

Christian Alternative to Netflix Impacts Believers With Edifying, Faith-Based Content

Recent events have revealed a dark side to Netflix, a media company that has been accused of distributing highly questionable, if not immoral, content on its network. Netflix has received a great deal of criticism from the media and outcry from the public for its actions.

Weary of the negativity and the ungodly entertainment such companies have produced, Apostle James Alford, the founder and leader of Righteousness Ministries International in Marietta, Georgia, decided to form his own media company. The streaming platform, called Saltflix, provides believers with an alternative entertainment venue to view faith-based and edifying content. His plan has worked, as his films, TV and music content have made a huge impact, he says.

Alford also has his own podcast on the Charisma Podcast Network called *Kingdom Authority With James Alford*.

"Netflix found themselves in a lot of trouble because they're putting content on their platform that was averse to the people of God, and they refused to take it down," Alford told Dr. Steve Greene on a recent episode of *Greenelines* on the Charisma Podcast Network. "Saltflix is kind of an answer to that issue.

"We're seeing a lot of streaming platforms where people, children, can go on and be able to watch films of faith-Christian-type content and even family-friendly-type content," Alford said. "When you go there, you don't have to worry about somebody saying something crazy, or you can just

have peace and be able to watch it and be transformed by it.

“Over this next year and beyond, we want Saltflix to become that alternative for people who have a Netflix or Amazon already,” he said. “I want people to be able to turn to [our platform], for people to be able to go to find good quality Christian content. You don’t have so many Christian filmmakers, but they are awesome.

“So this is a place where you can go and see content that is actually going to agree with your faith,” Alford said. “My goal is just to touch people and let them see how God, through film, can transform people because the devil has had his way in media over the last several decades. He doesn’t need a physical church because he’s transformed the nation, the world, through the media. But we don’t need evil in our media.”

For more about the impact of Saltflix, listen to the rest of this podcast. And tune into *Kingdom Authority With James Alford* on the Charisma Podcast Network. {eoa}