

- I. The Christian Right in the 1990s
- A. Characteristics
1. More sophisticated & pragmatic methods than earlier religious conservative movements
    - a. Mobilization of support: targeted direct mail, internet home pages & chat/news groups & email, fax & phone-trees, voter guides, action alerts
    - b. Coalition-building: outreach & broader agenda
    - c. Influencing government: electioneering & lobbying
  2. More emphasis on grass-roots -- state and local -- organizations
- B. Major national organizations with a widespread, grassroots presence
1. **Christian Coalition** <<http://www.cc.org/>>
    - a. Leadership: Founded in 1989 by Rev. Marion (Pat) Robertson: Pentecostal Baptist
      - (1) Previous executive director, Ralph Reed, very innovative: PhD hist. Emery
      - (2) President, Don Hodel: Reagan's Sec of En & Int; BA Harvard JD U OR
      - (3) Exe. Dir., Randy Tate: Rep. (WA-R) BA in Econ/PLS W WA St
    - b. Organization: hq in Chesapeake, VA, local chapters in all 50 states
      - (1) Media empire - Christian Broadcasting Network, Family Channel, 700 Club, MTM Enterprises
      - (2) Regent University
      - (3) American Center for Law and Justice <<http://www.aclu/>>
    - c. Focus: local, state, & federal electioneering & lobbying
      - (1) Traditional religious conservative agenda - cultural issues
      - (2) Many secular conservative issues as well: tax, crime, health, gov reg of bus,
  2. **Focus on the Family** <<http://www.family.org/>>
    - a. Leadership: Founded in 1977 by James Dodson: PhD USC in child dev.
    - b. Organization: hq in Colorado Springs with Family Policy Councils in 30 states
      - (1) Radio program broadcast daily on over 4000 stations worldwide
      - (2) Magazines, books, & films
      - (3) Community Impact Seminars
    - c. Focus: nationwide public relations campaigns on family-related issues: abort, abstinence ed, gay-rights, feminism, pornography, textbook/library censorship, family tax breaks
  3. **Family Research Council** <<http://www.frc.org/>>
    - a. Leadership: Founded in 1983 by Gary Bauer, resigned to seek Republican pres. nom. for 2000: more ideological than Reed  
Exe. VP, Charles Donovan: BA, Notre Dame, Reagan WH speech writer
    - b. Organization
      - (1) National hq in DC, 26 state-wide affiliates
      - (2) Merged with Focus on the Family from 1988-92 but now legally independent; however, still a lot of coordination
      - (3) High-quality research is principle strength
      - (4) Also engages in public relations, voter mobilization, lobbying
    - c. Focus: DC lobbying for traditional family values: opposition to gay rights, parental notification of abortions, sex education
  4. **Concerned Women for America** <<http://www.cwfa.org/>>
    - a. Leadership: Founded in 1979 by Chairman (sic) Beverly LaHaye: wife of co-founder of Moral Majority; original focus = opposition to ERA
    - b. Organization
      - (1) DC headquarters with some state chapters but decentralized
      - (2) Local women's prayer and Bible groups in all congressional districts (?kitchen-table lobbyists" letter-writing campaigns)
      - (3) Strong legal arm in DC
    - c. Focus: nationwide grassroots lobbying on domestic issues of concern to women: abortion, abstinence ed, gay rights, pornography-NEA

- C. Other Christian Right organizations: lack grassroots presence of big 4
  - 1. **American Family Association** <<http://www.afa.net/>>
    - a. Leadership: Rev. Don Wildmon: United Methodist
    - b. Organization: headquarters in Tupelo, MS, local chapters
    - c. Focus: "anti-Christian bias & pornography" in mass media and arts: NYPD Blue, Designing Women, Melrose Place, Spin City, Ellen, Will & Grace, & NEA
  - 2. **Citizens for Excellence in Education** <<http://www.nace-cee.org/>>
    - a. Leadership: Rev. Robert L. Simonds: B.Th, M.Th, Th.D
    - b. Organization headquarters in Costa Mesa, CA, local chapters
    - c. Focus: "secular humanism" in education
  - 3. **Eagle Forum** <<http://www.eagleforum.org/>>
    - a. Leadership: Founded in 1972 by current head, Phyllis Schlafly: Catholic, MA Harvard JD Wash U
    - b. Organization: hq, Alton, IL
    - c. Focus: "radical feminist agenda"
  - 4. **Traditional Values Coalition** <<http://www.traditionalvalues.org/>>
    - a. Leadership: Rev. Louis Sheldon: Presbyterian; former aid to Pat Robertson CBN
    - b. Organization: headquarters in Anaheim, CA
    - c. Focus: fighting "radical gay agenda"
- D. Fellow travelers
  - 1. National Right to Life Committee
  - 2. Operation Rescue (Randall Terry)
  - 3. National Rifle Association
  - 4. Home-School Legal Defense Association (Michael Farris)
  - 5. Free Congress Foundation (Paul Weyrich)
  - 6. Committee for the Survival of a Free Congress
  - 7. Rutherford Institute
  - 8. Heritage Foundation
- E. Far-right, extremist groups: militia groups, Christian Identity Movement

- II. Groups opposed to the Christian Right
  - A. Americans United for Separation of Church and State <<http://au.org/>>
  - B. American Civil Liberties Union <<http://www.aclu.org/>>
  - C. Institute for First Amendment Studies <<http://www.ifas.org/>>
  - D. People for the American Way <<http://www.pfaw.org/>>

- III. Christian Right action in electoral politics
  - A. The nomination process Map 3.1, p. 76
  - B. General elections
    - 1. Foci:
      - a. Voter mobilization: voter guides
      - b. Campaign funding
      - c. Campaign workers: the army that meets on Sunday
    - 2. Countering counter mobilization: stealth candidates, secular and moderate language
  - C. Initiatives and referenda
    - 1. CO & OR: anti-gay rights initiatives to amend the state constitution
    - 2. ME: anti-gay rights referendum

- IV. Lobbying government
  - A. The presidency: disappointment with Reagan & Bush presidencies
  - B. Congress: far more sophisticated in 1990s – especially CC & FRC
  - C. Courts: *Engel v. Vitale* (1963) & *Roe v. Wade* (1973)
  - D.