

Saints and sinners: The second commandment

Thou shalt not take the name of the Lord thy God in vain (Exodus 20:7 and Deuteronomy 5:11). What does this mean?

In ancient times, the name of a deity was believed to have magical powers. The person who spoke the name partook of some of the supernatural powers of that god.

But this was dangerous business, like “playing with fire,” and had to be discouraged. So dangerous was it that in later times when the Israelites came across the word “Jehovah” in some writing or other, they avoided pronouncing it. They said “Lord” instead.

But in Moses’ day, some people used the names of deities to bring curses on others or in the practice of magic. This was forbidden by the second commandment. It was the beginning of the realization on the part of God’s people that religion is more related to moral action than to magical formulas.

Martin Luther, whose explanations of the commandments we are using in this series, found in this commandment more than just a prohibition against the superstitious use of God’s name. He cautioned also against the careless, thoughtless use of God’s name in swear-



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ing or invoking God’s name in trivial matters.

Most people who “take God’s name in vain” would say they “mean nothing” by it. Ah, said Cardinal John Newman, but that’s the point. Nothing is worse, he said, than to say God and

to “mean nothing” by it!

Newman advised saving God’s name “for the great occasions.” We say “My God” in the most casual conversation.

There were times, wrote Martin Luther in Small Catechism (1529), when we ought to use God’s name. “Call upon it in every trouble — pray, praise and give thanks.”

When the great contralto, Marian Anderson, would get up on a spring morning and see the sun shining and the buds bursting into bloom, she would exult in a rapture of praise, “My Lord, what a morning!”

That, too, is an appropriate use of God’s name. Miss Anderson used it as the title of her autobiography.

I like it when I hear somebody say “Gosh” instead of “God” in conversation. “Oh God,” used as an expletive, has a brittle, uneuphonious ring to it. It sounds like something Joan Rivers would say.

Here is a good exercise. Count the number of times you use the name of God in trivial, inappropriate ways in one day. Then try to cut down on that number each succeeding day until you are down to zero.

Christian network went global, but missed U.S. Hispanics, until now

By Ryan Pearson
Associated Press Writer

LOS ANGELES — When her faith wavers, Esperanza Falcone turns to where she first found God — her living room. She settles into a couch, flips on the TV and tunes in to the Trinity Broadcasting Network.

“Most of the understanding and learning that I have about the Gospel is through TBN,” she said.

The Salvadoran woman is among millions of Christians whose steady stream of donations have made commercial-free Trinity the nation’s largest and fastest-growing religious broadcaster. But TBN has failed to attract other, non-English speaking Hispanics — until now.

Orange County-based Trinity debuted its Spanish-language TBN Enlace network Sept. 1 in Miami. It should be available in 10 of the country’s largest Hispanic markets within a year.

The network is starting as the two other major national Christian broadcasters also target Spanish-speaking

U.S. Hispanics. Eternal Word Television Network, a Roman Catholic broadcaster, launched EWTN Espanol in 1999. Inspiration Network is slowly rolling out family-oriented La Familia network starting in Colorado Springs, Colo.

Neither considers their spin-off networks to be competing with TBN Enlace, saying they each serve niche markets.

For Trinity, Spanish-speaking immigrants are a diffuse but potentially huge audience. TBN is filled with Pentecostal ministers who practice a charismatic, spirit-filled style of preaching that includes demonstrative delivery and emphasis on Biblical prophecy.

To start, 70 percent of Enlace’s schedule will be originally produced in Spanish and 30 percent will be English-language programs that are dubbed into Spanish. Eventually, TBN hopes Enlace programming will be entirely of Spanish-language origin from both foreign and domestic sources.

Enlace is part of a larger push by Paul

and Jan Crouch, Trinity’s founders, to diversify their viewership and message.

Started in 1973, “TBN was very much rooted in a white, evangelical country culture,” said religion scholar Arlene Sanchez-Walsh of DePaul University in Chicago. “They’re recognizing that their audience is changing dramatically.”

The Crouches already manage a \$516-million television empire with the global reach of 26 satellites. Trinity says it also owns and operates 22 full-power TV stations and about 500 low-power stations domestically.

The network uses about 3,300 affiliates to broadcast in over two dozen languages on every major continent, including Spanish broadcasts in Latin America. And it recently started The Church Channel, a new DirecTV satellite feed showing nonstop worship and prayer services.

TBN Enlace is a natural next step for the network, Christian media experts say. “Growth means everything to them,” said Timothy Morgan, an editor

at Christianity Today magazine.

Paul Crouch, 68, has been called “God’s electrician” for his focus on obtaining the broadcast licenses and physical facilities necessary to, as he puts it, “spread the Gospel to the world.”

An aggressive businessman, Crouch operates outside and apart from other Christian media, said Glenn Plummer, president of industry umbrella group National Religious Broadcasters. Trinity dropped out of the NRB in 1989, after the group created a new ethics code barring broadcasters with family-controlled boards from membership.

Yet Trinity has outlasted other major evangelical cable networks. Jim and Tammy Faye Bakker’s Praise The Lord operation all but vanished amid scandal, while Pat Robertson sold his International Family Entertainment channel to Fox in 1997.

The Crouches still look the part of 1970s TV preachers, with Paul sporting a full head of gray hair parted to the side and the 64-year-old Jan’s penchant for heavy makeup and huge wigs.

TBN has fended off Internal Revenue Service charges of tax evasion, an Federal Communications Commission probe of its station ownership and a lawsuit alleging it stole the concept for its film, “The Omega Code.” The IRS and FCC charges were eventually dropped, and TBN settled the film flap out of court.

Through it all, the network has continued to grow.

“For Paul Crouch, it’s all been a battle to acquire TV stations for Jesus,” said J. Lee Grady, editor of Charisma magazine. “But the question is — what are you piping through those wires?”

Answer: an often unpredictable mix of the old and new. The long-running “700 Club” — produced by Robertson’s Christian Broadcasting Network — and the “Praise the Lord” talk-worship show hosted by the Crouches share airtime on TBN with rapper-turned-preacher M.C. Hammer and the rock-flavored, youth-oriented “WWJDtv” show.

While critics accuse TBN of overem-

phasizing “prosperity gospel” and other hotly disputed beliefs, network spokesman Colby May says Trinity’s popularity speaks for itself.

“Just look at the Nielsen numbers,” May said. “I don’t think we’re out of the mainstream.”

Falcone, the Salvadoran immigrant, picks and chooses from Trinity’s schedule. “You throw away everything that’s not good, and pay attention if you think it will build up your faith,” she said.

As TBN approaches the Hispanic market, it is expected to tread lightly around the Roman Catholic roots of many in its target audience, trying to appeal to both Protestants and Catholics.

“They’ll have to be very careful,” Sanchez-Walsh said. “But this is a huge market for them, and it’s growing.”

Hispanics in the United States have indeed become more religiously diverse over the past two decades, said Tom W. Smith of the National Opinion Research Center at the University of Chicago.

Bible Baptist Church
Pastor: Don Crutcher
Fifth & Broadway
899-7368
Sunday: Sunday School: 9 am
Worship Service: 10 am
Evening Service: 6:30 pm
Wednesday: Evening Bible Study: 7 pm


Calvary Gospel Church
Pastor: Rev. Steve Rains
Fourth & College • 899-3605
Sunday: Sunday School: 9:15 am
Morning Service: 10:30 am
Evening Service: 6:00 pm
Wednesday: Adult Prayer and Worship: 7:00 p.m.
Youth @ the Rock House: 7:00 p.m.
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Church of Christ
401 Caldwell
899-6185
Sunday: Bible Study: 9:45 am
Worship Service: 10:45 am
Wednesday: Bible Study: 7 pm

Church of the Nazarene
Pastor: Matthew Delp
Third & Caldwell
899-2080 or 899-3797
Sunday: Sunday School: 9:45 am
Worship Service: 10:50 am
Evening Service: 6 pm
Wednesday: Evening Service: 7 pm

First Baptist Church
Pastor: Bud Chester
Fifth & Center • 899-3450
Sunday: Sunday School: 9:15 am
Morning Worship: 10:30 am
Evening Worship: 6:30 pm
Tuesday: Mens' Prayer Group: 6:00 am
Thursday: Night Bible Study: 7:00 pm

Seventh Day Adventist Church
1160 Cattletrail
Pastor: Arlin Cochran • 785-332-2888
Saturday: Sabbath School: 9:30 am
Worship Service: 11 am



St. Paul's Episcopal Church

First Christian Church
(Disciples of Christ)
Pastor: Loren Strait
Eighth & Arcade • 899-5233
Sunday: Worship Service: 10:30 am
Sunday School: 9:15 a.m.
Activities: Junior High & High School Youth Groups, Adult Bible Study, Choir, Men's and Women's Groups, Devotions Study, Monthly Fellowship
Special Notice: Handicap Accessible, Hearing Assistance Equipment and Infant and Toddler Nurseries Available

First United Methodist Church
1116 Sherman
899-3631
Pastor: Rev. Janet Hernandez
Sunday: Sunday School: 9:15 am
Worship Service: 10:30 am

Sonrise Christian Church
Ninth & Caldwell • 899-5398
Minister: Tony Kafka
Youth Minister: Doug Bean
Sunday: Worship Service: 9:30 am
Sunday School: 10:45 am
Wednesday: Junior/Senior High Meeting: 7 pm
Adult & Children's Classes: 7 pm

Emmanuel Lutheran Church
13th & Sherman • 899-6161
Pastor: Scott Grimshaw
Sunday: Sunday School: 8:45 am
Worship Service: 10 am
Wednesday: Confirmation: 6 pm

Kanorado
United Methodist Church
Pastor: Leonard Cox
399-2468
Sunday: Sunday School: 9 am
Worship Service: 10:15 am

Goodland Bible Church
109 Willow Road • 899-6400
Pastor:
Sunday: Sunday School: 9:45 am
Morning Worship: 11 am
Evening Worship: 6 pm
Wednesday: Call for location

Grace Fellowship Church
104 E. Hwy 24 • 899-6423
Pastor: Bob Snyder • Residence: 899-0134
Sunday: Sunday School: 10 am
Worship Service: 11 am
Youth Group at Gattshall's at 5:30 pm
Adult Bible Study 6 pm

St. Paul's Episcopal Church
13th & Center
899-2115 or Rectory 899-2114
Priest: Father Charles Schneider
Deacon: Gretchen Talitha
Adult Forum: Sunday : 8:30 am
Morning Prayer: 9:30 am 1st & 5th Sundays
Holy Eucharist: 2nd, 3rd, & 4th Sundays: 9:30
Sr. Warden for emergencies during the week 899-2067

Church of Jesus Christ of Latter-Day Saints
1200 15th Street • Burlington, CO • (719) 346-7984
Sacrament Meeting: 9:30 am
Sunday School: 10:45 am
Priesthood/Relief Society: 11:30 am

Word of Life Foursquare Church
223 E. 10th
899-5250
Pastor: John Coumerilh
Sunday: Worship Celebration & Kids' Church: 10:30 am

United Methodist Church
Brewster:
Pastor:
Worship Service: 10:45 am CST
Sunday School: 9:45 am CST
Winona:
Minister: Rev. Bob Winters
Worship Service: 9 am CST
Sunday School: 10:15 am CST

Iglesia Del Dios Vivo
La Luz Del Mundo
Spanish Speaking Church
Minister: Esteban Ortiz B.
1601 Texas • 899-5275
Daily Prayer: Sunday thru Saturday: 5 am & 6 pm
Sunday: Sunday School: 10 am

Our Lady of Perpetual Help
Pastor: Father Norbert Dlabal
307 W. 13th • 899-7205
Sacrament of Reconciliation: 4:30-5 pm Saturday or by appointment
Mass Schedule:
Saturday: 6 pm
Sunday: 10:30 am
Spanish Mass: 1st & 3rd Sunday: 2 pm

Pleasant Home Church
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Rt. 1, Box 180 • 694-2807 • 3190 Road 70
Pastor: Charlie Busch
694-2242
Sunday: Worship Service: 9 am
Sunday School: 10 am
Evening Service: 6 pm

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