

On March 3 on History TV there was a premiere of the historical movie "Bible"

Mark Burnett, who's known as a master showman, is now putting his energy into spreading the word about his 10-hour History miniseries "The Bible."

Burnett and his wife and co-producer Roma Downey have been making the rounds of faith communities and are working with a Christian marketing firm to promote their take on the greatest story ever told. "Bible" bows March 3 and will air in two-hour segs over five Sundays, culminating on Easter, March 31.

Given the pair's credentials as devout Christians, "Bible" has enormous potential to draw an impressive crowd and, in particular, reach viewers in the evangelical demo who might not otherwise watch History. And next month's TV premiere in the U.S. and Canada is just the first stop for "Bible," which Burnett and Downey, known for her role in CBS' spiritually themed drama "Touched by an Angel," financed independently and own outright. (The actress appears in the mini in the role of Jesus' mother Mary.)

In 2011 they assembled a board of more than 40 Biblical scholars and religious leaders to advise on the production. Now those clergymen, including megachurch leaders Paster Joel Osteen (who hosted a screening at his Lakewood Church in Houston last month) and Pastor Rick Warren of Saddleback Church, are talking up the mini to their flocks. Others vocal in endorsing the project include Bishop T.D. Jakes, Pastor Charles Jenkins, Tony Robbins, Maya Angelou and reps from orgs such as the National Assn. of Evangelicals, the World Evangelical Assn., Focus on the Family, the National Hispanic Christian Leadership Conference and National Religious Broadcasters.

You can watch this movie on our site in the section ["Video Online"](#)