

How Turning Point USA's Super Bowl Halftime Show Became a Prophetic Flashpoint for America

Turning Point USA's "All-American" Super Bowl halftime show has become an historic, seismic cultural moment, revealing a nation at the crossroads of judgment or revival, reflecting the thesis behind my new book, *Designated Disrupter*.

The show, featuring Kid Rock, Brantley Gilbert, Lee Brice and Gabby Barrett, streamed on YouTube at the same time as the Super's Bowl halftime show with Bad Bunny. Turning Point described it as an event "celebrating American culture, freedom, and faith."

As the New England Patriots and the Seattle Seahawks faced off on Sunday in Super Bowl LX, more than 19 million people streamed the Turning Point show on YouTube, with 2 million more watching on Rumble, not including all the viewers watching on other platforms.

President Donald Trump posted on Facebook on Tuesday an English translation from Spanish of remarks by Jorge L. Rodríguez on X about the NFL's reaction to the show.

"The NFL is holding emergency meetings," Rodriguez wrote. "Turns out they never liked the idea of an alternate halftime show. Remember, this is all about money and it opens the door to competition. Especially when it's driven by their own fan base and culture. They expected it to be a one-time thing because it was Bad Bunny, singing only in Spanish, calling out ICE, and having President Trump there. Their estimate was that no more than 3 million people would switch to the alternate halftime show. And that this would discourage Turning Point

USA and make them think twice about doing it again.

“Well, let me tell you what happened. The Turning Point USA halftime show peaked at 6.1 million live viewers during its livestream. With that, it became the most-watched live stream in United States history on YouTube. That sent a clear message not only to Turning Point USA but to the entire market: there is an audience and there is money to be made. Exactly the kind of competition the NFL did not want.”

What unfolded Sunday night was a clash between competing visions for America, played out on the largest cultural stage in the world.



To order Troy Anderson's new book, Designated Disrupter, visit .

The NFL's halftime presentation featured Bad Bunny, the first halftime performance largely in Spanish, joined by global stars, in a show critics tied to the nation's ongoing debate about illegal immigration and deportations at the hands of U.S. Immigration and Customs Enforcement (ICE) agents.

They argued the show—aired during the most-watched family event in the nation—didn't reflect the Judeo-Christian foundations of America. Others pointed to a larger trend in which identity-driven ideologies are elevated, while expressions of faith, patriotism and biblical worldview are increasingly absent from mainstream platforms.

“The Super Bowl Halftime Show is absolutely terrible, one of the worst, EVER! It makes no sense, is an affront to the Greatness of America, and doesn't represent our standards of Success, Creativity, or Excellence. Nobody understands a word this guy is saying, and the dancing is disgusting, especially for young children that are watching from throughout the ., and all over the World,” Trump wrote on Truth Social.

At the same time—just outside Levi’s Stadium in Santa Clara, California—Turning Point USA launched what it called the “All-American Halftime Show,” a counterprogramming effort streamed to millions online.

Headlined by Kid Rock and featuring country artists, the broadcast was unapologetically framed as a celebration of God, family and freedom.

Millions chose the alternative broadcast while the official halftime aired, sending a clear message about who they believe should shape America’s story. From a journalistic standpoint, it amounted to a shot across the bow of the battle for the future of America.

Whatever one’s perspective, the fight over America’s identity is no longer confined to politics or policy debates. It is unfolding during one of the most watched events in modern history.

God is Calling Disrupters

The Bible reveals that God often raises up disrupters during moments of moral freefall—men and women who confront corruption, help inspire revival, and refuse to bow to the idols of their time. Elijah challenged Jezebel’s prophets. Daniel disrupted Babylon’s power structure. John the Baptist disrupted religious complacency. And Jesus Himself—the ultimate *Designated Disrupter*—overturned the money changers’ tables, exposed hypocrisy and called people to repentance and the truth.

What played out during the Super Bowl mirrored that biblical pattern: a public confrontation between the establishment culture and a growing remnant of believers in Christ unwilling to remain silent any longer.

For decades, America’s moral decline happened gradually—incremental changes in language, values and norms.

This was different. Millions didn't passively stumble upon an alternative broadcast. They chose it on purpose.

That choice reflects a rising awareness that entertainment is not harmless and silence is no longer an option. Counterprogramming the most-watched broadcast in the nation was a declaration: We will not surrender the public square without a voice.

The Bible warns that in the last days, truth will be contested and divisions would sharpen. We are witnessing that reality unfold.

The halftime controversy wasn't ultimately about Bad Bunny and ICE protests or Kid Rock who sang Cody Johnson's chart-topping hit "Til' You Can't," adding a new verse:

"There's a book that's sitting in your house somewhere that could use some dusting off. There's a man that died for all our sins hanging from the cross. You can give your life to Jesus and He'll give you a second chance. 'Til you can't, 'til you can't."

The controversy is about authority. Who sets the moral compass? Who shapes the next generation?

These are not merely political questions. They are spiritual ones.

A Line Has Been Crossed

History often recognizes pivotal moments only after the fact. This one feels different. This is the beginning of a larger awakening, a revival taking place in America and around the world, mostly involving young people.

In *Designated Disrupter*, I examine how God raises up unexpected voices to challenge corruption, expose deception, and call America back to its spiritual roots. These

individuals rarely fit neatly into political or religious categories, but they share one defining characteristic: they refuse to compromise truth.

What happened during the Super Bowl was not an anomaly. America now stands at a clear fork in the road.

The question is no longer whether disruption is coming. The question is who will answer the call. Will we retreat into comfort or step forward as watchmen, voices and ambassadors of Christ?

In moments like these, God reveals the disrupters, and He is still calling them forth.

Troy Anderson is a Pulitzer Prize-nominated investigative journalist, six-time #1 bestselling author, founder and president of the Inspire Literary Group, and former executive editor of Charisma magazine. He has interviewed global influencers, including Billy Graham, Rabbi Jonathan Cahn, and Dr. Tim LaHaye, and appears regularly on major news networks and Christian media. His books include *The Babylon Code*, *Trumpocalypse*, *Revelation 911*, and *The Trump Code*. Anderson lives with his family in Irvine, California. His latest book, *Designated Disrupter*, is available on .