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
         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.com>[
         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/>
         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
         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/>
   b. Organization: headquarters in Costa Mesa, CA, local chapters
   c. Focus: "secular humanism" in education
3. **Eagle Forum** <http://www.eagleforum.org/>
   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