

Plutocrats Promoting 'End Times' Philosophy

Why do you think the plutocratic elite who control Time magazine provided 13 pages of valuable publicity in Time to the "End Times" phenomenon when the major media is otherwise unfriendly to Christianity in general?

EXCLUSIVE TO AMERICAN FREE PRESS

By Michael Collins Piper

Time, the weekly newsmagazine, published by the AOL-Time Warner media mega-monopoly, has suddenly emerged as a leading promoter of the "last days" philosophy of dispensationalism identified with pro-Israel Christian televangelists.

In a lavishly illustrated July 1 cover story entitled "The Bible & The Apocalypse—Why more Americans are reading and talking about the end of the world," *Time* provided 13 pages of publicity for "end times" promoters—in particular, "conservative" Tim LaHaye, an unlikely hero for a magazine usually identified as being a voice of the liberal, multicultural left.

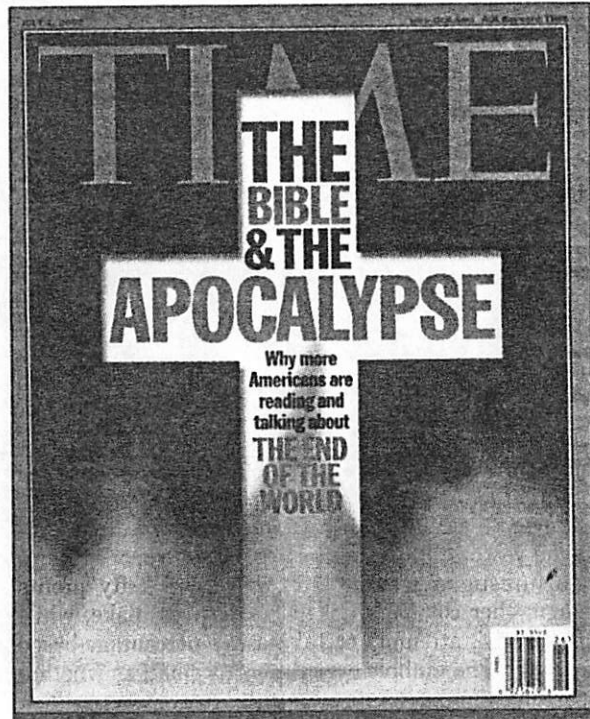
Why the globalist plutocrats who dominate AOL-Time Warner—including billionaire whiskey king Edgar Bronfman, head of the World Jewish Congress—would use their media clout to promote a particular brand of Christian theology is a question people should be asking.

The 13 pages in the Bronfman family-dominated magazine featured 13 different brightly illustrated articles or sidebars of explanatory material.

In the opening paragraph, the lead article trumpeted LaHaye's newest book, *The Remnant*, as "the biggest book of the summer" and featured a prominently-placed photo of the book's cover.

Across the top of various pages through the spread were such boxed "facts" cited as "36 percent of those polled who support Israel say they do so because they believe in biblical prophecies that Jews must control Israel before Christ will come again" or "42 percent say they support Israel because Jews are God's chosen people." A focus on Israel seemed apparent.

Four full pages in a single article focused specifically on



LaHaye. A large and attractive two-page spread color photograph of a gesturing LaHaye, taken from below making him appear almost towering, was accompanied by the title, in large letters, "Meet the Prophet."

A secondary photograph featured a smiling, casually dressed LaHaye being nuzzled by his attractive wife and collaborator, Beverly, describing them as a "power couple" who "share an evangelical zeal."

In a side-bar to the LaHaye article, *Time* provided color photographs of:

- LaHaye's *Left Behind* comic-style "graphic novels";
- LaHaye's *Left Behind* board game;
- The covers of six of LaHaye's 22 children's books;
- LaHaye's *Left Behind* CDs, which *Time* advertises to its readers are audio versions "with some music"; and

• A still photo from the movie sequel to LaHaye's original *Left Behind* film extravaganza. Just so nobody misses the premiere, *Time* advised its readers that LaHaye's new film will be "due in November."

But that's not all. Considering all the puffery, some people might start thinking Tim LaHaye has some sort of an

"in" with the Bronfman family.

In the main article in the series, *Time*'s editors spread color photographs—with capsule descriptions—of 10 of LaHaye's ghost written "Left Behind" series of full-length novels across two pages, including yet a second picture of LaHaye's newest ghost written novel, *The Remnant*, which had already been promoted and pictured in the first paragraph of the very same article.

Under each picture and capsule description of each novel, *Time* generously cited the Biblical scripture on which each novel is purportedly based and, in large, bold type, bleated "Copies Sold 7,000,000"—or whatever the relevant figure—under the illustration of each of the books. LaHaye couldn't buy this kind of hype.

Another article asked what was probably the pertinent question about LaHaye's dispensationalist viewpoint, as far as the Bronfman family is concerned: "Is it good for the Jews?" The answer, it seems, is "yes."

Although *Time* notes that some Jewish theologians are upset by the fact that LaHaye and the dispensationalists see the "end times" as the period when Jews must accept Jesus Christ as the messiah, *Time* leaves the last word to a leading voice of the pro-Israel lobby.

Time reports: "Yet when a people feels isolated and under attack, it will take all the friends it can get," retorts Abraham Foxman, national director of the Anti-Defamation League." *Time* quotes Foxman:

I don't think it's our business to get at the heart and soul and metaphysics of people as to why they come to support Israel. Some do it for a national-interest point of view, some because of moral issues, some because of theological issues. We don't set standards or conditions for support.

Never once did *Time* acknowledge even the existence of outspoken critics of dispensationalism, such as John Anderson, producer of videos such as *The Last Days* and *The Second Coming on Trial*. [See page 18 for more.—Ed.]

In fact, in the entire series, the only negative note about LaHaye, in particular, is a passing mention that his views on homosexuality "are not just eccentric but downright odious." The reader is left with the impression that *Time* felt compelled, by the need to be politically correct, to make passing mention of LaHaye's views on that topic, if only to negate otherwise anticipated criticisms that the article was hardly more than a puff-piece for LaHaye, a veritable advertisement for his "end times" cottage industry. ★