



T.D. Jakes At-A-Glance

About The Potter's House.

Founded in 1996, The Potter's House is non-denominational, multicultural church led by Senior Pastor, Bishop T.D. Jakes. With more than 30,000 members on its rolls, The Potter's House is consistently ranked among the largest and most influential churches in the U.S.

The Potter's House operates as a non-profit organization with its principal campus in southern Dallas. Accelerated growth and shifting demographics have necessitated expansion to additional sites in North Dallas (Frisco, Texas,) Fort Worth, Texas and Denver.

Deeply rooted in the local and global communities, The Potter's House's charter is to extend a *"hand of help to the needy, a heart of compassion to the hurting, and a message of empowerment to the disenfranchised."*

T.D. Jakes' mission carried out through four distinct channels: *global humanitarian outreach, inspirational conference series, media and entertainment ventures and thought leadership forums.*

Global Humanitarian & Outreach Initiatives.

- **Metroplex Economic Development Corporation (MEDC)** – a 501 (c) (3) business development corporation that aids families and individuals in underserved communities. The MEDC provides practical programs from home ownership, to credit development, financial literacy, and entrepreneurial development initiatives.
- **Texas Offenders Re-Entry Initiative (T.O.R.I.)** – Operating within five primary geographical re-entry points within the state of Texas (Dallas, Fort Worth, Houston, San Antonio and Austin,) T.O.R.I. serves as an "after-care" program for former offenders transitioning back into society. Celebrating its 10th anniversary in 2015, the program provides case management, family and marital counseling, and pre-employment assistance. More than 10,000 graduates have matriculated since T.O.R.I.'s founding. T.O.R.I. received an EMMY award for a TV documentary recounting client success stories.
- **MegaCARE** – is the humanitarian outreach arm of The Potter's House and closely reflects the heart of T.D. Jakes. The ministry touches hurting people with practical help no matter where they are in the world: North, Central or South America, Africa, Asia, the Middle East, Europe or the Caribbean. MegaCARE has boots on the ground providing supplies, filtering systems, medical supplies and food after major disasters such as the recent West Virginia water contamination catastrophe, Haitian earthquake, and Hurricane Katrina, *etc.* The group is also attuned to global issues such as AIDS awareness, sex trafficking, clean water systems, microeconomic development, healthcare and green initiatives. For example, in Kenya, MegaCARE built the T.D. Jakes Wing at Melchizedek Hospital, provided medical care and recently averted tribal warfare by repairing life-saving well systems drilled by the ministry. MegaCARE also provides ongoing medical screenings for Dallas area residents, aid to the homeless, plus other acts of practical kindness through more than 120 auxiliaries.



Inspirational Conference Series.

- **MegaFEST** – one of the most widely recognized events in T.D. Jakes arsenal, the multi-day, family-friendly, *edutainment* forum has broken attendance records around the globe. Traditionally held in Atlanta, this festival has ventured to South Africa with outreach missions, excursions, entrepreneurial exchanges and special HIV/AIDS awareness programs in 2008. Occurring every other year, the *über* event debuted in Dallas in 2013 and featured headliners like Oprah Winfrey and Steve Harvey. MegaFest returned to Dallas in 2015 and scored more than \$59 million in economic impact and drew nearly 100,000 attendees. The next festival will occur on June 28, 2017.
- **Woman Thou Art Loosed @ MegaFEST**– the “*Woman Thou Art Loosed*” franchise began as a woman’s bible study in a storefront West Virginia church in 1992 and has since burgeoned into a book, stage play, CD, popular conference and film franchise. Each year, women from near and afar gather to hear an encouraging word of hope. Real talk sessions, powerful preaching, inspirational teaching, worship and health screenings are familiar staples at this women’s empowerment conference.
- **ManPower @ MegaFEST** – integrates the public, private and spiritual lives of men and encourages transparency among brothers. With its infusion of topical messages by inspired leaders, on-fire worship and times of personal reflection, men leave this mentoring environment refocused, reenergized and reengaged across all areas of their lives.
- **International Pastors & Leadership** – proving the adage that ‘leadership is not *just* for pastors anymore,’ the forum brings top-down leadership principles for the entire church staff. Attracting some of the most successful pastors, and marquee speakers, this international conference is training central for churches in all phases of development.

Media & Entertainment.

Under the for-profit umbrella of TDJ Enterprises (TDJE) are film, music, books and other branded products and digital services that extend the T.D. Jakes name beyond the pulpit. A master communicator, his relevant message of hope is aimed at a mass media audience.

- **Film** – Jakes’ foray into film began with the independently produced, “*Woman Thou Art Loosed*,” and was quickly followed by “*Not Easily Broken*.” A “*First Look*” deal with Sony Pictures has enabled Jakes to continue making his mark within the fast growing faith and family film genre. Projects include: The NAACP *Image Award*-winning romantic comedy, “*Jumping the Broom*,” which debuted as the #1 comedy and earned nearly seven times its budget. The remake of the 1976 Irene Cara-led classic, “*Sparkle*” starring Jordin Sparks and the late Whitney Houston received an “A” audience rating and reached the top five on opening weekend. The “*Woman Thou Art Loosed*” sequel, “*On the Seventh Day*,” marked the launch of the TDJE independent film division, earning #1 independent status upon its opening. Through a partnership with international MA-AFRICA Films and Image Entertainment; TDJ Independent produced and distributed “*Winnie Mandela*” starring Jennifer Hudson. A production deal with Fox Searchlight Pictures resulted in “*Black Nativity*,” a musical adaptation of Langston Hughes’ libretto starring Angela Bassett, cracked the top 10 in 2013.



In 2014, *"Heaven is For Real"* based on the bestselling book was produced in partnership with former Disney executive, Joe Roth, opened at #2 and generated more than \$100 million. The follow up, *"Miracles from Heaven"* starring Jennifer Garner and Queen Latifah, based on the book of the same name, opened with an A+ rating on March 16, 2016. The film ranked #3, earning \$18, 369,446 in its first five days, and scored #4 in *all time* faith films openings.

- **T.V.** - A new talk show called *"T.D. Jakes"* debuted in September 2016 to top ratings. Launched *via* a unique business model with TEGNA and other production partners, the show focuses on topical issues and airs daily on network stations and re-airs on OWN.
- **Music** - Dexterity Sounds is responsible for some of the most innovative expressions in Gospel Music today. The label has received numerous industry accolades, including Grammys® for *"The Storm is Over,"* and *"A Wing and a Prayer."* Dexterity is also well known for the fan favorite *Sacred Love Songs* albums and for its award winning worship experience DVDs. Dexterity is currently promoting its all-female contemporary gospel group, *"Grace"* which recently scored a top spot on the Billboard charts.
- **Books** - Author of 39 books to date, T.D. Jakes is no stranger to the written word. Titles such as *"Making Great Decisions,"* and *"Reposition Yourself"* are perennial bookshelf fixtures. *The T.D. Jakes Relationship Bible* scored a NAACP Image Award for literature and his *tour de force* on forgiveness called *"Let it Go!"* peaked at #3 on *New York Times* bestseller list. In 2014, *"Instinct: The Power to Unleash Your Inborn Drive"* reached #1 opening week and remained on the list for double digit weeks. In 2015, *"Destiny"* also made the top 10. With 40 books in 40 years of ministry, the newest title, *"A Second Wind"* will debut in 2017.
- **Radio** - Airing in more than 75 stations nationally, *"Empowering Moments"* are encouraging messages and daily spiritual thoughts from T.D. Jakes that offer nuggets of wisdom to listeners across top rated syndicated stations.
- **Broadcast** - *The Potter's Touch* is a mainstay on Christian television offering powerful messages to faithful followers from the "electronic pulpit" of Bishop T.D. Jakes. The program has aired on the *Daystar, TBN, Word, Impact* and *BET* networks.
- **Concerts** - live touring comedy revues and concerts have rolled out successfully under the banner, *"A Time to Laugh."*
- **Live Streaming** - T.D. Jakes' services stream live to millions each Sunday *via* the Internet-based "e-church."
- **Podcast** - T.D. Jakes recently launched a new podcast series where he undertakes salient conversations with key newsmakers.

Leadership Platforms.

Bishop Jakes' desire to mentor leaders is evidenced in his annual intimate training forums:

- **Project Gideon** - equips those under 40 to thrive within the pastorate.
- **Mount Pisgah Experience** - assists those over 40 looking to gain mastery in ministry.

Thought Leadership.



T.D. Jakes extends his influence in a number of prestigious forums around the world, sharing leadership principles from a faith perspective. T.D. Jakes has lent his unique voice and intellectual insights to forums such as:

- The Aspen Institute
- The Drucker Institute, CEO Forum
- The SMU Tate Lecture Series
- Conversations with America
- The Willow Creek Leadership Forum
- The Elephant Room
- The Reconciled Church
- Dallas Festival of Ideas

T.D. Jakes has advised the last three presidents, was a featured speaker at the inauguration of Barack Obama in 2009, gave remarks at a White House Easter Prayer Breakfast in 2011, attended the state dinner for African leaders in 2014 and Pope Francis' 2015 White House visit.

Over the years, he has met with leaders on the world stage, including President Rawlings of Ghana and President Obasanjo of Nigeria. He was a guest of the King of Jordan, King Abdullah, the President of Trinidad, George Maxwell Richards, and the president of the Republic of Uganda, Yoweri K. Museveni, among others.

T.D. Jakes is a frequent commentator for cable news outlets *CNN*, *MSNBC*, and *Fox Business Network*. Called "*America's Treasure*" by Oprah Winfrey, he was a welcomed guest on *Oprah's Next Chapter*, *Lifeclass*, and *Super Soul Sunday*. He is a trusted advisor to *Dr. Phil* and serves on the advisory boards for the Soledad O'Brien + Brad Raymond Foundation and for prolific producers Mark Burnett and Roma Downey of Light Workers Media, creators of the wildly successful *Bible* series for the History Channel.

T.D. Jakes shares his opinions in thought-provoking op-ed articles for *Time* magazine, *CNN.com*, *The Washington Post*, *The Huffington Post, Inc.* and *Bloomberg/BusinessWEEK*, among others and pens his own advice column for *ESSENCE* magazine. His media impact averages at around 40 billion unique impressions per year.

In 2015, Bishop Jakes launched "*Conversations with America*" a series of statically based studies on the issues that impact broad cross-sections of Americans. In 2016, Bishop Jakes held a live forum to discuss study results on criminal justice, economic reform, national security and racial polarization with *MSNBC's* Chris Matthews. The by-invitation only event drew a crowd of 200 including members of Congress, the White House, journalists, lobbyists, and others and aired *via* Facebook Live with an audience reach of exceeding 1 million. The award-winning campaign is now a featured segment on the *T.D. Jakes Show* and continues as an ongoing study.

Select Honors: 2015 *Ebony Power 100*, and *Newsmax's Top 100 Leaders (#14)*, The 2014 *Dallas Business Journal Minority Business Award*, 2013 *BET Honors recipient for contributions to education*, 2013 *Stellar Award/Thomas A. Dorsey Award for most notable achievement*, 2013 *Keepers of the Dream Award*, 2012 *McDonald's 365Black community service award*, , and the 2011 *NAACP Image Award*



Bishop Jakes has received the following accolades:

- Listed among PBS' *Religion and Ethics Newsweekly* "Top 10 Religious Leaders;"
- *One of the Nation's Most Influential & Mesmerizing Preachers* by *The New York Times*;
- Named *Newsweek's* 12 People to Watch;
- Placed on *Savoy Magazine's* "Top 100 Powers That Be;"
- Ranked on *EBONY Magazine's* "Power 100 List;"
- Called "America's Best Preacher by CNN and *Time*;"
- A True 21st Century Renaissance Man; A Prolific Revivalist; Conference Leader & Christian Entrepreneur;
- "Black Billy Graham Nation's "25 Most Influential Evangelicals;"
- Among the Leading Candidates in Line to Inherit Billy Graham's Mantle;
- Called "Perhaps the most influential black leader in America today" by *The Atlantic*.
- Named by CNN the "Smart Church of the 21st Century"

Digital Impact:

T.D. Jakes taps into a growing global audience who enter his digital-sphere through Facebook, Twitter, Instagram, Pinterest, YouTube, Vimeo, Google+, SnapChat, Periscope and the T.D. Jakes app to the tune of 10 Million total followers.

For more information contact: publicrelations@tdjakes.org or visit: www.tdjakes.com or www.tdjakes.org. Follow Jakes @BishopJakes on Twitter, Instagram, Facebook, etc.

Last updated: 10/5/16