

When James Robison Transferred His Mantle, Few Expected This Revival

TBN's latest network was borne from the words of prophecy and fulfilled through the orchestrations of the Holy Spirit.

Evangelist James Robison is prostrate on a stage, Rev. Samuel Rodriguez beside him.

Trinity Broadcasting Network's Matt Crouch sees the two as he passes by his television and overhears Robison: "Everything You've ever placed on me that was of value and important, put it on him. Put a double portion on him, God, and let the world and the church hear the message You put in him. And God, let that message burn in the heart of every preacher."

By the pure might of the Holy Spirit, Crouch and Rodriguez found themselves together in Israel mere weeks later, and TBN Salsa was born.

The network is geared toward second-to-fifth generation Hispanics. National Hispanic Christian Leadership Coalition Vice President Tony Suarez says it can best be defined as "Billy Graham meets Martin Luther King Jr. with salsa sprinkled on top."

Both Suarez and Rodriguez, the president of NHCLC and the lead pastor of the network, say the programming has the power to stop the decline of Christianity in America.

Hispanics are the fastest-growing Christian demographic in America, Rodriguez says. While denominations are closing their church doors in Anglo suburbs, they're planting congregations in Latino communities.

With Salsa, TBN is appealing not only to Latinos, but to a

younger generation who is hungry for the redemptive power of Jesus Christ.

As far as the programming, Salsa will feature the emerging Pentecostal leaders for 21st-century America, Rodriguez says.

“(It’s) not traditional programming,” Suarez says. “For millennials, it’s Pentecost without the spookiness, without the legalism. ... It’s not the gold columns, angels and some of that stuff millennials shied away from tied to ’90s charismatic TV. It’s authentic church with an authentic move of the Spirit.”

Featured speakers will include Suarez, Jason Aguilar, Jaime Loya, David Diega Hernandez and Jason Lozano, among others. Other segments will include Cindy Jacobs, Robison, Harry Jackson, Jennifer LeClaire and Luis Palau.

Live since June 1, Suarez says Salsa is available in 50 million homes, giving a new generation the chance to put ministry on TV.

Both he and Rodriguez expect bold things to come from the launch.

“We will be light in the midst of darkness, a catalyst for movement awakening revival,” Rodriguez says. “Time to spice things up in a positive way for the kingdom and set it on fire. Time to reach America salsa style.”