

‘Passionate’ About Family Programming: Conservative Outlet Poised to Beat Out Hallmark Channel

The CEO of the Great American Channels company is on a mission to make GAC Media the “leader in family television,” and he’s taking significant steps to make that goal a reality.

After some families found the Hallmark Channel’s pro-LGBT shift to be disheartening, sister networks GAC Family and GAC Living are now poised to be major Hallmark competitors.

During an interview on *Up Next with John Contratti*, GAC Media CEO Bill Abbott laid out his plans to provide high-quality original content the whole family can enjoy.

Abbott said, “There’s so much need for family content and the market in this space. It’s pretty scary, quite frankly, the amount of content that’s out there, the vast majority of content is salacious and is not appropriate for any member of the family, really.”

The native of Oyster Bay, Long Island, said creating family programming is “something he’s passionate about and wanted to do.”

One of the company’s biggest moves appears to be hiring Candace Cameron Bure for a leading role in the organization. More about that [here](#).

The GAC Family network has already been hard at work on its goal, airing 12 original Christmas movies during the last Christmas season. The company has also hired Hallmark actors and actresses to appear in movies and programs for its channels. Danica McKellar, Jen Lilley, Daniel Lissing and

Jessica Lowndes are just a few of the performer's GAC audiences will recognize.

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