again."

According to Dys, the 22-second ad, featuring Pastor Wes Hamilton, encouraged people to learn about the extra church service.

"Does your work schedule or busy family calendar not allow you to attend Church on a Sunday morning?" the ad opens. "If so, I want to invite you to Thursday nights at Hulen Street Church beginning on February 1st."

It concludes, "We created Thursday nights at Hulen Street because we know that even though Sunday may not be an option for you, that doesn't mean your faith isn't important to you."

To read the full story, visit our content partners at Faithwire.

Reprinted with permission from . Copyright © 2024 The Christian Broadcasting Network Inc. All rights reserved.

Join Charisma Magazine Online to follow everything the Holy Spirit is doing around the world!