jimbakkershows.com

The website for televangelist Jim Bakker’s TV show that has repeatedly promoted ineffective and dangerous colloidal silver products to treat diseases, including the COVID-19 virus.

Ownership and Financing
JimBakkerShow.com is owned by Morningside Church, Inc., a nonprofit church based in Blue Eye, Missouri. Jim Bakker is listed as the church’s president in its registration with the state of Missouri.

The website runs advertisements for products sold in its store, including health supplements, emergency food supplies, and portable generators.

As a church, Morningside is not required to report its financial information to the Internal Revenue Service.

Content
The site’s About Us page describes The Jim Bakker Show as “an hour-long daily broadcast featuring prophetic and Biblical revelations brought to light in today’s world.” Much of the site’s text content consists of news stories provided by Reuters. News sections on the site include U.S., World, Israel, Health & Science, Revelation, and Inspirational.

The site’s original content comes from clips and episodes from The Jim Bakker Show, found under the Watch section. Typical episode titles include “Historic Words of Prophecy,” “Further Study on the Coronavirus and More,” and “Three Ways You Must Prepare.”

Credibility
JimBakkerShow.com publishes fact-based and balanced news articles produced by the Reuters wire service. However, the site has repeatedly promoted colloidal silver, a liquid substance containing silver particles, as a medical treatment, despite the lack of evidence supporting its use. Moreover, the site does not clearly acknowledge that it has a financial interest in the product.

For example, in a February 2020 segment available on the site, titled “A Close Look At What’s Not Being Said About The Coronavirus (Day 1),” Sherill Sellman, identified as a “natural health expert,” suggested that a colloidal silver product sold through JimBakkerShow.com — called Silver Solution — could kill the 2020 coronavirus.

“Well, let’s say [Silver Solution] hasn’t been tested on this strain of the coronavirus, but it’s been tested on other strains of the coronavirus and has been able to eliminate it within 12 hours,” Sellman said. “Totally eliminate it. Kills it, deactivates it. And then it boosts your immune system so then you can support the recovery, because when you kill the virus, then the immune system comes into action to clear it out. So you want a vibrant immune system as well as an ability to deactivate these viruses.” As Sellman spoke, an advertisement ran listing a “Cold & Flu Season Silver Soothing Solution” package on sale for $125 through JimBakkerShow.com.

This segment of “The Jim Bakker Show” was cited in a March 2020 cease-and-desist letter sent to Bakker by New York Attorney General Letitia James. The letter stated that the claims on the show about colloidal silver violate New York’s consumer protection laws prohibiting “fraudulent and deceptive business practices and false advertising.”

Also in March 2020, the U.S. Federal Trade Commission cited the same segment on JimBakkerShow.com as an example of misleading health claims made by the website.

“There currently are no vaccines, pills, potions, lotions, lozenges or other prescription or over-the-counter products available to treat or cure coronavirus disease 2019 (COVID-19),” the FTC wrote. “Thus, the claims cited above are not supported by competent and reliable scientific evidence.”

The site had not responded to either complaint at the time of NewsGuard’s review and did not respond to NewsGuard’s queries on.

Criteria are listed in order of importance.
More information.
In another February 2020 segment available on the site, titled “A Close Look At What’s Not Being Said About The Coronavirus (Day 2),” Bakker and Sellman encouraged viewers to buy Silver Solution during a segment discussing the 2020 outbreak of the COVID-19 virus.

“Would you recommend, as a doctor, people to have silver in their house during a pandemic?” Bakker asked. “You never want to be without silver for so many reasons,” Sellman responded. The solution, she said later in the show, “has been proven by the government that it has the ability to kill every pathogen it has ever been tested on, including SARS and HIV.”

A February 2020 article titled “Covid-19 Coronavirus, building immunity, staying healthy and the benefits of Silver Solution,” repeated the unfounded claim that “documented government studies” have shown that Silver Solution can kill viruses. “These studies were created for the use of killing various viruses including the SARS coronavirus, bird flu, and H5N1,” the article stated.

In another February 2020 segment of the show available on the site, Bakker claimed that the silver solution “kills every venereal disease that there is.”

JimBakkerShow.com has provided no evidence to back its claims that colloidal silver can kill or treat any virus, including the COVID-19 virus, and NewsGuard could locate no studies backing these claims.

The National Center for Complementary and Integrative Health (NCCIH), part of the U.S. National Institutes of Health, states on its website that “scientific evidence doesn’t support the use of colloidal silver dietary supplements for any disease or condition.” In a February 2020 article by The Associated Press addressing claims that colloidal silver can treat COVID-19, NCCIH director Helene Langevin said, “There are no complementary products, such as colloidal silver or herbal remedies, that have been proven effective in preventing or treating this disease (COVID-19), and colloidal silver can have serious side effects.”

The U.S. Food and Drug Administration issued an advisory in October 2009 warning that consuming colloidal silver can cause a condition called argyria, a permanent bluish-gray discoloration of the skin, nails, and gums.

Because JimBakkerShow.com has repeatedly promoted false or misleading health claims about the colloidal silver products that it sells on the site, including claims that it can treat the COVID-19 virus, NewsGuard has determined the site fails to gather and present information responsibly.

JimBakkerShow.com does not post a corrections policy, and NewsGuard did not find corrections on the site.

JimBakkerShow.com does not purport to publish straight news and is clear about its religious mission. Therefore, NewsGuard has determined that the site handles the difference between news and opinion responsibly.

Headlines generally reflect the content and are not deceptive.

NewsGuard did not receive a response to two emails sent to Jim Bakker and a phone call to Morningside Church seeking comment on the content cited above and the site’s approach to corrections.

**Transparency**

JimBakkerShow.com’s About Us page includes information about Jim and Lori Bakker, but does not identify them or Morningside Church, Inc., as the website’s owner. The site’s Copyright Statement page mentions that the website is the property of Morningside Church, Inc., but NewsGuard does not consider this a user-friendly disclosure of ownership.

Articles provided by Reuters typically include the name of the writer. Original articles on the site are typically credited to Kami Klein, who is identified as the site’s editor. The Contact Us page includes a phone number and a contact form.

The site does not distinguish between advertising and editorial content. A February 2020 article found in the site’s Morningside News section about Silver Solution included a statement that the product was created by American Biotech Labs, which the article states “is one of the businesses and experts with whom we have partnered.” NewsGuard does not consider this an adequate disclosure of the commercial
nature of this content. Additionally, segments of “The Jim Bakker Show” provided on the site do not inform viewers that the site has a financial interest in the products that the show promotes.

NewsGuard did not receive a response to two emails sent to Jim Bakker and a phone call to Morningside Church, seeking comment on the website’s lack of information about its ownership and its labeling of advertising.

**History**

Jim Bakker’s televangelism career began as a host of “The 700 Club” on the Christian Broadcasting Network. From 1974 to 1987, he and his first wife, Tammy Faye Bakker, hosted their own program called “The PTL Club.”

“The Jim Bakker Show” was launched in 2003.

Written by: John Gregory
Edited by: Eric Efron

Send feedback to NewsGuard: Click Here

**Sources**

**Ownership and Financing**

https://store.jimbakkershows.com/product/6-seychelle-extreme-survival-water-bottles/
https://store.jimbakkershows.com/product-category/health-and-wellness/
https://store.jimbakkershows.com/product/minuteman-24-hour-emergency-meal-kit/
https://jimbakkershows.com/morningside/directions-to-morningside/

**Content**

https://jimbakkershows.com/watch?guid=3868
https://jimbakkershows.com/watch?guid=3874

**Credibility**

Coronavirus silver segment #1:

Coronavirus silver segment #2, starts around 46:30:
https://www.fda.gov/Food/RadiationEmergencySafetyAlerts/AlertsNotices/ucm184087.htm

Coronavirus article:

Venereal disease claim around 25:30:
https://jimbakkershows.com/about-us/
https://www.who.int/news-room/q-a-detail/q-a-coronaviruses

NY attorney general letter: