

Paul Crouch Jr. Accepts Position at The Word Network

Just weeks after Paul Crouch Jr. left the television network his parents pioneered 38 years ago, the mystery surrounding the “new opportunities” that enticed him is solved.

Crouch is joining The Word Network, the largest African-American religious network in the U.S. Crouch gave up his position as vice president and chief of staff at TBN to serve as director of project development at the network.

“I look forward to working with Paul to help expand The Word Network throughout the Christian community,” says The Word Network CEO Kevin Adell. Crouch was not immediately available for comment.

Crouch will work to expand the network to the Christian community in California with live broadcasts and interviews with Christian leaders. Crouch’s new venture comes after the successful launch of iTBN, a new online service that aims to deliver TBN’s best programming—both past and present—to Web audiences all over the world. ITBN rolled out in September. Crouch resigned from TBN in October.

It is not clear why Crouch decided to take his talents to another network. The Word Network airs national and international ministries, gospel music, interview shows, religious conventions, and special events and is available in 85 million homes in the U.S. and in more than 200 countries around the world.

By contrast, TBN is featured on more than 5,000 television stations, 33 satellites, the Internet and thousands of cable systems around the world, making TBN the world’s largest Christian television network. TBN produces more original Christian programs than any other religious network and is a

recognized leader in the production of major Christian movies.