

## DAYSTAR PROFILE

### WHAT:

Daystar Television Network is the fastest-growing Christian television network in the world. Headquartered in the Dallas/Fort Worth metroplex as a d/b/a of Word of God Fellowship Inc., Daystar is broadcast in 42 of the top 50 markets on over 80 television stations in addition to the 70 or more stations Daystar owns and operates. With production facilities in Dallas, Houston, Denver and the Tri-cities, Daystar produces quality programming that reaches 80 million U.S. homes and has a potential viewership of 216 million. In addition, the network reaches international audiences via satellite, broadcasting into more than 200 countries and 525 million homes globally. The non-profit organization provides a continuous 24-hour-a-day, seven-day-a-week stream of Christian broadcasting and is listener-supported and ministry-minded.

### WHO:

President and Chief Executive Officer Marcus D. Lamb founded the network with his wife Joni, who serves as vice president. Together they host a program called "Celebration," a daily talk show featuring candid, one-on-one interviews with top authors, musicians, ministry leaders and business people. Joni also serves as host and executive producer for her own self-titled award-winning talk show, "Joni."

### WHY:

The mission of the network is to reach souls with the good news of Jesus Christ and to seek out every available means of distribution to a world in need of hope. With an extensive blend of interdenominational and multi-cultural programming, Daystar is committed to producing and providing quality television that will reach the viewers, refresh their lives, and renew their hearts.

### HOW:

Marcus and Joni Lamb began traveling cross country, ministering to churches all over the United States as young newlyweds. In 1984 they founded WMCF-TV 45 in Montgomery, Ala. A year later, channel 45 had become the first full-power Christian television station in the state. The Lambs relocated to Dallas in 1990 and began KMPX-TV 29, which grew to serve a market of over 4 million people. In 1997 the ministry officially became The Daystar Television Network. In 2008, Daystar won two Emmy Awards, the highest honor in the television industry. Today, in addition to original Christian programming, Daystar seeks to reach audiences through various ministries, media formats and events. The annual Refreshing Times Conference, Daystar's largest event, allows guests to replenish their spirits through popular speakers and musical artists. In addition to hosting inspirational tours to Israel, Daystar also sponsors NASCAR driver Blake Koch and the Godspeaks.com/Daystar.com racecar.

