



WELCOME TBN SALSA

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Below: Praise and worship led by Israel Houghton.

Samuel Rodriguez, Matt and Laurie at the launch of the newest network in the TBN Family of Networks—TBN Salsa!

Below: Evangelist Rick Reyna gave a prophetic word about the future impact of TBN Salsa.



TBN SALSA!

“For I am going to do a brand-new thing. See, I have already begun!” (Isaiah 43:19)

June 1, 2015, marked the launch of the newest network to join your TBN Family of Networks—TBN Salsa!

We are honored to have Rev. Samuel Rodriguez, president of the National Hispanic Christian Leadership Conference, serve as the lead pastor of TBN Salsa. In the article that follows, Pastor Samuel shares the heart, mission, and vision of TBN Salsa to reach the growing population of English-speaking Latinos with the gospel of Jesus Christ. – **Matt Crouch**

I am often asked, what is a Hispanic Born Again Christian? How will you define your community? The answer lies embedded in a simple recipe. A Hispanic Christian is what you get when you take Billy Graham and Martin Luther King Jr., put them in a blender, and place salsa sauce on top.

Correspondingly, there exists a fine line between the prophetic and the pathetic. Our current pathetic cultural and moral reality requires a prophetic antidote. For that matter, America's Hispanic

Christ centered, bible based, Spirit empowered community stands poised to serve as the leading builders of a firewall against moral relativism, cultural decadence, spiritual apathy, and ecclesiastical lukewarmness.

In essence, we truly are “His”-“Panic.” I stand convicted and convinced that we are not here in America to teach our citizens *salsa*, *merengue* or the *cha-cha-cha*. We are not here to increase the dividend portfolios of those that invested wisely or unwisely in Taco Bell. Most certainly, we are not here to prompt anyone to press #1 for English or #2 for Spanish. We are truly “His”-“Panic!” We are here to bring panic to the kingdom of darkness in the name of Jesus.

Accordingly, the 2010 census, and a subsequent 2014 study by Pew Research, confirm the fact that Hispanics make up close to 20% of our nation's total population or approximately 65 million people.

A similar study conducted by NHCLC/Barna concluded that 20% of all Latinos identify themselves as evangelicals while 65% adhere to the Catholic faith.

Yet the most compelling factoid stems out of the details. Out of the Hispanic evangelical population



A group of Hispanic pastors and Christian leaders visited TBN earlier this year in preparation for the launch of TBN Salsa.

Continued inside



TBN—The #1 Christian Network in the World!

the vast majority self-identify as Pentecostal/Charismatics. Simply stated, the majority of Hispanic bible believing Christians embrace a Spirit empowered experience.

Further extrapolation of data from the Catholic community substantiates the idea of an undeniable and conclusive affinity between Hispanics and the Spirit of God. While the majority of America's Hispanics attend Catholic parishes, 54% identify themselves as Catholic Charismatics.

In other words, out of the approximate 65 million strong community, the majority of both Protestant and Catholics subscribe to an ethos of Spirit empowered living. Herein lies the uniqueness; in addition to carrying the moniker as America's largest ethnic minority, the community also counts with the descriptor as the only group where the majority self-identify as Spirit filled. Simply, "Hispanics are people of the Spirit."

For that matter, what took place in TBN's historic studio C in Tustin, California from June 1 through the 3rd speaks to an event that may very well shift the future of Christendom in America. The launch of TBN's newest network, TBN Salsa, not only made history by providing the first ever faith based 24 hour television network committed to reaching English speaking Latinos with the gospel of Jesus Christ, but in addition, this network serves as the facilitative womb for a community poised to push back darkness in the power of His name.

Moreover, the birth of TBN Salsa carries the potential to stop the decline of America's Christian community. Via the conduit of Christ centered, family friendly,

bible based programming that will be prophetic and practical, TBN Salsa will engage Latino Americans with the gospel of grace, empower Latino Christians to "Be Light," and enrich America's largest ethnicity with a 24 hour alternative to the darkness embedded in secular stations targeting this fast growing demographic.

Parenthetically, TBN Salsa exists as a result of God's provision and appointment. First, via the visionary leadership of Paul and Jan Crouch, TBN's historic kingdom culture outreach in respect to all communities continues to elevate TBN to the stratosphere of relevant and catalytic kingdom leadership. Via TBN, Paul and Jan did not just impact Christianity, they changed the world.

Furthermore, when Matt and Laurie Crouch saw yours truly on TBN in a *Life Today* program with James Robison, the Holy Spirit initiated a relationship that today serves as the nurturing mechanism for this transformative ministry. Yet, the individuals responsible for the launch of this network and the subsequent amplification of this grace filled, life changing message of salvation through Christ are none other than TBN partners. Without the generous and faithful contributions of the greatest ministry partners on the planet, TBN Salsa would not exist and next

generation Latinos would have to rely on secular mediums for inspiration while darkness would prevail throughout America's largest ethnicity.

In conclusion, TBN Salsa is live. We live and exist to reconcile the vertical and horizontal planes of the Cross. Why? Because the Cross is both vertical and horizontal. Life is



An enthusiastic audience filled the studio for TBN Salsa's first broadcast.



Apostle Guillermo Maldonado with TBN partners at the Miami station.

Grammy nominated Christian recording artist, Crystal Lewis

Praise and worship is always exciting on TBN Salsa. The audience agrees!



TBN Salsa was broadcast live from TBN's stations in the four corners of the U.S. [Pictured: Pastor Jason & Alejandra Bentley (Seattle). Rev. Tony Suarez (New York), Jan Crouch and Apostle Guillermo Maldonado (Miami), Matt & Laurie Crouch, Rev. Samuel Rodriguez (Los Angeles).



both vertical and horizontal. Vertically, we stand connected to God, His Kingdom, eternal life, spiritual truths, divine principles, and glory. Horizontally, to our left and to our right, we exist surrounded and revealed through community, relationships, family, culture, and society.

Simply stated, the Cross is both vertical and horizontal, redemption and relationship, holiness and humility, covenant and community, Kingdom and society, righteousness and justice, salvation and transformation, ethos and pathos, John 3:16 and Matthew 25, orthodoxy and orthopraxy, Billy

Graham and Dr. Martin Luther King Jr., faith and public policy, prayers and activism, sanctification and service, *imago dei* and *habitus christus*, missions and the marketplace, the New Jerusalem and Los Angeles, California.

From the nexus of the Cross stems love, truth, hope, and grace: the message of TBN Salsa. With a commitment to never sacrificing truth on the altar of expediency, TBN Salsa will do nothing less than "Be Light." For when light stands next to darkness, light always wins!

— Rev. Samuel Rodriguez



TBN Salsa is taking the gospel to "next generation" Hispanics.

Rev. Samuel Rodriguez, president of the National Hispanic Christian Leadership Conference and lead pastor of TBN Salsa.



Jan joined the launch of TBN Salsa from TBN's Miami, FL station.



Below: A Christian mariachi band praising the Lord.

"...be exalted, O God, above the heavens. May your glory shine throughout the earth" (Psa. 57:11)

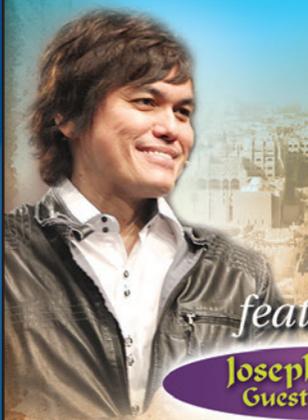


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Praise the Lord Special Moments



Jan with Bobby Schuller, pastor of Shepherd's Grove in Garden Grove, CA and host of the *Hour of Power*.



Chad Veach, pastor of Zoe Church in Los Angeles, CA.



Senior pastor of Faithful Central Bible Church in Los Angeles—Bishop Kenneth Ulmer.



Senior Vice President of Production at Columbia Pictures and author—DeVon Franklin.



Kyle Winkler—evangelist, author and founder of mobile app, *Shut Up, Devil*.



Director of music and worship at Lakewood Church in Houston, TX—Cindy Ratcliff



Founding pastor of The Church in Las Vegas—Benny Perez.



Donnie McClurkin leading praise and worship during the TBN Salsa Praise program from TBN's New York City studio.

Watch iTBN.org on your internet device 24/7!

Love Letters from Our Partners around the world!

From a prisoner: "I pray this letter finds you so that I can convey my thanks and appreciation for the Trinity Broadcasting Network...You helped save my life...this life and the next....TBN has changed my life and in my prison cell I am more joyful than I ever been on the streets." —B.D.

From the U.S.: "I was very angry with someone and when I turned on the TV it changed the channel on its own to your station....I was so shocked that I watched and that day gave my life to Christ. Thank you TBN."—P.H.

From Ghana: "About ten years ago I wrote you a letter and you sent me a Bible...I was so encouraged for that and I learned your Bible and I gave my life to Christ. Now I am a shepherd in Lighthouse Chapel International Ghana."—J.C.

From France: "My husband was sick and I called TBN España asking prayer for him. We are very happy for the Lord has healed him. Glory be to Him!" —C.S.

From Iran: "Hi, I am from Iran and I watching TBN every day. I like this channel very much." —K.R.

From Pakistan: "Brother Wilson called from Karachi appreciating the program "Praise the Lord." The testimony of Pastor Greg Laurie gave him peace of mind. Due to the sudden demise of his young son at 22 years he was totally broken....But now by the grace of God he has decided to pray for youngsters who are drug addicts."

From Vanuatu: "I find your programs a great source of encouragement and blessing to me in difficult times...."

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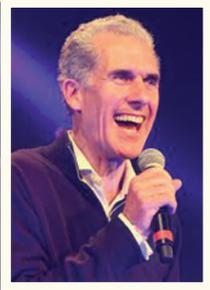
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TBN Reports

News from the TBN Family



The Alpha Course, one of the most successful global evangelistic outreaches in history, has launched as a powerful weekly program on TBN UK. Since Alpha's beginnings in 1977 as a simple Bible study at London's Holy Trinity Brompton parish, over 27 million people in 169 countries have taken the course that clearly and winsomely explains the fundamental truths of the Christian faith. And over the past 28 years millions of individuals have placed their faith in Christ as a result of taking the Alpha Course in churches, homes, prisons, bars, coffee shops, and other locations. Hosted by Nicky Gumbel (pictured), a popular UK Bible teacher and pastor at Holy Trinity Brompton, TBN UK's weekly *Alpha Course* program is reaching some 26 million homes throughout England, Scotland, Wales, and Northern Ireland with a clear presentation of the gospel message.



Recently station manager Michal Curry of TBN's Philadelphia's WGTW TV-48 related a story demonstrating TBN's outreach to home-bound viewers. Not long ago Michal took a call from a local viewer named Joseph who was calling to give his tithe to WGTW. Hearing Michal's friendly voice on the other end of the line, Joseph explained that he was divorced and disabled, he didn't see his grown children too often, and he lived alone. "TBN has been my church since 1998," he said. Sensing a divine appointment in the making, Michal invited Joseph to come to WGTW's studio for a live program taping. "You can pay your tithe in person," she said, "and there will be pastors here who would love to meet you and pray over you." The accompanying picture tells the precious story, as Joseph (left) visited WGTW's studio in early May, where he presented his tithe to Apostle Warren Martin on behalf of TBN. Later a group of local pastors anointed Joseph and his tithe with oil and prayed over him. Recalled Michal: "He cried and said he had never been loved like this before."



Al Horreya, TBN's global Arabic language Christian network, is experiencing a rich harvest of souls as a result of its programming that reaches millions of spiritually searching Muslims and other viewers across the Middle East and elsewhere. Over the past several weeks, Al Horreya's international call center has received nearly 11,000 calls from Arabic-speaking individuals across the earth requesting prayer, more information about following Jesus, or to place their faith in Christ. During that time period 1,274 individuals called to receive Christ over the phone; over 3,000 called with questions about the Christian faith or to request materials; and nearly 6,000 called with a prayer request. "The Arabic world is fertile ground for the gospel," said Al Horreya's director Dr. Raafat Girgis, "and God is moving mightily in the hearts and lives of Arabic speaking individuals across the earth."

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