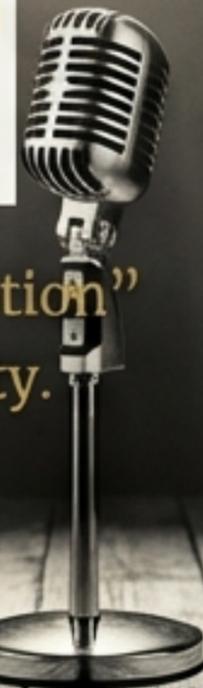


# SUPER BOWL LX: MEDIA VALUES AND CULTURAL CONFLICT

An analysis of the February 8, 2026 controversy, the “Redemption” counter-narrative, and the case for consumer accountability.



## EXECUTIVE SUMMARY

**The entertainment direction of Super Bowl LX has alienated families, prioritizing secular spectacle over unifying values. This deck proposes a shift from passive consumption to active accountability.**

### THE EVENT

Super Bowl LX (Feb 8, 2026) faces backlash over the choice of Bad Bunny as the halftime headliner.

### THE CONTRAST

Critics contrast this “empty spectacle” with redemption-focused narratives, such as Jelly Roll’s recent testimony on faith and transformation.

### THE PHILOSOPHY

Greg Garner argues that “media is not neutral” and calls for “consumer accountability” regarding what families allow into their homes.

### THE ACTION

A call to boycott the official halftime show in favor of the Turning Point USA alternative stream.

# THE EVENT LANDSCAPE: SUPER BOWL LX

## DATE:

Sunday, February 8, 2026

## KICKOFF:

~6:30 p.m. ET

## LOCATION:

Levi's Stadium, Santa Clara, CA

## THE MATCHUP:

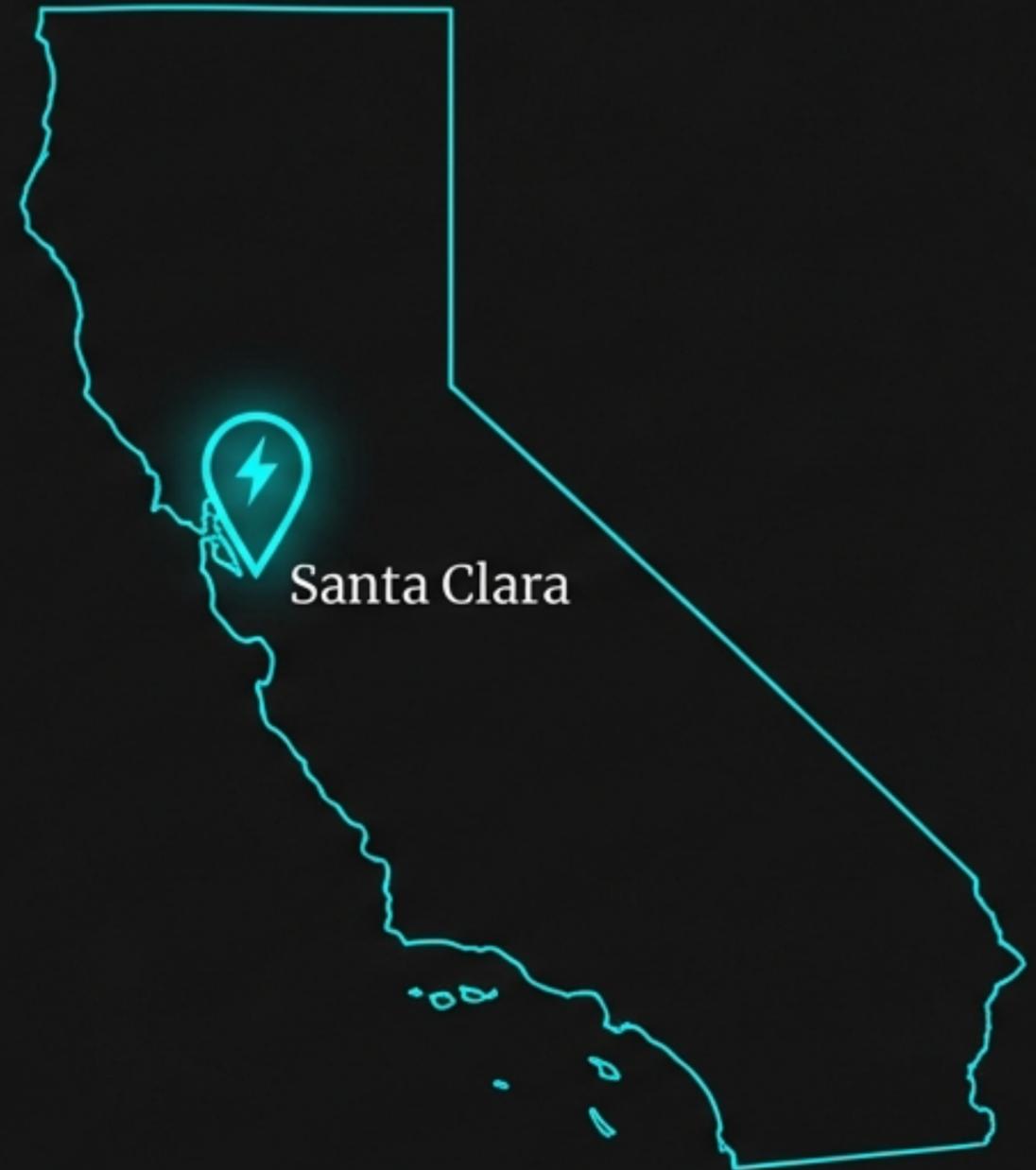
New England Patriots vs. Seattle Seahawks

## BROADCAST:

NBC & Peacock (Nationally)

## THE ENTERTAINMENT:

Halftime Show headlined by Bad Bunny

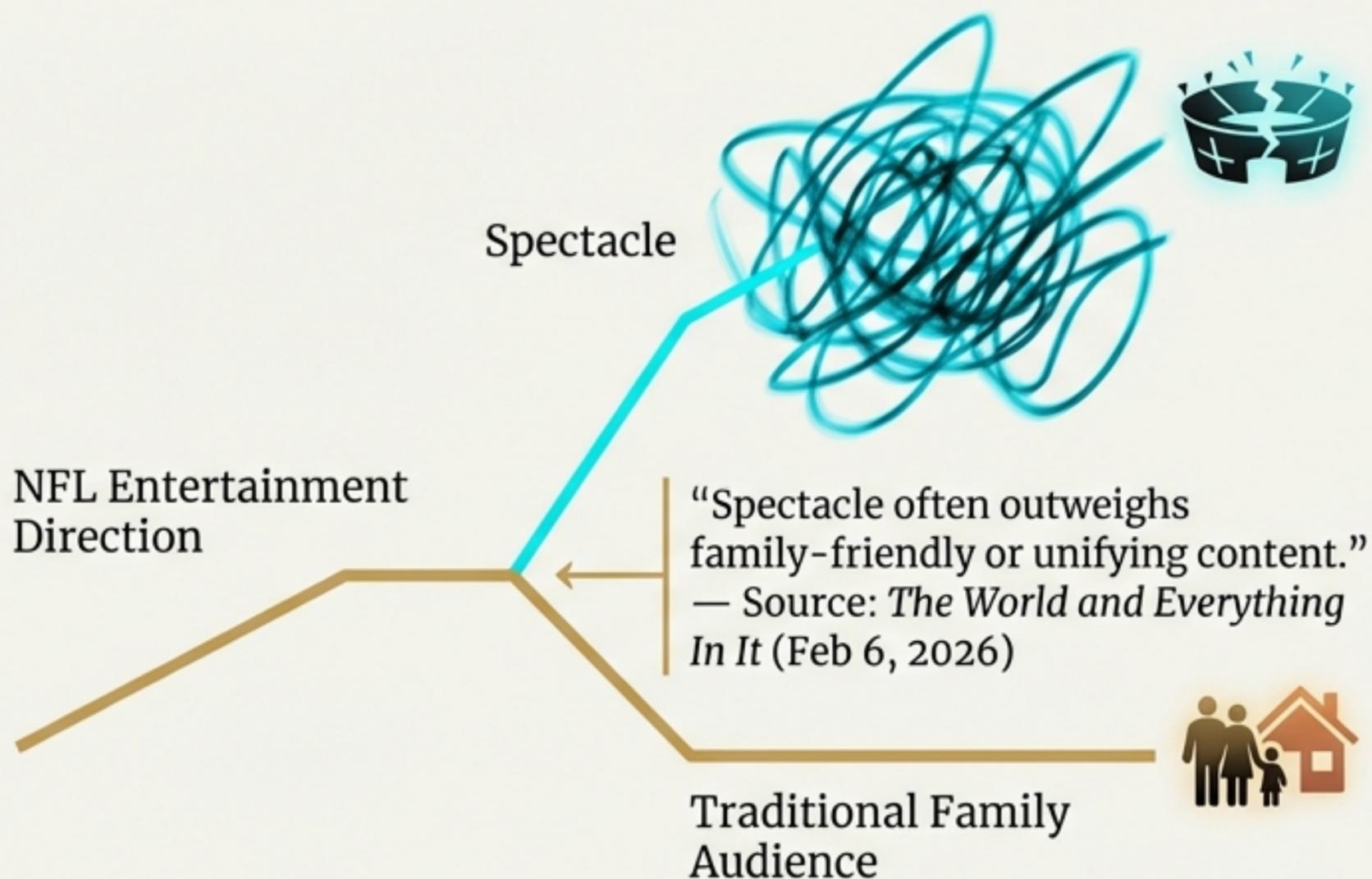


**Context:** The most-watched television event of the year.

# THE FRICTION

A NATIONAL EVENT  
VS. FAMILY VALUES

The Super Bowl functions as a **de facto national holiday**, yet the entertainment choices increasingly force parents to gatekeep the broadcast.



## THE POINT OF FRICTION: BAD BUNNY

The choice of headliner signals a specific cultural direction—one that prioritizes the provocative and secular over the unifying.

# “WHO IS THIS SHOW ACTUALLY FOR?”

While the game features the Patriots and Seahawks, the halftime show represents a departure from traditional family values. This disconnect raises questions about institutional leadership and their disregard for a significant portion of the viewership.

# THE COUNTERPOINT: JELLY ROLL'S REDEMPTION

Amidst the noise of the Grammys and Super Bowl preparation, a different narrative emerged that resonated deeply with audiences.

## REDEMPTION OVER SPECTACLE.

Jelly Roll's story is defined by addiction, incarceration, and an eventual, public faith in Christ. It is a story of transformation and hope, contrasting sharply with the empty provocation of the scheduled halftime entertainment.



# A TALE OF TWO NARRATIVES

## THE SUPER BOWL



**THEME:** Secular Spectacle

**FOCUS:** Fame, provocation, sensory overload

**RESULT:** Moral ambiguity and alienation of families

## THE REDEMPTION



**THEME:** Spiritual Transformation

**FOCUS:** Humility, honesty, overcoming struggle

**RESULT:** Moral grounding and hope

Audiences are craving the **substance of the Right**,  
but the **institution is serving the spectacle of the Left.**

## THE MYTH OF NEUTRALITY

“Music and entertainment are not morally neutral mediums; they communicate values and shape cultural norms.”

— Greg Garner

When institutions prioritize divisive content, they are making a moral statement.  
Conversely, silence or passive acceptance by the audience is also a statement.

# THE IMPACT ON THE LIVING ROOM



**THE REALITY:** Millions of children tune in for the football game.

**THE CONFLICT:** Parents are forced into a defensive posture, needing to mute or turn off the TV during the halftime show to protect their children from inappropriate themes.

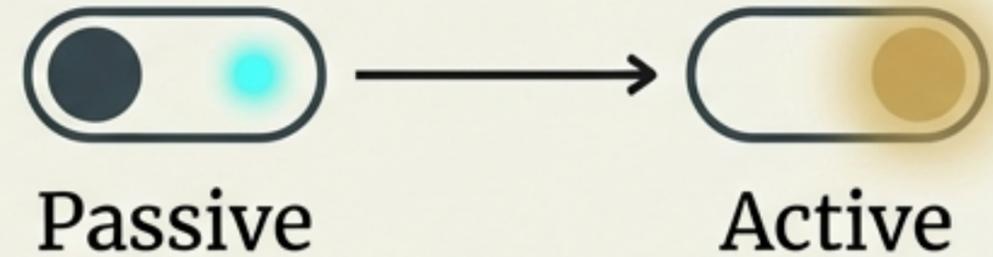
**CONCLUSION:** This friction indicates a failure of institutional leadership to respect the safety and values of its broad, multi-generational audience.

# FROM BOYCOTT TO CONSUMER ACCOUNTABILITY

We are redefining the protest. It is not merely about anger; it is about stewardship.

**IF WE WATCH:** We validate the choice.

- By engaging, we confirm audience interest and justify programming decisions. Our viewership becomes tacit approval.



**IF WE TURN IT OFF:** We signal a demand for change.

- By **disengaging**, we demonstrate a refusal to support values that align with the spectacle. Our absence becomes a powerful statement.

**Calls for a boycott represent not anger alone but consumer accountability and pressure for institutions to prioritize moral coherence and family safety.**

# THE CALL TO ACTION

**FEB 8, 2026**

1. **TARGET:** The NBC / Peacock broadcast.
2. **TIMING:** Approximately 8:00 p.m. ET (Halftime of the Patriots vs. Seahawks game).
3. **ACTION:** Turn off the Official Halftime Show.
4. **METHOD:** A peaceful, values-based protest. Simply remove your viewership from the specific segment that violates family values.



# THE ALTERNATIVE SOLUTION



Switch to the **Turning Point USA Halftime Stream**.

- ✓ Family-oriented content.
- ✓ Morally coherent messaging.
- ✓ Safe for children.

Details available at [TPUSA.com](https://TPUSA.com)

# SUMMARY OF ARGUMENTS

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- 1. MEDIA SHAPES CULTURE:** As Garner notes, entertainment is never neutral. It teaches values.
- 2. REDEMPTION RESONATES:** The public response to Jelly Roll proves there is a hunger for stories of hope, not just distraction.
- 3. ACCOUNTABILITY IS KEY:** Institutions only change when consumers enforce boundaries.
- 4. ACTION IS REQUIRED:** February 8 is the opportunity to vote with your remote.

# CHOOSING VALUES OVER CONVENIENCE

We have a choice in what we consume. Choosing values over convenience is the first step in cultural change.

“The most powerful signal we can send is where we direct our attention.”

# SOURCES & REFERENCES

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The World and Everything In It Podcast (Episode 152039531, Feb Feb 6, 2026)

Greg Garner Original Commentary & Analysis

Decider: Broadcast & Streaming details

Pitchfork: Halftime Show Headliner confirmation

NFL.com / Times of India: Event Logistics (Date, Time, Teams)