

888-NEED HIM Commercial Mysteriously Removed from Broadcast Schedule

Dallas, TX. September 15, 2009.

On Tuesday, September 8, 2009, the Gospel television commercial called “Something’s Not Right” was pulled at the last minute from a previously scheduled broadcast. The commercial airtime was purchased by Need Him Ministries and was slated to run immediately before and after the Gates Foundation’s 30-minute “Get Schooled: You Have the Right” documentary which had gained notoriety and support by President Obama’s speech on education earlier that day. Sometime before broadcasting, and without explanation, the commercial was removed from the schedule.

The “Get Schooled: You Have the Right” documentary special was aired in the first programming “roadblock” of any kind across all Viacom networks, including BET, MTV, VH1, CMT, Comedy Central, Spike TV, TV Land, and Nickelodeon, at 8:00 PM ET in a nationwide broadcast.

Need Him Ministries’ “Something’s Not Right” commercial was scheduled for broadcast over those same channels at 7:59 PM and 8:31 PM ET. At 7:45 PM ET, ministry staff and volunteers across the nation were logged on and ready to talk with anyone wanting to know more about beginning a relationship with Jesus Christ. Sadly, no calls came. It was not shown at either timeslot.

Need Him staff members, seeking to discover the reason behind the change in programming, have received several explanations including “it was pulled for content.” The TV commercial is simple and profound, using real people, not actors. And it relays a very direct message we were hoping to deliver to millions of homes on Tuesday night.

Need Him encourages all Christian media to continue in prayer under increasing attack from those using Hate Crime/Speech legislation and the Fairness Doctrine to silence efforts in sharing Jesus with a lost nation.

Need Him Ministries began in 1996 as a partnership with the Billy Graham Evangelistic Association, Campus Crusade for Christ, Moody Bible, and several other evangelical ministries. Need Him Ministries was created to provide an evangelism response strategy to enable anyone to speak live with a trained volunteer about how to begin a personal relationship with Jesus Christ. More than 1200 radio and television stations, billboards, and newspapers across the United States promote the special call-in number (888-NeedHIM) and website (needhim.org).

[Click here to view “Something’s Not Right”](#)

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