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Monday, December 8, 2003

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## Once shamed, TV ministers now thriving

## By Carolyn Tuft & **Bill Smith** KRT CAMPUS

ST. LOUIS - The end of the 1980s was a bad time for TV preachers.

One moment, men like the PTL Club's Jim Bakker and television's Jimmy Swaggart seemed bigger than life, supermen blessed with an uncanny ability to attract followers and money. The next instant, they were only men — fragile, flawed and the butt of barroom jokes and newspaper cartoons.

In many ways, it seemed like the beginning of the end for bigtime TV religion. Look, the critics said: The emperors really do have no clothes.

But Americans, at least many of them, seem to have forgotten and forgiven. TV's salvation shows are still here, bigger and flashier than ever, thanks to the proliferation of the Internet and the continued spread of satellite and cable TV.

The names may have changed — Juanita Bynum, Kenneth and Gloria Copeland, Creflo Dollar, Benny Hinn, T. D. Jakes, Joyce Meyer and a dozen others have replaced Bakker, Swaggart and Oral Roberts at the top of the evangelical mountain --- but the message remains virtually identical.

Believe with all your heart and soul, they tell the faithful. And give, give, give until you can't give any more.

God, they say, loves a cheerful giver.

In the late 1980s, when the sex-and-fraud scandals boiled over into America's living rooms, Joyce Meyer's little radio ministry was scarcely a blip on the evangelical radar screen.

Today, Meyer heads a ministry fast approaching \$100 million a year and is among a dozen or so evangelical superstars headlining a revived and very healthy industry.

The prosperity gospel also has been called the "name it and claim it" theology. God wants His people to prosper, evangelists like Meyer maintain. Those who follow God and give generously to



Tahnee Jones and her mother-in-law Betty Jones drove four hours from their home in Townsend, Tenn., to see Meyer at the Phillips Arena in Atlanta, Ga., in August.

his ministries can have anything

and everything - they want. But critics, from Bible-quoting theologians to groups devoted to preserving the separation of church and state, abound. At best, they say, such a theology is a simplistic and misguided way of living. At worst, they say, it is dangerous.

Michael Scott Horton, who teaches historical theology at the Westminster Theological Seminary in Escondido, Ca., calls the message a twisted interpretation of the Bible - a "wild and wacky theology.

"Some of these people are charlatans," Horton said. "Others are honestly dedicated to one of the most abhorrent errors in religious theology.

"I often think of these folks as the religious equivalent to a combination of a National Enquirer ad and professional wrestling. It's part entertainment and very large part scam.'

Sociologist William Martin of Rice University said that most people who follow TV religious leaders put so much trust in them that they want them to thrive. Martin is a professor of sociology at the university, specializing in

The preachers' wealth is "confirmation of what they are preaching," Martin said. Even J. Lee Grady, editor of Charisma & Christian Life maga-

zine, has become alarmed at what he sees as the excesses of some TV preachers. 66

Grady defends the principle that if you are stingy with your money, you will lack things in life, and if you are generous, you will get

things in return. "But that doesn't mean you

can treat God like a slot machine," Grady said in an inter-

Bakker, who spent five years in prison for defrauding Heritage USA investors, says he has had a change of heart about the prosperity gospel.

The same man who once told his PTL coworkers that "God wants you to be rich," now says he made a tragic mistake.

"For years, I helped propagate

many more l It cert preachers mean you can treat God like a slot son-hi machine. t-mir you will rece t the - J. Lee Grady, editor tas Sa Meyer spe Charisma & Christian Life The w most of or the As

an impostor, not a true gospel, h

another gospel," Bakker has s

in his 1996 book, "I Was Wrote

not line up with the tener of

Scripture," he said. "My h

was crushed to think that I least

many people astray.

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"The prosperity message

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ences on lessons in giving, a kM co she is blunt when she addres what the critics say about "I'm seed-faith interpretation of the I'm Bible. She says that those produce we part who believe that to begoin id. "I ers who believe that to be got to be poor are the ones who who

it wrong. "Why would He (God) much be all of His people poverty strate of our be while all of the people that at Thing living for God have everything Meyer said. "I think it's olda gious thinking."

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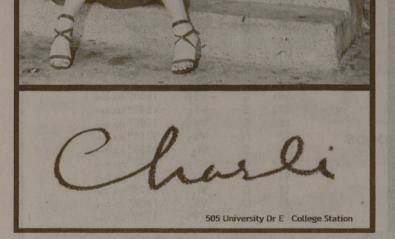
## Marine general speaks of new 'greatest generation

By T.A. Badger

this small Hill Country city. "That is true honor. You cannot buy that, and we must the first U.S. troops to be sent to fighting

More than 60,000 Marines were and

NATION THE BATTALION



FREDERICKSBURG. Texas Surrounded by a group of veterans who have come to be known as the "greatest generation," the Marines' top officer praised America's soldiers in Iraq on Sunday as being made of the same right stuff.

"Once again another 'greatest generation' has stepped forward," Gen. Michael Hagee, the commandant of the Marines, said in a ceremony at the National Museum of the Pacific War on the 62nd anniversary of the Pearl Harbor attack.

"They don't want to die, but they are willing to," continued Hagee, who grew up in never ever lose that.

Later Hagee told reporters that he was confident that troop levels in Iraq were adequate, assuming that the bombings and sniper attacks that have killed dozens of U.S. soldiers since May are not sustained.

"If what we are experiencing now is a spike (in anti-American attacks), we're in good shape," he said. "But if it's a new plateau of activity ... we will have to re-evaluate

Asked how military leaders will know if the spate of attacks is only temporary, the general said he wasn't sure, but he added, 'I'm optimistic in their ability to accomplish this mission."

but currently there are no Marin ing there. Hagee said about 20,000 Main will be deployed to that war zone in its spring.

As usual, dozens of World War II veteral some of them survivors of Japan's prise attack on Pearl Harbor on Dec. 7, 18 were sprinkled among the several l dred people who turned out for the Fredericksburg ceremony.

Pearl Harbor must be remembered so United States forever keeps its military real for action, Hagee said.

Boosting Sunday's attendance were man family members of soldiers now on the ground in Iraq.

