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MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

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Box 88, Folder 1, People for the American Way, 1980-1981.



People For The American Way

April 23, 1981

Rabbi Marc Tanenbaum
Interreligious Affairs Director
The American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Rabbi Tanenbaum,

Enclosed is the draft of a letter several Board members are using to invite people to become FRIENDS. Please feel free to edit, expand or change anything -- it really is meant to be a spring-board for you.

Let me briefly explain what we hope to achieve with this part of the organization, what the responsibilities will be, and how you can best judge if someone will be a good FRIEND.

FRIENDS will be a national citizen education, action and communications network of PAW. We will establish a broad-based diverse group with at least one FRIEND in every major community who will be familiar with materials provided by PAW and who will be available to appear on local radio and T.V. shows and meet with local press. This network will be systematically expanded to include numerous FRIENDS in large cities as well as in smaller communities throughout the country, where many Religious New Right activities are concentrated.

Once identified and trained, FRIENDS will:

- serve local organizers and spokespersons for PAW
- identify the local issues which PAW should address
- monitor the Religious New Right in their states and communities
- assist national representatives of PAW when they are visiting the area
- coordinate local efforts to secure air time for all public service radio and T.V. spots
- become involved in their local communities in the spirit of the AMERICAN WAY

FRIENDS will be recruited from the church, business and labor organizations and from our direct mail efforts. This network will include not only the established community leaders but will also reach out to attract concerned citizens in all areas of the community. This aggressive involvement will have a lasting and long term impact on

local citizens' ability to help shape their communities and society.

The main criteria for FRIENDS will be that they have local credibility and recognition; that they are articulate; and they would be willing to make a modest time commitment to PAW.

Some of the more well known people who have already become FRIENDS include: John Anderson, John Gardner, John Brademas, Goldie Hawn, Sidney Lumet, Judge David Bazelon, Douglas Fraser, and Dr. Frank Stanton.

As we are still in the initial phase of placing FRIENDS, we are in need of people in all parts of the country. I would like to have at least 3 FRIENDS in every state by June/July, so you see I must work rather quickly.

I will send you some materials to include with your invitation/letter in the next week or so. The materials will include: the Statement of Purpose, a list of the Board of Advisors, the blue brochure, a short statement on PAW, and a card to use as an "RSVP".

Please call me if you have any more question or if I can be of any further assistance. My number is 980-9550.

Thanks again for your help.

Sincerely,



Sandra Slater

People For The American Way

September 10, 1981

TO: Members of the Board of Advisors

FROM: Sue Vogelsinger, Director *SM*
Speakers Bureau and Press Information

The enclosed form is late, for which I apologize, but please fill it out and return to me if you have any upcoming speaking engagements or meetings around which I might be able to arrange some media coverage or interviews.

If you know of any future meetings, seminars, conferences, etc. where PEOPLE FOR literature might be of value, that information would be very helpful as well.

Thank you.

Enclosure

NAME: _____

MONTH _____

Date of Engagement _____

Name of Sponsoring Organization _____

Address (city and state) _____

Date of Engagement _____

Name of Sponsoring Organization _____

Address (city and state) _____

Date of Engagement _____

Name of Sponsoring Organization _____

Address (city and state) _____

Date of Engagement _____

Name of Sponsoring Organization _____

Address (city and state) _____

PEOPLE FOR should be represented and/or have literature at:

Name of meeting, organization, panel, etc. _____

Date, State, City _____

Name of meeting, organization, panel, etc. _____

Date, State, City _____

PLEASE RETURN TO: Sue Vogelsinger
People for the American Way
1015 - 18th St., N.W., Suite 310
Washington, D.C. 20036

People For The American Way

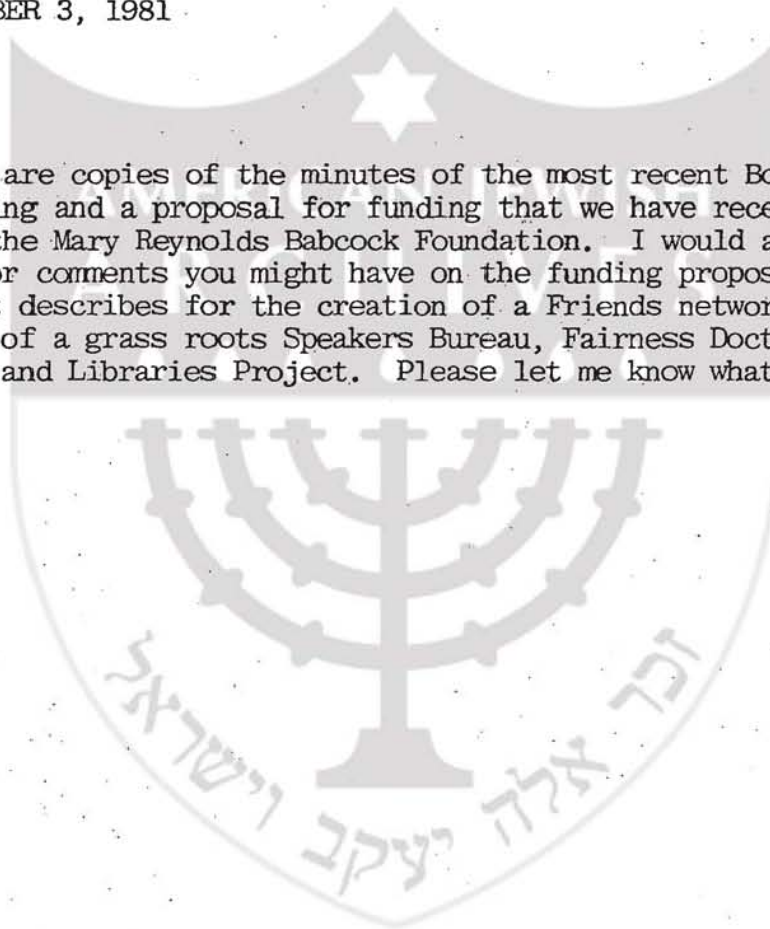
MEMORANDUM

TO: MEMBERS OF THE BOARD OF ADVISORS

FROM: TONY PODESTA

DATE: SEPTEMBER 3, 1981

Attached are copies of the minutes of the most recent Board of Advisors meeting and a proposal for funding that we have recently submitted to the Mary Reynolds Babcock Foundation. I would appreciate any thoughts or comments you might have on the funding proposal and the program it describes for the creation of a Friends network and the beginning of a grass roots Speakers Bureau, Fairness Doctrine Project and a Schools and Libraries Project. Please let me know what you think.



People For The American Way

BOARD MEETING NOTES

JUNE 24, 1981

The Shoreham Washington, D.C.

On June 24, PEOPLE FOR had their first Board of Advisors meeting since the inception of the Washington headquarters with Tony Podesta presiding. We had an outstanding turn-out of our board members and thank them.

In attendance from the board were: Ted Ashley, Jim Autry, Marge Benton, Chuck Bergstrom, Phil Blackwell, Claude Broach, Jim Dunn, Marion Wright Edelman, Andrew Heiskell, Bill Howard, Norman Lear, John Lindsay, David Mathews, Gene Reeves, Eileen Rockefeller, Ruth Stapleton, Marge Tabankin, Bill Thompson, Beth Webster, and Edna Wolf. Other PEOPLE FOR attendees included Frances Zwenig, Paul Schaeffer, Al Thomson, Sandie Slater, Greg Denier, Helen Kissinger, Kate Sheaffer, Helen Kelley, Piper Phillips, Elaine Afable, Nancy Debevoise, Beth Beeman, Sandy Gottlieb, Catherine Hand, Chuck Brackbill, Maik Macleod, Jack Soloma, Kathie Berlin, and Tom Mathews.

The first item on the agenda was an up-date on current activities of PEOPLE FOR. A report was given by Al Thomson, Treasurer, on the status of our membership drive. Our current membership as of the last week of June stood at approximately 25,000 members. Also reported was that our current direct mail campaign is expected to add 15,000 new members by September. Additional membership mailings, scheduled for the remainder of 1981 should yield another 40-50,000 members. We will have sent out approximately 5 million direct mail pieces in 1981. It was noted that although our direct mail program is a fundraising device, we are primarily using it as a membership development operation. The funds that are collected from the direct mail appeals are reinvested into additional program mailings.

Nancy Debevoise, Newsletter Editor, introduced the first edition of PEOPLE FOR'S newsletter. We anticipate circulating 100,000 copies of the newsletter by September. Nancy asked that the Board send copies of speeches, sermons, or presentations as she would like to feature on a regular basis a guest column by members of the board.

Greg Denier summarized the set-up and purpose of the research department. Encompassed in the goals of the research department is to provide accurate information on the radical right to board members, the public, press and academia. Material is also kept on groups that are countering the radical right. In order to keep current on the literature sent nation-wide by the radical right, Greg asked that board members forward any information they may receive as the materials sent vary according to geographic location.

Sue Vogelsinger, Press and Speakers Bureau Coordinator, reported on the speakers bureau and press coordination, reiterating the need for board members to let her know when and where they will be speaking in order to make better use of the speakers bureau and coordination with press.

Helen Kelley, Education Director, discussed the need to have names recommended from existing organizations which would point us to people in the communities to network into Friends of the American Way and the speakers bureau. Helen Kelley will be developing materials which will be used to provide educational instruction, and to be used in various articles. The materials are planned to take the form of brochures, developing as well into more detailed booklets.

A discussion of seeking grants from foundations followed. It was noted that it is imperative that contact with foundations be done as swiftly as possible. If board members had any associations or past history of raising funds from any foundation it would be most helpful to let Tony know. This emphasis in our program is critical now and anyone who has any suggestions should get in touch with Tony Podesta as soon as possible.

The four new public service announcements were re-introduced for those who might not have viewed them at the press conference earlier in the morning. The PSA's were being distributed to 795 commercial TV stations throughout the U.S. Norman Lear expressed the feeling that sending the PSA's directly to the station managers and public service directors gave us infinite more outreach and access to better showing time than by contacting 3 individuals at the 3 networks. It was hoped that some stations would begin to air the spots on or around the 4th of July.

A lengthy discussion of the merits and problems of the PSA's followed. Gene Reeves asked if there would be any tests done after the PSA's were aired. The response suggested that rather than being able to conduct an accurate market evaluation effectively at this time because of the nature of the message (the intention being to instill an attitude in the viewer) that we would be able to get a fairly accurate assessment of the response through press coverage and the P.O. Box. Tony Podesta suggested using focus groups to assess the responses to the PSA's. Focus groups are being scheduled now and results will be available in September.

There was speculation and concern voiced in regards to not only the context of the spots (eggs, sports, music) but the "softness" of the message. Tony Podesta clarified that because of the Fairness Doctrine and the policies of stations on PSA advertising that we would not want our PSA's to be hard-hitting and controversial, or they would fail to be aired. It was also pointed out that it would not be economically feasible to air (through paid time) more controversial spots at this time on a national basis.

It was the contention of some individuals that at some point PEOPLE FOR would have to make a decision as to what issues we are going to take on, what issues we would stand for or against. Bill Howard suggested that we will soon need to "bite the bullet" and determine what our stand would be besides being against the Moral Majority. Beth Webster responded to this by saying that the spots didn't tell us anything that we didn't already know. John Lindsay suggested that we need to be sure to make 2 connections when we do begin to deal with specific issues. One, that there is a problem and we want to do something about it, and two, pinpointing who is causing the problem. He suggested that we will need to follow-up on a problem with a tough and specific response. Bill Howard recommended that we might want to foster a discourse, give visibility to a discourse, that may assist in leading us to some decision.

Along with the discussion of the "softness" of the PSA's, the question was asked by Ted Ashley as to whether the organizational focus for PEOPLE FOR would be on media almost exclusively or a grass roots organization that would take a stand on some issues.

The PSA discussion ended with an interesting tidbit of new information for those who felt the spots were too non-controversial. The American Poultry Institute complained that the spots were controversial because someone in the "Eggs" ad said eggs had too much cholesterol.

Tom Mathews, of Craver, Mathews, Smith & Co., our direct mail consultant made a presentation concerning how we might want to organize people and how to raise money simultaneously. He suggested that we should now be focusing some of our energy and thought to how we might want to define and structure our organization for an intense sustained and difficult public struggle. The outcome of this is to give those who are already converted and concerned a way to act, not to change people's minds or convert them. The problem appears to stem from the lack of organization of the people, with the exception of the radical right. Tom Mathews felt and expressed that we need to respond to their need to contribute, their need for a proxy in Washington and to their hope for a public mode of action that will fill the existing vacuum.

The idea of a regular Sunday TV program was raised. Charles Brackbill of American Values Institute discussed the points of having a regular individual to present the program opposed to differing denominations represented by different people each week which would disallow for a regular following. One individual to host the show would allow for a more cohesive strain, but still be able to vary the content of the program to cover varying religious services. Charles Brackbill is writing a report on the feasibility of a regular Sunday program.

The idea of working on a TV program was reinforced through remarks by Tom Mathews that no group has been able to raise money or enlarge their membership past a certain point with the known and tested methods of direct mail etc. except for TV presentations which have

not been used before.

The discussion then followed into the idea of putting together print ads that would focus on 1st amendment rights, most likely dealing with textbook censorship as it is prevalent throughout the country. The ads would need to be tough-edged to alert the public as book bannings are subtly executed. Pressure is put on an administrator and curriculum changes are made without any discussion. Books are removed from the public libraries and not returned to keep them out of circulation. A hard hitting print ad would bring some needed attention to this problem. Jim Autry and Marge Tabankin reinforced this proposal by saying that this is our purpose, to make incidents like this known to the public and to take a stand on this issue.

The question of short-term strategy discussed for the grass roots organization was two-fold. We could simply prepare materials on how to defend the process of intellectual freedom, for example, and disseminate them to our members. This is an indirect approach but effective in terms of community education. Another approach, and more hard-hitting would be to target hotspots. This would raise the level of public debate in that particular community; theoretically we would win, and then through publicizing the incident we would be encouraging and reinforcing other communities to galvanize. A third approach suggested was to have regional and state training meetings scattered about to discuss issues that are threats to freedom being posed by the moral majoritarians. An emphasis was put on the need to do as much of this through the church networks.

Through this presentation it was suggested by David Mathews that a program sub-committee be formed to more closely address the question of program with specificity. The areas of our television usage, fundraising, staff and offices were well organized but the program area needed more attention. Tony Podesta agreed to appoint a sub-committee of those who would be interested in working on this.

The last item on the agenda was Norman Lear's discussion of Liberty Day. On December 7, a rally is planned at Madison Square Garden to celebrate the spirit of liberty. The rally will be called I Love Liberty. The event will be a celebration of our liberty and the pride we have for our flag and country.

The next meeting of the Board of Advisors will be announced in the fall by Tony Podesta.

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FRIENDS OF THE AMERICAN WAY

A PROPOSAL FOR FUNDING



People for the American Way
1015 18th Street, N.W. Suite 300
Washington, D.C. 20036

INTRODUCTION

PEOPLE FOR THE AMERICAN WAY is a national, nonpartisan, nonprofit educational organization whose programs work to preserve a climate in which every citizen has the right to believe, worship, think and speak freely, and encourages the broad public exercise of these Constitutional rights. PEOPLE FOR believes that such a national public education program requires community-based activities for maximum impact and effectiveness. There is a clear need to build a national network of individuals who will actively work in their communities to develop an atmosphere which encourages freedom of thought, speech and religion.

This proposal requests funds from the Mary Reynolds Babcock Foundation to initiate a national citizen education, action and communications program. This program, called Friends of the American Way, will identify, organize and train "Friends" in communities around the country who will serve as PEOPLE FOR THE AMERICAN WAY spokespersons in their communities and will engage in a range of public awareness and education activities. This proposal outlines the rationale and scope of such an undertaking and details how the program will be organized, staffed and budgeted.

PROBLEM STATEMENT

The American democratic experience is rooted in a profound belief that a collection of peoples can pursue diverse interests, hold conflicting values and believe in a multitude of religions -- and still govern themselves harmoniously. Tolerance is an absolute necessity in our pluralistic society. Ultimately, our freedom depends as much upon the national mood and our fellow citizens' attitudes as on the Constitution and the Bill of Rights.

That mood has turned ugly over the past several years. Times of rapid social change always produce individuals and organizations who claim our constitutional liberties are luxuries we can afford only during more stable times. During this troubled time in American life, a number of anti-democratic organizations have sprung up to press for "order" to control what they view as the "chaos" of social change. Foremost among them is Moral Majority, Inc., although it is only one group within a much larger radical movement.¹

The expressed goal of this movement is to "overturn the present structure in this country" by "Christianizing America." But behind this crusade is an even more chilling agenda. One of the movement's leaders warns that "after the Christian Majority takes control, pluralism will be seen as immoral and evil, "and the state will not permit anybody the right to practice evil."

Moral majoritarian groups urge Americans to view anyone who is different as a sinner and anyone who won't conform to a narrow orthodoxy as un-American. By making their religious tenets the test of true patriotism, moral majoritarians threaten the First Amendment rights of all citizens to participate fully and equally in American life.

Such intolerance is not new. Movements committed to the politics of intolerance and resentment are never far from the surface of American life. What sets the moral majoritarians apart, however, are their impressively-funded and highly-sophisticated communication campaigns. Their ability to harness national print and broadcast media for "religious" programming magnifies the reach and impact of their dogmatic and intolerant messages to an extraordinary degree. People identified through electronic media are then organized into effective state and local organizations through a coordinated program of computerized mailing, newsletters, rallies, conventions and

and seminars.²

While citizen activity is essential to democracy, moral majoritarian efforts often lead to the imposition of values and beliefs upon others. The moral majoritarians' belief that there is only one self-evident truth leaves no room for debate and discussion.

PEOPLE FOR believes that there is a clear need to build a national network of individuals who will actively work in their communities to develop an atmosphere which encourages freedom of thought, speech, and religion.

PROGRAM PROPOSAL

PEOPLE FOR proposes to launch a national Friends of the American Way program to help counter the wave of fear, intolerance and narrowness being generated by moral majoritarians. The goal of the Friends program is to help citizens work in their communities to build an atmosphere of understanding, freedom and tolerance. PEOPLE FOR will encourage Friends to engage in three specific community-based activities.

- o serve as local spokespersons by appearing on local radio and TV shows, meeting with the local press and speaking before civic groups.
- o help ensure that local media present balanced views on a range of controversial issues
- o organize broad community participation in efforts to counter moral majoritarian attacks on schools and libraries

PROGRAM SCOPE

Our current small group of identified potential Friends will be systematically expanded into a national, broadly-representative citizens network. Friends will be actively recruited through the church, civic, business and labor organizations that support PEOPLE FOR's efforts (see Appendix 1). Friends need not be established community leaders but should include concerned individuals with leadership potential. We recognize that potential Friends will not always live in communities where constitutional liberties are under attack. We plan to emphasize community-based Friends activities in those southern and midwestern states where the moral majoritarians are conducting specific campaigns. These states include but are not limited to Alabama, Arkansas, Georgia, Illinois, Indiana, Louisiana, Michigan, North Carolina, Ohio, Tennessee, Texas and Virginia.

Over the next twelve months, we will institute a number of intensive public education projects in states where the moral majoritarians are most active, as well as broaden the range of materials and technical assistance we provide Friends.

Community Speakers

PEOPLE FOR's national office has been inundated by requests from civic organizations, television and radio talk shows and newspapers asking for speakers to discuss and debate the principles of American democracy and the issues being raised by the moral majoritarians.

The Friends program will identify individuals willing to serve as local PEOPLE FOR spokespersons. The thousands of requests for speakers will be matched with local Friends. PEOPLE FOR also will help Friends initiate speaking engagements in their communities. After reviewing the number and geographic distribution of requests we've received for spokespersons, we have established an initial goal of identifying and training a minimum of 1,000 Friends as spokespersons over the next 12 months. PEOPLE FOR will provide friends with the

educational materials and technical assistance they need to become informed, articulate speakers at the grass roots level.

Specifically, we will provide Friends with:

- o a Speaker's Manual which will contain background material on constitutional freedoms, with special emphasis on freedom of belief and speech, separation of church and state and a review of issues being discussed by moral majoritarian groups. The manual will also contain sample speeches and a question-and-answer review. The manual will be produced as a looseleaf notebook that can be periodically updated to keep it current.
- o a monthly bulletin that provides news on moral majoritarian activities and discusses a variety of public issues
- o assistance from PEOPLE FOR research staff: answers to specific questions; and help in developing speeches, letters to the editor and other specific approaches to issues of importance in their communities

Media Fairness

Moral majoritarian leaders have raised millions of dollars to purchase air time on hundreds of television stations for their "religious" programs. A handful of TV evangelists have successfully monopolized the airwaves, leaving viewers with the impression that the opinions expressed are the only religious, moral positions on a wide range of important public issues.

An examination of transcripts from Rev. Jerry Falwell's "Old-Time Gospel Hour" and Rev. Pat Robertson's "700 Club," for example, reveal a persistent pattern of controversial statements skillfully woven into the programs' religious framework so that the political and the religious blur and merge. During one recent "700 Club" broadcast, for instance, Rev. Robertson criticized the nomination of Judge Sandra D. O'Connor to the U.S. Supreme Court, attacked the Equal Rights Amendment and made controversial statements about abortion and federal aid to church schools.

These nationally-broadcast religious programs' one-sided presentations of important public issues have gone unchallenged by both national organizations and local community leaders. The Federal Communications Commission's Fairness Doctrine, used by individuals and organizations who want to respond to controversial broadcasts, has never been systematically used to request time to respond to controversial opinions and statements made on religious programs.

With PEOPLE FOR's support, University of Richmond professor and Friend of the American Way Dr. Robert Alley monitored several local broadcasts of "The Old-Time Gospel Hour" and "The 700 Club" and carefully recorded their content. He then formally requested time on two local stations to respond to the controversial statements included in these broadcasts. Both stations granted Dr. Alley's request to respond to Rev. Falwell and Rev. Robertson on two public affairs programs aired during August 1981. This effort may very well be the first time the Fairness Doctrine has been used to challenge the content of a religious broadcast.

PEOPLE FOR proposes to identify and recruit Friends in each of the 216 U.S. media markets. These Friends will monitor religious broadcasts and encourage local media outlets to provide time when appropriate for citizens to present contrasting views.

Specifically, PEOPLE FOR will provide technical assistance to help Friends gain access to local media so they can expand the discussion of important public issues in their communities. Such assistance will include:

- o a Media Action kit that contains detailed information on the provisions of the Fairness Doctrine and a step-by-step guide on how to request air time to present contrasting views
- o monitoring nationally-broadcast religious programs and sending Media Action Alerts to members when statements by moral majoritarians demand a timely response
- o coordinating local legal assistance when broadcasters deny Friends the opportunity to respond to controversial statements of public importance

Schools and Libraries

Moral majoritarians have launched a systematic, national campaign to ban school text and library books and muzzle classroom discussions of ideas. This effort is coordinated by two increasingly influential organizations: Mel and Norma Gabler's Texas-based Educational Research Analysts; and Phyllis Schlafly's Eagle Forum (which recently declared victory on its Stop-ERA campaign and created a "Stop Textbook Censorship Committee" to coordinate its next major battle).

This censorship movement aims to "purge" all books and classroom discussions that question the existence of absolute truth, imply that there may be more than one answer to a question or introduce ideas that are alien to the moral majoritarian world view.³ Mel and Norma Gabler warn parents in their nationally-distributed newsletter:

As long as the schools continue to teach ABNORMAL ATTITUDES and ALIEN THOUGHTS, we caution parents NOT to urge their children to pursue high grades or class discussion, because the harder students work, the greater their chance of brainwashing.⁴

A new national survey documents the increasing success of this national censorship campaign.⁵ More than half of the school librarians and administrators working on state-level textbook and curriculum issues named the Gablers when asked if any one group had influenced state textbook adoption procedures. The majority of state-level challenges focused on ideas such as "secular humanism,"⁶ evolution and agnostic views. Most would-be censors in those cases used arguments developed by out-of-state organizations. (Another survey taken by the American Library Association reported a five-fold leap in censorship attempts during the 1980-81 school year.)

PEOPLE FOR believes that all segments of a community have a right and responsibility to participate fully in the decision-making process of their school board and library committee. We believe it is important that the final decision on text and library books and school curricula reflect the community's diverse interests. Unfortunately, all too often, single individuals or small groups have stampeded a school board, library committee or textbook review commission into removing books or altering curricula.

Our Friends of the American Way Schools and Library Project aims to preserve the schools' vital role of teaching children how to think. Moral majoritarians, on the other hand, are involved in a full-scale effort to dictate what children ought to think by "purging" books, discussions and even ideas from the nation's classrooms.

National organizations that represent educators are currently providing a variety of model programs and technical assistance to teachers, librarians and school administrators who want to protect themselves, their programs and their teaching materials from attack. PEOPLE FOR's Schools and Libraries Project will utilize excellent materials that have already been produced. However, we will expand the reach and effectiveness of these efforts by involving active citizens in community-based efforts to combat censorship.

Specifically, we will provide Friends with:

- o a Schools and Libraries Action kit which will contain a step-by-step guide on how to establish a formal procedure for reviewing school curriculum, teaching materials and library books. The kit will also contain a review of the curriculum and books most often attacked by would-be censors
- o periodic reports which will provide up-to-date information about moral majoritarian attacks on schools and libraries
- o technical assistance on how to develop strategies and programs that meet their communities' needs

PROGRAM REVIEW AND ANALYSIS

A committee of the Board of Advisors, chaired by Rev. Dr. Charles Bergstrom, Executive Director, Office of Government Affairs of the Lutheran Council in the U.S., will periodically review the Friends program to ensure we are meeting our objectives. The committee will be assisted in its review by quarterly reports summarizing activities prepared by the Friends Program Director. In addition, we will conduct periodic mail surveys of Friends to obtain their views, followed by staff field visits to ensure that our program and materials are meeting Friends' needs.

BUDGET AND STAFF

The Friends program is a staff-intensive effort. Supervision and overall direction of the program will be provided by Anthony T. Podesta, Executive Director of PEOPLE FOR, and Helen Kelley, PEOPLE FOR Education Director. Kate Sheaffer, Friends Program Director, will direct the specific Friends program activities and coordinate the production of materials and Action kits. Piper Phillips will serve as staff assistant, with primary responsibility for identifying, recruiting and communicating with Friends. (Appendix 2).

Other PEOPLE FOR staff will help produce materials and Action kits for Friends. Appendix 3 profiles these staff members and details their involvement in Friends. The salaries of these people have been paid for by other funding sources and are not a part of this proposal.

The Friends program budget is \$76,525. These funds will cover the salaries of Friends staff and the development, production and distribution of resource materials. Administrative program costs, including secretarial assistance, office space, phones, postage and travel will be provided by PEOPLE FOR's funds. Thus, we seek funding only for the key components of the Friends program. A budget summary appears as Appendix 4.

1. We use the generic term "moral majoritarian" throughout this proposal to describe both national leaders and local activists within a broad coalition of anti-democratic groups that have been increasing their influence on American society for the past decade. While Moral Majority, Inc. is often the most visible, there are virtually hundreds of well-funded organizations that seek to discourage our First Amendment freedoms of speech and expression; impose their view of the family by repealing child-abuse and spouse-abuse laws; dictate what children learn by attacking curricula that presents questions and choices to students and preach to us on Sunday that there is only one Christian way to view a range of political decisions, including Supreme Court nominees, defense budgets and foreign relations. Among the key groups: The Religious Roundtable, Moral Majority, National Christian Action Coalition, Christian Voice, Eagle Forum, Free Congress Research and Education Foundation, Educational Research Analysts, Concerned Women for America, James Robison Evangelical Association and the "Old-Time Gospel Hour."

2. Recent examples include:

- o An Indiana coalition, led by Moral Majority Executive Board Member Greg Dixon, has succeeded this year in amending the state's child abuse laws on the grounds that the state should not interfere with a man's Biblical right to discipline his family.
- o In June, the Louisiana state senate approved a resolution to investigate exposure of school children to "secular humanism" and to create a special legislative education committee to "remove every textbook talking about immoral stuff."

3. Censorship groups attack texts that challenge their distorted vision of "the good old days." Would-be censors want to purge texts that discuss slavery, the persecution of Native Americans, the struggle for women's rights, Vietnam and Watergate. Discussions of any issues are discouraged, but debates about the American system of government are particularly threatening to the moral majoritarians. For example, the North Carolina Moral Majority attacked a social studies text that asked students to discuss the pros and cons of federalism. Their objection was that federalism has no "cons."

4. The North Carolina Moral Majority recently distributed to over 8,000 families around the state a 28-page list of "offensive" textbooks and a set of instructions on how to protest these books at the state and local level. An affiliated group called Parents Actively Concerned has distributed a list of 26 don'ts for students that include: don't exchange "opinions" on political or social issues and don't discuss the future or governments in class. In a "review" distributed by the Gablers, a textbook guide is attacked for suggesting that teachers plan a discussion of the hypothesis "computers are incapable of creative thinking and cannot replace man." The objection: "Infers (sic) that there can be more than one answer."

5. Limiting What Students Shall Read: Books and Other Learning Materials in our Public Schools: How They are Selected and How They are Removed, Association of American Publishers, American Library Association and Association for Supervision and Curriculum Development, July 31, 1981.

6. The catch-all term "secular humanism" is used to describe an array of perceived evils and political enemies that can be blamed for all for society's ills. The National Congress for Educational Excellence has published a list of nearly 300 words and phrases to help parents target "humanistic programs" in local schools and communities. These "tipoff" words include "academic freedom," "analysis," "citizenship," "democracy," values, and "racism." Rev. Tim LaHaye's book Battle of the Mind further defines "secular humanism": "Oh, they don't call it humanistic. They label it democracy, but they mean humanism, in all its atheistic, amoral depravity."

Mr. Ted Ashley
Former Board Chairman
Warner Brothers, Inc.

Mr. Jim Autry
Vice President & General
Manager, Magazine Publishing
Meredith Corporation

Ms. Marjorie Craig Benton
United States Representative
to UNICEF

The Rev. Dr. Charles Bergstrom
Executive Director
Office of Governmental Affairs
Lutheran Council in the United
States of America

Mr. Philip L. Blackwell
Campus Minister
University of Chicago

The Reverend Claude Broach
Director
Ecumenical Institute of
Wake Forest University and
Belmont Abbey College

Mr. Edgar M. Bronfman
Chairman & Chief Executive Officer
Joseph E. Seagrams & Sons, Inc.

The Right Reverend John Coburn
Bishop, Episcopal Diocese
of Massachusetts

Mr. Norman Cousins
Editor & Author

Dr. James M. Dunn
Executive Director
Baptist Joint Committee on
Public Affairs

Ms. Marion Wright Edelman
President
Children's Defense Fund

Mr. Andrew Heiskell
Chairman
New York Public Library

Father Theodore Hesburgh
President
University of Notre Dame

Monsignor George Higgins
Adjunct Lecturer
Department of Theology
Catholic University

The Reverend M. William Howard
President
National Council of Churches of
Christ in the USA

Ms. Shirley Hufstедler
Beardsley, Hufstедler & Kenble

The Honorable Harold Hughes
Former Senator from Iowa

The Honorable Barbara Jordan
Professor
LBJ School of Public Affairs
University of Texas

Mr. Lane Kirkland
President
AFL-CIO

Mr. Norman Lear
Writer & Producer

The Honorable John V. Lindsay, Esq.
Webster & Sheffield

Dr. David Mathews
Educator

Bishop James K. Mathews
United Methodist Church

Mr. J. Irwin Miller
Chairman, Executive Committee
Cummins Engine Company

Ms. Joyce D. Miller
President
Coalition of Labor Union Women

Newton Minow, Esq.
Sidney & Austin

Mr. Frederick O'Neal
President Emeritus
Catholic Interracial Council

Dr. Samuel B. Proctor
Minister, Abyssinian Baptist Church
Senior Professor of Education
Rutgers University

Dr. Gene Reeves
Dean
Meadville-Lombard Theological Seminary

Ms. Eileen Rockefeller
Environmental Consultant

Ms. Naomi Santana
Convenor
Nosotros

Mr. Stanley K. Sheinbaum
Economist
Regent
University of California

Ms. Ruth Carter Stapleton
President
Behold, Inc.

Ms. Margery Tabankin
Executive Director
ARCA Foundation

Rabbi Marc H. Tanenbaum
Inter-Religious Affairs Director
American Jewish Committee

Mr. William P. Thompson
Stated Clerk
The General Assembly of the United
Presbyterian Church

Mr. William Velasquez
Executive Director
Southwest Voter
Registration Project

Bethuel M. Webster, Esq.
Webster & Sheffield

Dr. Colin Williams
Senior Fellow
Aspen Institute
Former Dean
Yale University
School of Divinity

Ms. Edna Wolf
Executive Director
B'Nai B'rith Women



APPENDIX 2

FRIENDS PROGRAM STAFF BIOGRAPHIES

TONY PODESTA is PEOPLE FOR's Executive Director. He was previously with the office of the General Counsel of the International Association of Machinists. He has served as an Assistant United States Attorney in the District of Columbia, as an organizer and lobbyist for Common Cause, and as a researcher and editor for the Citizen Research Foundation.

KATE SHEAFFER, Friends Program Director, formerly was on the staff of Vice President Mondale, where she was responsible for planning and supervising the Vice President's contacts with local officials and business and community leaders. She has served as administrative assistant to two Wisconsin governors, serving as their public policy liaison with civic organizations and community groups. Ms. Sheaffer has a B.A. in Sociology and Psychology.

PIPER PHILLIPS, Friends Program Staff Assistant, worked as an Educational Development Specialist with the U.S. Immigration and Naturalization Service. Ms. Phillips, who holds a Masters Degree in Special Education, has taught school and has long been active in local citizen efforts to improve special education.

APPENDIX 3

PEOPLE FOR STAFF PARTICIPATING IN FRIENDS PROGRAM

NANCY DEBEVOISE, Media-Campaign Director and Newsletter Editor, was an independent writer, editor and public education specialist before joining PEOPLE FOR. She has produced publications and directed projects for a number of government agencies and nonprofit organizations. In directing several national media access campaigns, Ms. Debevoise has worked with a number of media fairness organizations, broadcasters and their legal representatives and other broadcast communications experts. Ms. Debevoise will help develop the Media Fairness Action Kit and the Information Bulletin for local community speakers.

AMERICAN JEWISH

HELEN KELLEY, Education Director, was ACTION's Deputy Associate Director and Director of that agency's Older Americans Volunteer Program before joining PEOPLE FOR. From 1963-1977 she was President of Immaculate Heart College in Los Angeles, where she had previously been a professor. Ms. Kelley will participate in the development of the Schools and Libraries Program.

MARCIE RICKUN, Research/Information Coordinator was formerly the Program Officer of the Arca Foundation. Previously, Ms. Rickun was the Assistant Chief of the Washingtoniana Division for the District of Columbia Public Library System and worked as a reference Librarian at the Library of Congress. Ms. Rickun, a member of the American Library Association and the National Association of Literary Advance, will be available to help Friends with specific research assistance.

SUE VOGELSINGER, Press and Speakers Bureau Director, was the Media Relations Director of the White House Conference on Small Business before she joined PEOPLE FOR. Ms. Vogelsinger also co-ordinated the press office for the 1977 Inaugural Committee, and was a staff member of the Epilepsy Foundation of America and the White House press office. Ms. Vogelsinger will help develop the Speakers Manual and will help match up requests for speakers with local friends.

FRIENDS BUDGETJANUARY 1982 - DECEMBER 1982

I. Staff Salaries	\$43,500
II. Friends Program Material Preparation, Publication and Distribution	
A. Speakers' Manual (1,000)	\$ 7,250
B. Media Fairness Kit (500)	\$ 1,875
C. Schools and Libraries Action Kit (2,000)	\$10,500
D. Friends Monthly Bulletin (2,000)	\$ 8,400
III. Local Legal Support for Media Fairness Project	\$ 5,000
	<hr/>
	\$76,525
	=====

NB: This budget does not include funds for the administrative costs of the Program. These costs will be paid for out of the general operating revenues of PEOPLE FOR. In addition, we are not allocating the cost of the four staff members who will be partially involved in the Friends Program. Their salaries are provided for from other revenue sources.

NORMAN LEAR

March 25, 1981

Dear Marc:

Enclosed is a copy of the speech I will be delivering tomorrow evening when I receive the William O. Douglas First Amendment Award from the Los Angeles County Bar Association's Public Counsel. I'll be repeating these remarks on Sunday, March 29, in Boston, before the Ford Hall Forum.

If you have the opportunity to look it over, I will be very interested in your comments.

Best regards,

Norman (by JG)

3 March 1981

Dear Member of the Board of People for the American Way,

I thought that it might be useful to share with you the concern that I have already communicated to Norman Lear about an item included with a recent mailing from People for the American Way.

The newspaper article, "Book Censorship Wave Seen in the Wake of Conservative Political Victories," by Larry Green, reprinted from the Los Angeles Times, presents unsubstantiated charges that "feminist groups" are engaged in efforts to censor library materials.

Although all examples cited of attempts to remove materials from libraries are tracked to conservative religious individuals or organizations, Green's information source, Judith F. Krug of the American Library Association, goes on to say [in a mixture of direct quotation and paraphrase by Green]:

"Although most censorship attempts originate with groups generally considered conservative, Krug said, the feminist movement has been just as guilty, attempting to remove from libraries 'images of the women that (feminists) perceive to be contrary to their goals.' For example, Krug sees it as a threat to freedom when feminists say they want material showing the degradation of women to be banned, arguing 'that this is not censorship, it is merely a higher good.'"

This method of associating "the feminist movement" (not the specific actions of specific individuals, be it noted) in vague but agitating terms with documented actions of non-feminists to suppress freedom of information seems to me precisely the sort of irresponsible, fear-mongering behavior against one's fellow citizens that People for the American Way seeks to oppose. Shouldn't it have been apparent to someone - Norman Lear, Larry Green, or even Judith Krug - that this blunderbuss attack on people seeking social change simply defends and obscures the racist, sexist status quo? (Krug and her counterpart in the National Council of Teachers of English, Edward Jenkinson, also try to misrepresent the Council on Interracial Books for Children as "censors.")

Where censorship is concerned, it is necessary to make intelligent distinctions in order to defend the First Amendment without abridging the political right of citizens to dissent from establishment ideas. Criticism of bias in library material is not censorship, particularly when the purpose of the criticism is to achieve greater diversity, not less, and access to a greater variety of information, not less, in those materials. Criticism is not "banning" either, a word that Krug uses far too casually and inaccurately.

I do not wish to belabor these points, although I will admit to considerable frustration at having to combat Krug's and Jenkinson's "big lie" approach in yet another supposedly enlightened and bias-avoiding organization. My main concern is to use this present occasion to reaffirm that critical examination of one's own assumptions and biases must be a continuing effort of those trying to learn to be effective and honorable citizens of a democracy. If People for the American Way wants to achieve its "goal of appealing to the best instincts in people, not their fears and anxieties," it must exemplify that ideal in its own communications.

Twiss Butler, Coordinator
Education Task Force, Texas N.O.W.
18507 Point Lookout Drive
Houston, Texas 77058
713/333-4764

Twiss Butler

D R A F T

Dear _____,

As you may know, I am a member of the Board of Advisors of PEOPLE FOR THE AMERICAN WAY, an educational, non-profit institution. Its purpose is to clarify and reinforce the time-honored values of our society--pluralism, freedom of experience, freedom from dogma--and to address what we see as a great threat to these values, the rise of the New Religious Right.

PEOPLE FOR THE AMERICAN WAY will provide video materials, speeches, written papers and other educational materials which will encourage debate and confront the climate of fear, antagonism and intolerance created by extremist groups.

Norman Lear, the group's founder, developed and produced three television spots last Fall which reached 20 million Americans. The spots and direct mail effort generated a tremendous interest in the organization from the media and from thousands of individuals.

To meet the media's demand for interviews and information, we have established a national communications network within each state. This network of select members from every sector, will be called "FRIENDS OF PEOPLE FOR THE AMERICAN WAY" (or FRIENDS). I would like to invite and encourage you to become a FRIEND, and join many distinguished Americans and FRIENDS such as John Gardner, John Brademas, _____ and _____. Our goal is to have eminent FRIENDS in each large community who will be familiar with PEOPLE FOR THE AMERICAN WAY through materials provided by them; who will be

willing to appear on local television/radio talk shows and meet with local press; who will assist in coordinating efforts to secure air time for the public service announcements; and who will be able to help identify local salient issues which PEOPLE FOR THE AMERICAN WAY could address.

The responsibilities of a FRIEND, although not too time consuming, will demand a commitment from you. We estimate that you will need to devote a maximum of three hours per month for the review of materials and possible media interview, etc.

Please fill out the enclosed card with your correct name and address and mail it as soon as possible. And if you have any questions or would like to discuss the organization and your involvement further, please call Sandra Slater the National Coordinator for FRIENDS at: (212) 980-9550, or _____ in my office here at the _____ at: _____. They will be happy to talk to you and give you any additional information.

Again, let me stress how important this organization is and how valuable your participation could be.

Sincerely,

April 23, 1981

Dear Rabbi Tanenbaum:

Just enclosing xerox of my resume
so you will have better idea concerning my background.

Glad to have spoken with you today..

I encourage you to go to Tokyo.



AVROM ZARITSKY

NBC
30 Rockefeller Center
Room 1239
New York, N.Y. 10020

Date of Birth: June 17, 1935
Married - two children
Office Phone: 664-4873

Professional Experience:

National Broadcasting Company - Television

Currently employed as Producer on NBC Magazine show - with David Brinkley. From 1978 to 1980 was Producer on Prime Time Saturday with Tom Snyder, Producer on the Today Show, NBC Weekend News with Jessica Savitch, and a Producer on several instant specials dealing with Camp David Summit, President Carter's trip to the Middle East, and the Pope's visit to the U.S. All involved producing segments, field producing and writing.

NBC Bureau Chief in Israel - October 1975-1977 - work involved editorial and production functions plus administrative and financial overseeing of the bureau with a permanent and freelance staff of 20 persons.

Field Producer on President Ford's trip to Helsinki and Europe, September 1975.

Producer on hour documentary White Collar Crime, June 1, 1975.

Producer, director and writer on NBC Special, Sadat and Rabin - Peace or War, April 1, 1975.

Producer and writer on Of Women and Men - a three-hour special, January 9, 1975.

Producer, director and writer of the hour documentary Sinai, July 10, 1973. Winner of the 1974 National Headliners Award as "Outstanding Documentary by a Network" and Special Jury Award for "Outstanding Achievement" at the Seventeenth Annual San Francisco International Film Festival.

From June 1969 to June 1974 I produced, wrote and directed features for the NBC News magazine shows First Tuesday, Chronolog (winner of an Emmy Award) and NBC News Special Edition. Features produced included:

The Panov Story (interviews with Lawrence Olivier, Joanne Woodward and Beverly Sills), Arab Tourists in Israel, The Munich Crisis, Fame, Eleanor and F.D.R., Methadone: (nominated for a Peabody Award), Spiritualism, Life in a Harem, The College Lecture Circuit, Organ Music, The Kabouters of Holland, King Hussein. Some of these features also entailed on-the-air reporting and interviews.

In August 1969, I was sent to the Soviet Union to negotiate a contract with Novosti for future filming for First Tuesday. In October 1969 returned to Moscow for three weeks to produce a feature on Moscow University.

Research in Israel for President of NBC News - April and May 1969.

Writer and field director for NBC documentary The Russians in the Mediterranean - March 1969. Winner of the Overseas Press Club Award.

NBC Producer for election night coverage at President Johnson's ranch, November 1968.

Writer for NBC News Specials:

Space Special - The Walk on the Moon - July 1969.

Senator Kennedy's Funeral - June 1968.

Assassination of Martin Luther King - April 1968.

The Resignation of President Johnson - March 1968.

The President's Commission on Civil Disorders - March 1968.

The director, writer and reporter for documentaries on Dominican Republic and Haiti. Aired January 1968 on Frank McGee Report.

News Editor and Field Director - NBC documentary on the Six Day War. (Was stationed in Israel from June 8 - July 11 to work on documentary. During this period, also served as news assignment editor - entailed assigning correspondents to stories.)

News Editor: NBC News Special June 5th and 6th, 1967 on the Mid-East Crisis.

Field Producer and Director in Israel: November-December 1966 for documentary on Frank McGee Report, concerning Israel's borders.

Member of News Staff for Frank McGee Report, April 1967 to December 1968 and Scherer Macneil Report, March 1966 to April 1967. (Both Network news programs. Work entailed writing news, on-camera reporting, field directing and producing feature segments for show.)

Newsweek Magazine

Associate Editor (International News: writing, editing, reporting), July 1962-March 1966.

Education

Yale University, New Haven, Connecticut. Graduate School Department of International Relations. M.A. received June 1959.

Columbia University, New York, N.Y. Graduate School of Journalism.
M.S. received June 1960.

Brandeis University, Waltham, Massachusetts. Political Science
major, Theatre minor. B.A. received June 1957. Phi Beta Kappa
Member.

Languages

French and Hebrew



 People For The
American Way

Rabbi Townendson

I'd like to set a meeting in the
next few weeks. Will you be in D.C. - If
not I could come up to New York. Let me
know

Pony Gold



APRIL 1981 REPORT ON PEOPLE FOR THE AMERICAN WAY

FROM: Anthony T. Podesta, Executive Director

Starting this month, we will commence a limited distribution monthly briefing on the progress of our organizational activities. Included each month will be a packet of clippings designed to provide you with important briefing material on PEOPLE FOR and the religious new right.

We are now past the set-up phase of getting the national office working, under the direction of our Treasurer, Al Thomson. The office has been organized and financial and managerial systems have been designed. We have begun working with a new direct mail consultant, Craver, Matthews, Smith and Co. and are planning a million piece mailing in late May. The results of our February mailing are still coming in, but the level of interest will clearly be outstanding. We will have fifteen thousand members by the end of this month.

Norman Lear has been working closely with Jonathan Demme to produce and create the second generation of TV spot messages. This work will be completed for unveiling at the next meeting of the National Advisory Board on June 3rd in New York City. These spots are designed to air as free public service announcements. We are also, for the first time, planning to produce public service radio announcements as well.

The demand for speakers and media interviews continues. Members of the National Advisory Board, Friends and staff are scheduled to give speeches all across the country in the next few months. In part for his work in founding PEOPLE FOR, Norman will be honored in June in Philadelphia with the National Fellowship Award. We have recently done interviews with the Los Angeles Times, the New York Daily News, NBC-TV, National Public Radio, Cable Network News, the National Jewish Monthly and a range of local radio and television talk shows. In a very short time, PEOPLE FOR has become the major national voice on our issues.

Our Education Director, Helen Kelley, is putting the final touches on our foundation funding proposal, which will be critical to us in terms of obtaining additional funding. The first portion of the Sunnen Foundation grant has arrived and immediately put to work. The ARCA Foundation is hosting a luncheon for PEOPLE FOR on June 2nd to introduce our efforts to other foundations who may be interested in supporting our educational programs.

Our Research Director, Greg Denier, has designed our information analysis system and will be providing briefing materials for all spokespeople and for our educational programs. Our first newsletter will be distributed in June to our members.

John Gardner, John Brademas, and John Anderson have all recently agreed to serve as founding members of Friends of the American Way. Sandie Slater is coordinating our efforts to create the network of local spokespeople to work with us in the communities across the country on a local level. We continue to need assistance in identifying potential Friends.

We will be in touch soon. Any comments on this briefing or our other work are always welcome.

People For The American Way

TO: Members of the Board of Advisors

FROM: Robin Rice, Assistant to Tony Podesta

This is the new Board list. It will be used only by other Board members and employees of People For The American Way. I will maintain and periodically update this list, so if you would like your name, address or phone number(s) to appear differently, please advise me.

Thank you.

Robin Rice



BOARD OF ADVISORS
Updated: 11/3/81

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Former Board Chairman
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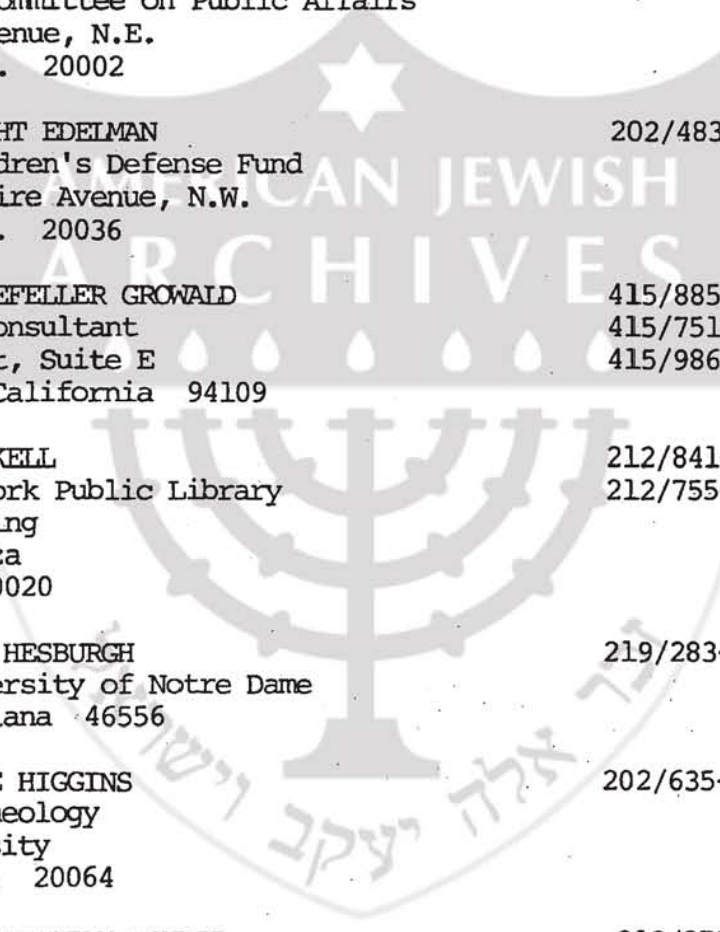
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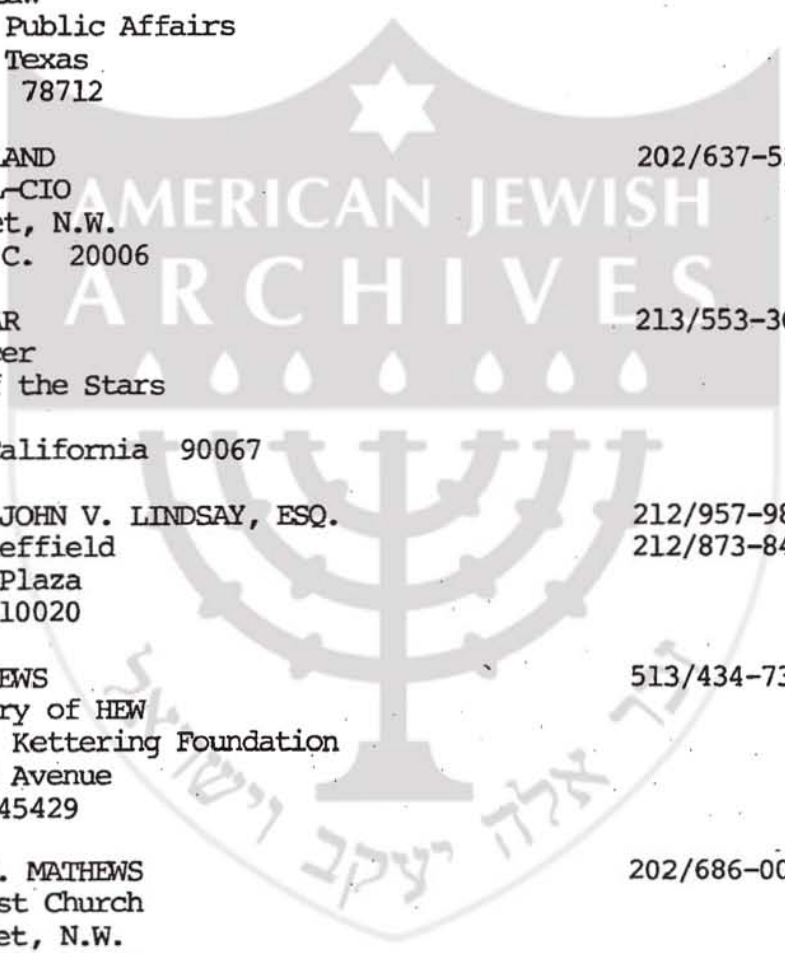
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Health & Hospital Services Corporation
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Former Dean of Yale University
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NOVEMBER PROGRESS REPORT ON PEOPLE FOR THE AMERICAN WAY

1. MEMBERSHIP: Our membership continues to grow rapidly. Some 3,940 individuals joined us in November and our numbers stood at 51,827 at the end of the month. More than one million membership applications were mailed last month.
2. MONTHLY BULLETIN: Enclosed is Volume 1, Issue 3 of our Bulletin. Additional copies are available.
3. PUBLIC SERVICE ADVERTISING: At least 305 television stations are showing the freedom of expression ads across the country. This effort has been a great success. Nearly half of the nation's commercial stations have shown the spots at no cost.
4. I LOVE LIBERTY DAY: I Love Liberty Day is set for February 22, 1982. Scheduling conflicts in New York have required the event to be held at the Sports Arena in Los Angeles. We anticipate a national television broadcast of the event.
5. I LOVE LIBERTY CONTEST: The I Love Liberty Contest sponsors, in cooperation with Instructor magazine, will be announced on February 22, 1982. The contest will be conducted in schools throughout the Spring and winners will be announced on July 4, 1982.
6. GRASSROOTS: We have just received word that the Mary Reynolds Babcock Foundation will fund our proposal to launch a community-based awareness and public education program. We are conducting community meetings on an experimental basis in several cities around the country and will be developing further plans in this area in the next month.
7. SCHOOLS AND LIBRARIES PROJECT: We have launched a major effort to respond to the growing climate of censorship and mind control in public schools and libraries. The media, as you can see in the enclosed clippings from the New York Times and St. Louis Dispatch, have recognized us as an authority on this subject. We have also appeared on several network television shows and numerous radio programs discussing these issues. I have enclosed a copy of a funding proposal for the Schools and Libraries Project that we have submitted to the New World Foundation and others. Comments on this project are most welcome.

Anthony T. Podesta
Executive Director

Enclosures



SEPTEMBER PROGRESS REPORT ON PEOPLE FOR THE AMERICAN WAY

1. Membership: September was our best month yet for new membership. A total of 10,424 members joined last month. We now have 41,305 people who have joined with us.
2. Quarterly Report: Enclosed is an advance copy of our second quarterly report. We are experimenting with a Special Report insert format -- this one on mind control in the schools. Comments would be welcome. Additional copies are also available.
3. Monthly Bulletin: Enclosed is a copy of our first monthly bulletin. This publication will be issued ten times a year and concentrate on brief items drawn from original source material. Comments are welcome. Additional copies are available.
4. PSA Campaign: Our freedom of expression campaign continues to be successful. Another 28 stations started airing the spots for a total of 268 of the nation's 795 commercial TV stations. We have also received a survey research report from the Hart Research Company. The spots were very favorably received by most viewers. More significantly, the spots were seen by respondents as dealing with important issues of personal liberty. Copies of the report are available.
5. Speakers Bureau: Our community speakers program has begun across the country. Many Board members spoke on behalf of People for the American Way. Among others, Chuck Bergstrom, Phil Blackwell, James Dunn, Eileen Rockefeller Growald, and Norman Lear spoke for us at important events. In addition, Members and Friends have made appearances in California and Ohio.
6. Press: We did radio interviews this month in Atlanta, Chicago, D.C., Miami, New York City, Oklahoma City, Philadelphia and on the Mother Jones Network. People for the American Way was featured on the Sunday morning CBS News Show and on the new nationally syndicated CBS news show "Up To The Minute." "Entertainment Tonight," a new ABC syndicated program, did a week-long series on pressure groups which included an interview with Norman Lear.

Anthony T. Podesta
Executive Director



DECEMBER PROGRESS REPORT ON PEOPLE FOR THE AMERICAN WAY

1. MEMBERSHIP: December was a good month for us: we added 5,822 new members. Our membership now numbers 57,649.
2. FOUNDATION SUPPORT: We are happy to report that four foundations have awarded one-year grants to us: The Mary Reynolds Babcock Foundation granted \$25,000 to the Friends Program and The New World Foundation contributed \$20,000 to the National Schools and Libraries Project. In addition, we were awarded substantial unrestricted grants from The Fingerhut Foundation and The Cummins Engine Foundation.
3. I LOVE LIBERTY DAY: Preparations are proceeding apace. We have informed our members about the event and will encourage them to hold PEOPLE FOR gatherings in their homes during the evening. You should have all received your invitations by now. We hope you can attend.
4. MEMBERSHIP MEETINGS: We held four successful and useful meetings with our members in Atlanta, Ft. Lauderdale, Denver and Austin. Dozens of members met with us to discuss the future programs of PEOPLE FOR and to see our TV spots and film.
5. MONTHLY BULLETIN: Attached is the December-January issue of the Bulletin. We can supply you with more copies.
6. RECYCLING OF OUR PUBLICATIONS: Dozens of newspapers, magazines and handbooks have reproduced in whole or part, or have written news pieces and editorials about our censorship special report and Bulletin items.
7. INTERIM ANNUAL REPORT: We produced a short history of PEOPLE FOR, a copy of which is attached. More copies are available.



Anthony T. Podesta
Executive Director

ATP:rr



AUGUST PROGRESS REPORT ON PEOPLE FOR THE AMERICAN WAY

We have made substantial progress during the month of August in pursuing projects already under way and initiating new programs by People for the American Way. On a monthly basis we will update our activities and accomplishments.

1. PSA Campaign: While returns are still coming in and follow-up phone calls are being made, by the end of August our Freedom of Expression public service announcements were being carried on more than 250 stations in all 50 states. The stations running our ads reach more than 125 million citizens across the country. In addition, beginning in the month of August the ABC network has started running the three 30-second spots. We have commissioned research on their impact which should be completed by the end of September.
2. Quarterly Report: New issue of the Quarterly Report was written and sent to the printers for type-setting. Included in it will be a special two page report on mind control in our schools and libraries. The report will be mailed at the end of September.
3. Monthly Bulletin: We wrote and prepared for printing the first issue of the People for the American Way Bulletin. This new publication, which will be mailed in early September to Board members, Friends of the American Way and many others, will focus on brief news reports on the activities of the Radical Religious Right and efforts to counter their activities. The Bulletin will be published monthly and will replace the circulation of large numbers of clippings to the Board.
4. Membership: During August, 4,521 new members joined People for the American Way. As of August 31, 1981, we have 30,881 members. We mailed nearly a million pieces of prospecting mail during August, the returns of which will come in September and October. We are actively working on the drafting of new prospect mailings including a religious-intolerance letter, a mind-control letter, and a letter written by Myrna Loy. We are attempting to think through and locate additional signers for these materials. Any thoughts on potential signers would be welcome.
5. Fundraising: While August is not the best month for fundraising, we have begun work on the development of the National Finance Council. We have recently submitted a proposal to the Mary Reynolds Babcock Foundation to fund

2.

our Friends program. In addition, we have done our first resolicitation mailing to our membership seeking funds for the public service ad campaign. The results were more than double the Craver Mathews projections. With returns still coming in, more than 16% of our members responded, with a net in excess of \$65,000. Our members are committed to our work.

6. Press: Our press operation is in full swing. Members of the Board, Friends and staff did interviews in August with Cable News Network; WNEW-TV in New York City; the David Frost Show; KCET-TV, Los Angeles, and the following radio stations: Q107 (Montreal); KMOX (St. Louis); KMOE (San Jose); CFCF (Montreal); WAMU (Washington, D.C.), KKSM (Portland, Oregon); CKRA (Edmonton, Canada). In addition we have done interviews which should lead to publication in the following print media: Rolling Stone, US, New York Magazine, Globe Communications, Newsweek, Illinois Daily Herald, Lynchburg News, and Progressive Magazine.

7. Speakers Bureau: Our local speakers program will be going on an accelerated basis once we complete the Speakers Manual and recruit some additional members from communities all across the country. The Speakers Manual should be completed in draft by the middle of September. In addition, our Research Department has also completed a series of articles and speeches.

8. New Programs: We are also at work developing a Fairness Doctrine Media Review Project and a Schools and Libraries Project. We should have concrete plans for these efforts completed by the end of September and the beginning of a field program for these efforts should be in place sometime in October.

9. Liberty Day: Norman Lear and Catherine Hand have spent a considerable amount of time meeting with people across the country to formulate plans for "I Love Liberty Day" which is scheduled for Madison Square Garden. We have not yet released the date or the event to the press, but the three co-chairs, President Gerald Ford, Lady Bird Johnson, and Walter Cronkite, have been released. We expect to have a press conference in November.

Please let me know if you need further information on any of these projects, or have thoughts or ideas for refinement of existing programs or new projects.



Anthony T. Podesta
Executive Director

The American Spirit is not finished. The dream is not over. The best way to strengthen democracy is to dare to live democracy. Won't you join us?

Dear People for the American Way ...

I too am concerned about the threat to our pluralistic society posed by the Religious New Right. Therefore, I am joining you as a FOUNDING SUPPORTER of People for the American Way—to promote diversity and greater tolerance. I've enclosed a tax-deductible contribution of: ___ \$20 ___ \$25 ___ \$50 ___ \$100 ___ \$250 ___ \$500 ___ \$1000 other \$ _____

- Please send me more information on People for the American Way, and how I can help.
- You may use my name publicly as a FOUNDING SUPPORTER.

Sincerely,

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Please make checks payable to "People for the American Way." Your contribution will be tax-deductible.

People for the American Way, P.O. Box 2000, Marion, OH 43302 P116
A project of Tides Foundation



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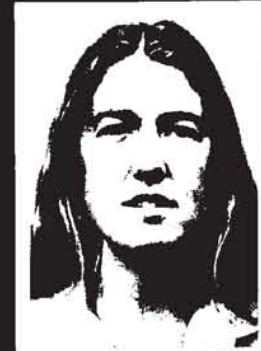
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This is only a partial list. Organizations listed for purposes of identification only.

ARE WE ALL GOD'S PEOPLE?



SOME SAY NO.

There's an alarming new movement in America—the Religious New Right. A coalition of ultra-conservative political groups, spearheaded by a new breed of politically-oriented electronic evangelists, the Religious New Right is using television and radio to preach a new gospel to millions across America. They fill their followers with passion of holy war. And they label those who disagree as un-American, immoral and ungodly. In effect, they are teaching people to hate, but in a "Christian" way.

The Religious New Right is more than just old-fashioned evangelism. It's a well-financed, highly coordinated, computerized campaign not just to preach their faith and their politics—which they have every right to do—but an attempt to impose *their* political and moral beliefs on the rest of us.

Fact: Religious broadcasters now own over 1400 radio and TV stations outright. In addition, hundreds of hours are purchased weekly by electronic ministries on independent secular stations. The evangelical superstars of the New Right dominate this situation, reaching over 130,000,000 Americans weekly.

Fact: The Religious New Right raised over \$150 million last year alone.

Fact: They're spending millions not on preaching, but on politics—just one group reports spending \$3 million on its political efforts this year.

Fact: Another group related to the Religious New Right reports registering 3 to 5 million new voters this year.

Fact: In state after state, they have taken over state and local political party organizations.

Fact: They have organized lobbies in Washington, in State Capitols, and in City Halls.

Fact: They budgeted millions to defeat Senators, Congressmen and local legislators... and succeeded.

Fact: They've distributed "moral report cards" telling their followers which politicians are "good" Christians and which are not.

Fact: In order to be a "good" Christian and a "good" American, you must believe the way the New Right believes on many issues. You *must* believe in increased military spending; *must* support Taiwan; *must* be against the Panama Canal Treaties, the Equal Rights Amendment, abortion, teacher's unions, the Department of Education and the SALT II treaty. And they claim that this is just the beginning.

WE SAY YES.

People for the American Way, unlike the Religious New Right, stands for pluralism, diversity, tolerance of differing opinions. We believe that only in an atmosphere of tolerance and mutual respect can those who hold strongly conflicting beliefs reach a level of consensus needed to maintain a peaceful and creative common life. This process of compromise and consensus has kept our country strong, dynamic and free. And People for the American Way will help to keep that atmosphere alive throughout the '80s and beyond.

The American Way.

"Our democracy cannot agree to a 'moral majority' that makes sectarian doctrine the test of political opinion. You may have that only where all are alike in thought and root and intent, which America is not."

—Bill Moyers, TV journalist and Southern Baptist Minister

"It is arrogant to assert that one's position on a political issue is 'Christian,' and that all others are 'un-Christian,' 'secular humanist,' 'immoral,' or 'sinful.' There's no 'Christian' vote or legislation."

—Rev. Charles V. Bergstrom
Office of Governmental Affairs
Lutheran Council in the USA

"The Bible doesn't tell us to judge people on whether or not they support Taiwan or increased military spending. It only states that on the day of judgment you will be asked, 'Did you help the hungry? Did you give water to the thirsty? Did you clothe the naked? Did you take care of the sick?'"

—Dr. Martin Marty, School of Divinity,
University of Chicago

We are not opposing the Religious New Right for speaking out on political matters—all people have the right and responsibility to state their beliefs. We are concerned, however, about an extraordinary attempt to impose a rigid interpretation on what is and is not a "Christian" response to our troubled times. We want a national climate that encourages and enhances the human spirit—not one that divides human beings into opposing and hostile camps.

—People for the American Way

IS "CHRISTIAN" JUST A CODE WORD?

Here's what the spokesmen for the Religious New Right say:

"We've already taken control of the conservative movement. And conservatives have taken control of the Republican Party. The remaining thing is to see if we can take control of the country."



Richard Viguerie, key fundraiser and strategist for the Religious New Right

"Groups like ours are potentially very dangerous to the political process... a group like ours could lie through its teeth and the candidate it helps stays clean."



Terry Dolan, Chairman National Political Action Committee

"We're radicals working to overturn the present structure in this country... we're talking about Christianizing America."



Paul Weyrich, Director Committee for the Survival of a Free Congress

"If necessary, God would raise up a tyrant, a man who might not have the best ethics, to protect the freedom and the interests of the ethical and the Godly."



Rev. James Robison, TV evangelist

"You can't be a good Christian and a liberal at the same time."



Rev. Jerry Falwell, TV evangelist, President of Moral Majority, Inc.

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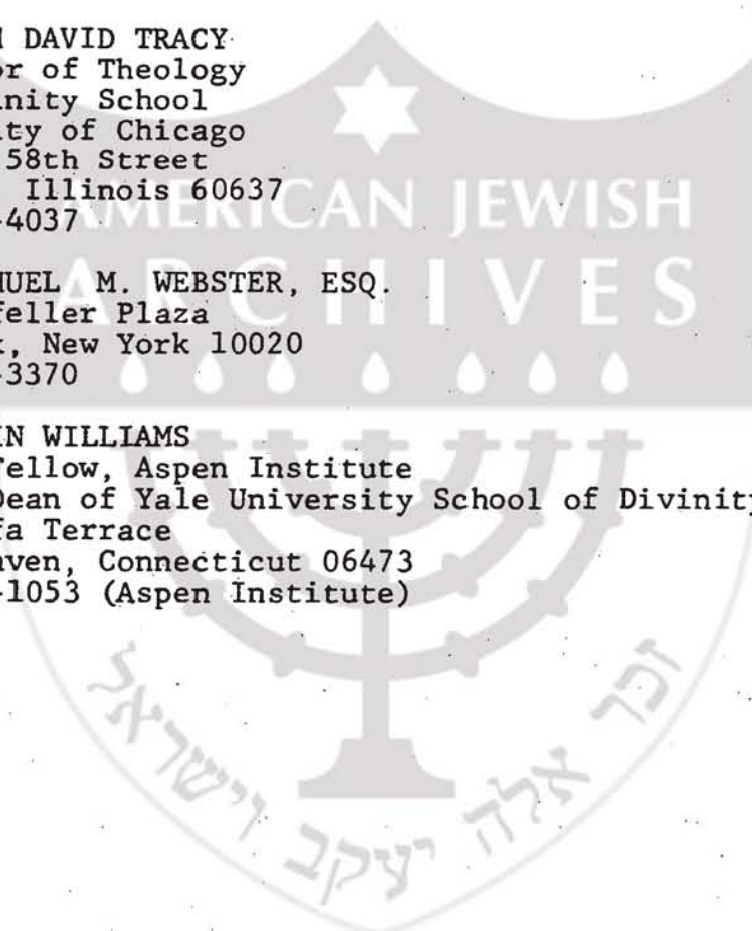
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KATHIE BERLIN

Vice President

CABLE ADDRESS ROCOPUB
NEW YORK, NEW YORK

REPORT ON ACTIVITIES ON BEHALF OF
PEOPLE FOR THE AMERICAN WAY

This report covers the period of time from our last report, November 4, 1980, up to and including the present, January 23, 1981.

PRINT MEDIA

1. People Magazine - interviews were done with Reverend Howard, Norman Lear, Dr. Bergstrom and Senator Hughes. The story is on hold.
2. Newsweek (LA) - requested an interview with Norman Lear for their television section; material was sent as well as a cassette of commercials.
3. UPI - Ken Clarke wanted to do an update to his original piece and did an interview with Norman Lear.
4. Wall St. Journal - Norman Lear is doing the interview the first week in February.
5. San Francisco Magazine - Norman Lear is doing the interview the first week in February.

...more

RADIO

1. National Public Radio - interviews were done, separately, with Norman Lear and Dr. Bergstrom.
2. Voice of America - an interview was done with Norman Lear.
3. RKO Network Radio - Mike McIntyre is set to do the interview on "For The Record" show.
4. WINZ Radio Miami - talk show interview with Reverend Broach.
5. KABC Radio LA - talk show interview with Bishop Armstrong.
6. WTWN Radio Grand Rapids - talk show interview with Bishop Armstrong.
7. KTOK Radio Oklahoma City - talk show interview with Dr. David Mathews.

TELEVISION

1. CBS Network News - Reverend Broach's guest sermon at the First Baptist Church in Washington, D.C. was covered by CBS nationally. Note: I was able to set this because I was told of his appearance in advance.
2. KRON San Francisco - 5 part series being done on Moral Majority; interview with Norman Lear; to air first week in February.
3. NBC News LA - 5 part series on the impact of Religion on Television; to air next month; interview with Norman Lear.

...more

TELEVISION cont'd

4. WCBS New York - local news show report on Moral Majority; air the end of this month; will show spots and credit PFAW.

REQUESTS FOR MATERIAL

1. ABC Network News
2. ABC News program "Directions"
3. KPIX Television San Francisco
4. CBS News New York

Note: There were requests from television shows in other parts of the country such as Chicago, Minneapolis, Seattle where they would only accept Norman Lear as a guest. Of course we had to pass on these.

Robin Kanter
Kathie Berlin



ROGERS & COWAN, INC.

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KATHIE BERLIN
Senior Vice-President

EXHIBIT B

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NEW YORK, NEW YORK 10022
(212) 486-7100

CABLE ADDRESS ROCOPUB
NEW YORK, NEW YORK

November 4, 1980

Reverend Mike McIntyre
PEOPLE FOR THE AMERICAN WAY
P. O. Box 23598
L'Enfant Plaza Station
Washington, D.C. 20024

Dear Mike,

We wanted to re-cap our activities since and including the press conference on behalf of PEOPLE FOR THE AMERICAN WAY, those who attended, those who couldn't attend but who were provided with information by us, that resulted in a story, what interviews we have set, etc.

First, the press conference; those who attended were:

WIN Radio
ABC camera crew - film used on GOOD MORNING AMERICA
The Los Angeles Times - ran piece
Daily News - ran piece
Religious News Service
TV Radio Age
Associated Press - ran piece on wire
United Press International - ran piece on wire
Christian Science Monitor - ran piece
United Methodist Information
Ecumedia
Broadcasting Magazine - ran piece

There were those who did not attend but who were provided information and spoke to one or two members of the board of advisors:

TV Guide - ran piece
SoHo Weekly News - ran piece

Newsweek - ran piece
Los Angeles Herald Examiner - ran piece
King Features - Phyllis Batelle did phoner with Norman Lear -
went out October 21 to 100 papers
Pittsburgh Post Gazette - ran piece

As you know, Sandy Slater was given all original stories plus 2 copies.

We initiated interviews in the areas the commercials were running,
setting up telephone interviews with members of the board of advisors:

KTNR Radio Sacramento, California - done by Bishop James Mathews
ABC Radio Detroit, Michigan - done by Reverend Broach
WGRD Radio Grand Rapids, Michigan - done by Reverend Howard
KSDO Radio San Diego, California - done by Reverend Howard
KSPO Radio Spokane, Washington - done by Reverend Howard
WKAIS Radio Orlando, Florida - to be set
WIS Radio Columbia, South Carolina - to be done by Reverend Howard
SEATTLE TODAY TV - William B. Kate to do interview
National Public Radio - to be set
WFOC Radio Charlotte, North Carolina - done by Norman Lear
WIRE Radio Indianapolis, Indiana - done by you
Public TV Kansas City - Susan Miller Show - done by person
recommended by you

There were television shows done as well:

Cable News Network - done by Reverend Howard
WCAU in Philadelphia - "Whitney & Co." CBS TV - done by Reverend
Bergstrom
Independent News Network - done by Norman Lear and Reverend Howard
"Morning Break" show in D.C. - done by Reverend Bergstrom and you
"Good Morning Washington" - done by Bishop James Mathews
West German Television - done by you

We are still pursuing the New York Times and the Wall Street Journal.

In addition, if you add any new markets, please let us know so we can
go to members of the press in those areas.

The material we are using is the same we started with. We are anxiously
awaiting the brochure and any new material you have added. Also, please
keep us informed of the progress of the committee so that we can go back
to the press who did stories for a follow up, i.e. if we feel this cam-
paign has been successful; if you are going to be issuing any sort of

comment after the election; any analysis on the affect of PFTAW
on the presidential campaign, if any, etc.

That is it for now; I will keep you informed of new developments
and hope you will do the same.

Best regards,

Robin Kanter

bcc: HCR
WC
DT
LD
DS



ccs

PEOPLE FOR THE AMERICAN WAY

January 23, 1981*

CASH RECEIPTS

Norman Lear	\$400,000	
Foundations	146,100	
Individual Donations	306,163	
Corporate Gifts	26,051	
TV/Radio/Direct Mail	126,500	
Miscellaneous Groups	<u>11,536</u>	
Gross Cash Receipts		\$1,016,350
Less 2% Administration Fee		(13,267)
Net Cash Receipts		<u>\$1,003,083</u>

CASH DISBURSEMENTS

TV/Radio Time	\$697,000	
TV/Radio Production	50,922	
Public Relations	8,681	
Legal Fees	5,000	
Research	3,150	
Parker Dodd/National Data	27,343	
Direct Mail Postage	15,000	
Travel	12,479	
Telephone/Telegraph	1,817	
Messenger Services	4,392	
Clerical, Art, Stationery	5,285	
Staff/Consulting	9,700	
Advisory Board Expenses	2,826	
Miscellaneous	<u>128</u>	
Total Cash Disbursements		\$ 843,723
		<u>\$ 843,723</u>

Cash on Hand	<u>\$ 159,360</u>
1,000 Shares MCA (being traded)**	<u>47,500</u>
Total Cash Available	<u>\$ 206,860</u>

*Unaudited

**At 1/23/81



Religious freedom, tolerance, pluralism, separation of church and state. These are the touchstones of the great American experiment, designed to overcome the religious intolerance which had for so long plagued Europe with its wars of religion. That experiment gave rise to the American Way; an open democracy based on the conviction that a healthy society is best maintained, not by an attempt to impose uniformity, but through a free and open interchange of differing opinions. That conviction was based on a further belief; that in an atmosphere of tolerance and mutual respect, even those who hold strongly conflicting beliefs can reach the level of consensus needed to maintain a peaceful and creative common life.

Basic to this American experiment in self-government then, was an initial agreement about an attitude and an atmosphere -- an attitude of tolerance and mutual respect in an atmosphere of freedom of belief and expression. That initial agreement was expressed in the Bill of Rights and in the Constitution. This is the American Way; Faith in an open, democratic, political process.

Today this trust in the democratic process is seriously challenged on two fronts -- by diminishing participation, and by an attack on the basic attitude of mutual respect and tolerance. The former threat, reflecting an apparent feeling that the political process is failing to respond to the needs of the people, is evident in the growing number who fail to exercise their vote. The latter threat, arising from a feeling that the pluralism of our society is undermining our spiritual and moral health, is expressed in movements such as "The Moral Majority"¹. God's way for America, these movements insist, can be clearly formulated and spelled out. Those who oppose that formulation are enemies of God, and a crusade is needed to drive them from office. Only by an acceptance of the Christian conviction of the Moral Majority can America's integrity and strength

be restored.

There are clearly deep roots to this loss of confidence in the American Way. There is widespread feeling that our society is now seriously flawed. Traditional values have decayed. The basic institution of the family has suffered severe damage. The nation which once saw itself as "God's last, best hope for mankind," appears to be frittering away its inherited strength. Our economy, once famed for its enterprise and vitality, seems to have lost its inner energy. Rampant inflation is now undermining the sense of hope for the future that America was once able to give to each new generation. Why? What has gone wrong?

One traditional answer to this question comes from Evangelicals -- who have exercised a deep, continuing influence on American life, particularly in times of crisis. Evangelicals have always insisted that America's greatness was built on a covenant -- an agreement to be "one nation, under God." With this agreement went a warning, expressed to his fellow Puritans by the first Governor of the Massachusetts Bay Colony, Governor Winthrop: "We shall be as a city set on a hill...If we shall deal falsely with our God in this work we have undertaken, and so cause him to withdraw his present help from us, we shall be made a story and a byword throughout the world."

According to this evangelical interpretation, what has gone wrong is that we have cut ourselves off from our spiritual roots. The moral strength and common values that flowed from life together "under God" have therefore suffered inevitable decay. Having pursued the rational world of things and the emotional world of self-satisfaction, we are now facing the inevitable self-destruction that comes to any civilization that turns its back on God and follows the devices and desires of our own hearts.

This message of God's judgment and of his call to repentance, has been central to the great evangelical revivals that have marked America's past history. Today that message is being heard again -- magnified by the effective use of the

the electronic media. The evangelical community is large, and varied.² But what is different this time is that a highly vocal and well-organized minority within the movement is developing a political strategy which they believe is necessary to bring America back to God and to its God-given destiny.

In the past, the evangelical movement has not involved itself heavily in direct political activity. It has concentrated on gathering the born again into religious communities, in the belief that through the leaven of born again persons the essential values of American life would be renewed. The separation of church and state was seen as implying a division of responsibility. The church's task is spiritual; the renewal of the hearts of the people. If the church is faithful to her evangelical role, then the public institutions of the State can be expected to fulfill their God-intended roles. The church should not and need not directly intervene in the affairs of the state.

By and large, evangelicals still adopt that attitude. But movements such as the "Moral Majority" seem to have concluded that this traditional reliance on indirect political influence is no longer adequate. The crisis is too deep for that. Now the moral convictions must be translated directly into political action through a militant Christian crusade.

It is important to notice that in justifying this major shift, the evangelical right makes the claim that they are now adopting the attitude to political action that has long been exercised by main-line Christian and Jewish groups. And in fact these main-line religious communities have often criticized the evangelicals for failing to translate their concern for the transformation of personal life into concern for transformation of public life toward the Biblical goals of justice, mercy and peace. The main-line churches for their part, have sought to relate those Biblical goals to issues of public policy. It would be expected that they would welcome any movement of evangelicals toward this political concern.

What is at issue, then, is not the political activism of the new evangelical right wing. That is not in itself inconsistent with the American Way. What is at issue is the form of their political action. When the main-line religious groups issue "policy statements" on political subjects, it is with the explicit recognition that on complex questions there will be inevitable differences of judgment. The right of others to hold different opinions is therefore affirmed. This new evangelical right wing, however, claims that America's purity and strength can be restored only if the nation submits to answers which they see as Biblically self-evident. Only submission to their political program can arrest America's decline and restore its intended place of power and influence. A series of "Christian" positions on representative issues -- school busing, prayer in schools, sex education, equal rights for women, abortion, military spending -- is made a touchstone of faithfulness to the political line that God is demanding as the road to renewal.

Here is the point of fundamental divergence from the American Way. The greatness of the experiment of the young American commonwealth was that it found a way out of the religious intolerance which had marred the life of Europe, through acceptance of religious pluralism and the encouragement of the search for consensus through the open encounter between varying convictions.

To target for defeat those in government who fail a score card test³ on a chosen list of issues; to seek to exclude from political office, from the courts and from the schools, those who disagree on these formulations; to return to book censorship on the grounds of deviation on teachings concerning family, sex or creation; these are a reversion to old views of conformity and a failure to respect the attitudes of pluralism and tolerance that are the secret of the American Way.⁴

To repeat; the problem is not that the evangelical right takes political positions. The problem lies in their refusal to respect those who differ.

Branded as enemies of God, those they oppose are judged to be subversive of America's true interests. Such an authoritarian approach represents a loss of confidence in the open political process. That is not the American Way.

Who then are "people for the American Way?"

1. They are people from all across the political spectrum, united in their concern to restore confidence in the democratic process and to encourage all citizens to participate. This is not a movement of people of one particular view -- a battle, say, of liberals against conservatives. All agree on the need to restore confidence in the traditional American process of open debate in an atmosphere of mutual respect.

2. They are people from all across the religious spectrum. This is not just another moment in the historic religious debate between evangelicals and religious liberals. The movement includes both evangelicals and liberals, who are one in their opposition to the polarizing approach which brands those who disagree as demons to be exorcized rather than as opponents to be convinced.

3. They come from all walks of American life -- one in the conviction that a renewal of the American faith in the open political process is our best way to work through the grave difficulties which at present confront us.

America is passing through a period of profound self-doubt and faces a temptation to believe that the open, pluralistic democratic process is bankrupt. The desire for a transcendent voice that can bring unity into the confusion, light into the darkness and offer the restoration of our lost purity and strength is understandable. The power of the new evangelical right lies in its claim to represent that voice.

That claim in itself is certainly not foreign to the American Way. The Biblical tradition does insist that there is such a transcendent voice. The churches have consistently expressed their belief that our corporate health depends on hearing the call to love God and our neighbor, to seek peace and justice,

and to work for a society in which neighborliness transcends the divisive boundaries of race, class, sex and nationality. But, the Founding Fathers who held these beliefs, were also firmly committed to the belief that these truths must and can win their way in the open forum of ideas. They are not to be imposed from above. That is what was meant by the insistence on religious freedom and on the separation of church and state.

"People for the American Way" are concerned to restore confidence in and commitment to that open process. The movement seeks to encourage people from all parts of the religious, political and cultural spectrum to enter the political process in an attitude of mutual respect. The complex issues facing us defy easy answers. The bewildering variety of cultural backgrounds and religious commitments may tempt us to believe that the necessity for consensus makes some form of authoritarian intervention inevitable. But our pluralism needs to be seen not only as a problem but as a resource. Participation in the political process has fallen alarmingly in recent years. It is now time to turn the tide. The new emphasis of the evangelicals on registering people to vote, and encouraging political participation is in itself a welcome sign. To broaden that participation to all segments of American life should be our common goal.

In summary:

People for the American Way has as its primary aims to encourage participation in the political process and to reawaken commitment to "The American Way"; a commitment marked not by polarization or demon hunting, but by a mutual search for consensus in an atmosphere of mutual respect.

9/9/80

FOOTNOTES

- (1) "The Moral Majority" is a movement organized by the Rev. Jerry Falwell and led by Robert Billings. It claims 72,000 pastors and 400,000 lay members. Falwell also claims to have registered 3,000,000 new voters. His political activity is inter-woven with other burgeoning right-wing organizations such as the Religious Roundtable, founded by Ed McAteer, with James Robison as its spokesman; Bill Bright's "Christian Embassy", and "Christian Voice." This in turn is linked with "Library Court," under the chairmanship of Connie Marshner. Her pamphlet listing the conservative issues which are used to keep a moral score-card on members of Congress is a powerful vehicle for this aggressive political action. (Attached)

There are other powerful organizations such as Pat Robertson's 700 Club and Jim Bakker's PTL Club which share many of the right wing political attitudes of Falwell, but are rather more cautious in their demands for an imposed moral and political consensus.

- (2) See the Ratings List of Religious programs. Estimates vary, but the combined audience for these evangelical programs is commonly judged to be between 20-40 million. It is important to note that "born-again" evangelicals vary widely in their political attitudes. When we speak of the evangelical right wing who have announced a crusade to impose their moral and political program on America, we are describing only a minority of this large religious community--but their appeal is strong and could be increasing.
- (3) See the Moral Report Cards issued by the Christian Voters Victory Fund.
- (4) See the pamphlet by Connie Marshner.

People For The American Way

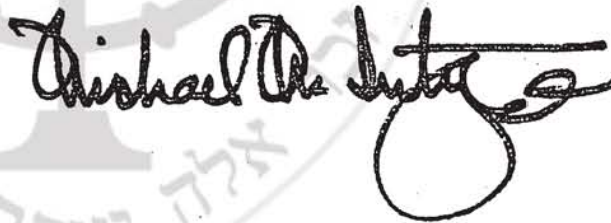
TO: THE ADVISORY BOARD
FROM: MICHAEL McINTYRE, ACTING EXECUTIVE DIRECTOR
DATE: 20 NOVEMBER 1980
RE: INFORMATION UPDATE

Enclosed you'll find clippings and other material covering either People for the American Way or topics of direct interest to us.

Again, a reminder: please let us know the record of any interviews or articles you do. We're trying to compile a full picture of recent response to PFAW.

People for the American Way can be reached at P. O. Box 23598, Washington, D. C., 20024 and through our answering service at 301/652-6158. You may also call Sandra Slater at 212/980-9550.

Let us know if we can assist you in any way.



Michael McIntyre

ROGERS & COWAN, INC.

PUBLIC RELATIONS

3 EAST 54th STREET
NEW YORK, NEW YORK 10022
(212) 486-7100

KATHIE BERLIN
Senior Vice-President

CABLE ADDRESS ROCOPUB
NEW YORK, NEW YORK

November 4, 1980

Reverend Mike McIntyre
PEOPLE FOR THE AMERICAN WAY
P. O. Box 23598
L'Enfant Plaza Station
Washington, D.C. 20024

Dear Mike,

We wanted to re-cap our activities since and including the press conference on behalf of PEOPLE FOR THE AMERICAN WAY, those who attended, those who couldn't attend but who were provided with information by us, that resulted in a story, what interviews we have set, etc.

First, the press conference; those who attended were:

WHN Radio
ABC camera crew - film used on GOOD MORNING AMERICA
The Los Angeles Times - ran piece
Daily News - ran piece
Religious News Service
TV Radio Age
Associated Press - ran piece on wire
United Press International - ran piece on wire
Christian Science Monitor - ran piece
United Methodist Information
Ecumedia
Broadcasting Magazine - ran piece

There were those who did not attend but who were provided information and spoke to one or two members of the board of advisors:

TV Guide - ran piece
SoHo Weekly News - ran piece

Newsweek - ran piece
Los Angeles Herald Examiner - ran piece
King Features - Phyllis Batelle did phoner with Norman Lear -
went out October 21 to 100 papers
Pittsburgh Post Gazette - ran piece

As you know, Sandy Slater was given all original stories plus 2 copies.

We initiated interviews in the areas the commercials were running,
setting up telephone interviews with members of the board of advisors:

KINR Radio Sacramento, California - done by Bishop James Mathews
ABC Radio Detroit, Michigan - done by Reverend Broach
WGRD Radio Grand Rapids, Michigan - done by Reverend Howard
KSDO Radio San Diego, California - done by Reverend Howard
KSPO Radio Spokane, Washington - done by Reverend Howard
WKAI Radio Orlando, Florida - to be set
WIS Radio Columbia, South Carolina - to be done by Reverend Howard
SEATTLE TODAY TV - William B. Kate to do interview
National Public Radio - to be set
WFOC Radio Charlotte, North Carolina - done by Norman Lear
WIRE Radio Indianapolis, Indiana - done by you
Public TV Kansas City - Susan Miller Show - done by person
recommended by you

There were television shows done as well:

Cable News Network - done by Reverend Howard
WCAU in Philadelphia - "Whitney & Co." CBS TV - done by Reverend
Bergstrom
Independent News Network - done by Norman Lear and Reverend Howard
"Morning Break" show in D.C. - done by Reverend Bergstrom and you
"Good Morning Washington" - done by Bishop James Mathews
West German Television - done by you

We are still pursuing the New York Times and the Wall Street Journal.

In addition, if you add any new markets, please let us know so we can
go to members of the press in those areas.

The material we are using is the same we started with. We are anxiously
awaiting the brochure and any new material you have added. Also, please
keep us informed of the progress of the committee so that we can go back
to the press who did stories for a follow up, i.e. if we feel this cam-
paign has been successful; if you are going to be issuing any sort of

comment after the election; any analysis on the affect of PFTAW
on the presidential campaign, if any, etc.

That is it for now; I will keep you informed of new developments
and hope you will do the same.

Best regards,



Robin Kanter

REAPING THE WHIRLWIND



“So my son’s a bad Christian on two issues. My wife is a good Christian on those issues, but she’s a bad Christian on two others. Lucky me, I’m a 100 percent Christian because I agree with the preacher on all of them. . . . Maybe there’s something wrong when people, even preachers, suggest that other people are good Christians or bad Christians depending on their political views.”

This is a hardhat talking, an Archie Bunker character in a new TV commercial produced by Norman Lear — the John Anderson supporter who nearly 10 years ago gave us *All in the Family*. Then, he argued that broadcasting social prejudices was therapeutic. Now, however, he has taken to the airwaves to combat them. What gives?

Lear is the man behind People for the American Way, a national committee organized, according to its publicity, “in response to the widening influence of the Religious New Right.”

Three different Lear-produced TV commercials are being aired by the group, all attacking the politics of the Christian

evangelicals. Like his Bunker creation, Lear’s commercials are aimed at the heart of middle America. The networks rejected them as too controversial but they are running on independent stations in 10 cities, including Channels 5 and 11 in New York. The national weekly media budget is in the neighborhood of \$300,000.

People for the American Way came together over the summer and fall when Lear met with religious and lay leaders to discuss mutual apprehensions about the Moral Majority, the leading born-again political force (See page 7). In addition to Lear, the board of advisers includes editor-author Norman Cousins, Andrew Heiskell of Time-Life, Father Theodore Hesburgh, president of Notre Dame University; former Senator Harold Hughes, former Rep. Barbara Jordan, Rabbi Marc H. Tannenbaum of the American Jewish Committee and Newton Minnow, formerly of the Federal Communications Commission. Lear brought them together, says a spokesman, because “he is a very concerned, very intelligent man.”

Larry Copeland

28/52/01 soft news

PARMER DODD & ASSOCIATES

680 BEACH STREET, SUITE 474, SAN FRANCISCO, CALIFORNIA 94109

PEOPLE FOR THE AMERICAN WAY

800 TOLL FREE RESPONSE

Period Beginning: October 16, 1980 Period Ending: November 4, 1980

<u>DATE</u>	<u>INCOMING CALLS</u>	<u>CUSTOMER SERVICE</u>
<u>Octo.</u>		
16	4	
17	2	
18	1	
19	121	11
20	78	5
21	627	81
22	702	73
23	602	96
24	675	102
25	530	61
26	297	45
27	206	17
28	409	70
29	510	101
30	529	89
31	407	63
<u>Nov.</u>		
1	123	13
2	359	16
3	719	105
4	489	58

People for the American Way Board of Advisors

Mr. Ted Ashley
Former Board Chairman
Warner Bros., Inc.

Mr. Jim Autry
Vice President and General Manager,
Magazine Publishing
Meredith Corporation

Ms. Marjorie Craig Benton
United States Representative
UNICEF

The Rev. Dr. Charles V. Bergstrom
Executive Director
Office of Governmental Affairs
Lutheran Council in the United States
of America

Mr. Phillip L. Blackwell
Campus Minister
University of Chicago

The Reverend Claude Broach
Director
Ecumenical Institute of
Wake Forest University and
Belmont Abbey College

Mr. Edgar M. Bronfman
Chairman & Chief Executive Officer
Joseph E. Seagram & Sons, Inc.

The Honorable John Buchanan
Former Congressman from Alabama

The Right Reverend John Coburn
Bishop
Episcopal Diocese of Massachusetts

Mr. Norman Cousins
Editor & Author

Dr. James M. Dunn
Executive Director
Baptist Joint Committee on Public
Affairs

Ms. Marian Wright Edelman
President
Children's Defense Fund

Ms. Eileen Rockefeller Growald
Environmental Consultant

Mr. Andrew Helskell
Chairman
New York Public Library

Father Theodore Hesburgh
President
University of Notre Dame

Monsignor George Higgins
Adjunct Lecturer
Department of Theology
Catholic University

The Reverend M. William Howard
President
National Council of Churches of
Christ in the USA

Ms. Shirley Hufstедler
Beardsley, Hufstедler & Kemble

The Honorable Harold Hughes
Former Senator from Iowa

Ms. Luci Balnes Johnson

The Honorable Barbara Jordan
LBJ Public Services Professorship
University of Texas

Mr. Lane Kirkland
President
AFL-CIO

Mr. Norman Lear
Writer & Producer

The Honorable John V. Lindsay, Esq.
Webster & Sheffield

Dr. David Mathews
Educator
Bishop James K. Mathews
United Methodist Church

Mr. J. Irwin Miller
Chairman, Executive Committee
Cummins Engine Company

Ms. Joyce D. Miller
President
Coalition of Labor Union Women

Newton Minow, Esq.
Sidney & Austin

Mr. Frederick O'Neal
President Emeritus
Catholic Interracial Council

Dr. Samuel B. Proctor
Minister, Abyssinian Baptist Church
Senior Professor of Education
Rutgers University

Dr. Gene Reeves
Dean
Meadville-Lombard Theological
Seminary

Ms. Naomi Santana
Convener
Nosotros

Mr. Stanley K. Sheinbaum
Economist
Regent
University of California

Ms. Ruth Carter Stapleton
President
Behold, Inc.

Ms. Margery Tabankin
Executive Director
Arca Foundation

Rabbi Marc H. Tanenbaum
Inter-Religious Affairs Director
American Jewish Committee

Mr. William P. Thompson
Stated Clerk
The General Assembly of the United
Presbyterian Church

Mr. Willie Velasquez
Executive Director
Southwest Voter
Registration Project

Bethuel M. Webster, Esq.
Webster & Sheffield

Dr. Colin Williams
Senior Fellow
Aspen Institute

Ms. Edna Wolf
Executive Director
B'nai B'rith Women

Anthony T. Podesta
Executive Director

Organizational affiliations are listed
for information purposes only.

People from all walks of life, from all sections of the country are joining People for the American Way. Here's a sampling of their comments on why People for the American Way is vitally important.

"My congratulations and encouragement for establishing an organization to counter the assumed righteousness of Falwell's 'Moral Majority' and other causes that claim a monopoly on righteousness. . . . Please accept my enclosed contribution, not in the name of God, or country, but in the name of human respect and decency."

John Shuster
Minneapolis, Minnesota

"It was tremendously reassuring to receive your request for financial support in the mail. In the face of increasingly assertive right-wing groups, I have felt frustrated. . . . There are a number of us who have sat on a comfortable fence for years, enjoying the wide and disparate view. This luxury is not possible any longer."

Barbara Lamprecht
Los Angeles, California

"I'm a retired person on a very small fixed income; but I'd like to contribute my \$5 toward your helping us all, fighting this movement that's so offensive to the true freedom-loving Americans."

Bette Wilke
Pompano Beach, Florida

The best way to strengthen democracy is to live democracy.

Join People for the American Way.

"I wish I could send you ten times the amount of the enclosed check. I think the efforts of People for the American Way are vital to our country now; the backlash against human rights and individual freedom that is being engineered by a minority of fanatic so-called Christians is one of the most frightening aspects of the upcoming decade . . . the separation of Church and State are guaranteed by the Constitution and cannot be abridged even in the name of 'Morality.'"

Reidar Dittman, Jr.
Seattle, Washington

"Congratulations on your courageous and vital new organization. I am a struggling playwright and I can ill-afford the \$20 contribution, but I agree that it is important . . . please contact me if there is something more that I can do."

S. Michael Schnessel
Princeton, New Jersey

"When I think of how hard it was to arrive at our place of Religious Freedom, I shudder at this new wave of Religious Bigotry that is arising in this country. . . ."

Marion S. Gray
Bay Shore, New York

**Stand up and be counted.
Join your friends and
neighbors today in People
for the American Way.**

Americans of divergent religions, differing political viewpoints, and dissimilar ethnic backgrounds have joined together to preserve from the attack of the Radical Religious Right, our sacred traditions of religious tolerance and diversity of opinion.

*These men and women ask
you to join them in People
for the American Way . . .*

People for the American Way
1015 18th Street, N.W.
Washington, D.C. 20036

People for the American Way is a project of Citizens for Constitutional Concerns, Inc., a nonprofit, tax exempt organization.



10 March, 1983

QUARTERLY PROGRESS REPORT ON PEOPLE FOR THE AMERICAN WAY, WINTER 1982-83

TEXAS TEXTBOOK PROJECT - We have achieved several significant victories in our continuing efforts to counter the influence of Texas-based professional censors Mel and Norma Gabler and to democratize the state's textbook adoption process. In early February, we released the results of our six-month study of the Texas textbook selection process in a report titled, "As Texas Goes, So Goes the Nation." The public and media attention generated by our efforts prompted the Chairman of the Texas State Board of Education to create an ad hoc committee to study the entire textbook adoption process.

The ad hoc committee recommended that the State Board of Education approve virtually all of PEOPLE FOR's recommendations. Several days later, the Board announced that it would adopt the committee's recommendations. The Washington Post called the Board's decision a "significant victory" for PEOPLE FOR, and dozens of newspapers in Texas and throughout the country published news stories about the Texas controversy and our success. Changes recommended by PEOPLE FOR and adopted by the Board include permitting all citizens to submit written comments supporting specific texts and responding to protesters' attacks, permitting these citizens to testify as well at all public hearings on textbooks, and holding a public hearing each year to debate proposed changes to the Textbook Proclamation's guidelines on textbook content. Several news clippings regarding our important successes are attached.

Our work in Texas is far from over. Now that all Texas citizens have gained the right to participate in the process, we will work to urge all citizens who disagree with the Gablers' mind-control campaign to become actively involved in their state's textbook selection process, to ensure that censors no longer dominate the proceedings. We will also work to build broad-based support for changing the Proclamation, which sets textbook guidelines and thus can be used to pressure publishers to delete "unacceptable" ideas and information -- such as evolution -- from their texts. We will continue to work to prevent censors from using the Proclamation to achieve their political goals.

CENSORSHIP PUBLIC SERVICE PRINT ADVERTISEMENT - We are making our new public service print advertisement on censorship available to magazine publishers and interested organizations. The full-page, four-color ad was designed and contributed by the Playboy Foundation. Headlined, "Censorship in a free society. It's a bad match," the ad urges Americans to consider censorship's threat to literary integrity and academic freedom and asks citizens to organize to counter censorship campaigns. Playboy and The Nation have published the ad free of charge, and numerous other publications have expressed an interest in donating space for the ad in future issues. Hundreds of people who have read the ad have called and written requesting more information and expressing support for our work.

quarterly progress report/2

NATIONAL SCHOOLS & LIBRARIES PROJECT - More than 10,000 PEOPLE FOR members have signed and returned to us petitions protesting Doubleday Publishing Co.'s precensorship of their own texts to avoid controversy, placate censors and maximize book sales. We are forwarding these petitions to Doubleday. We continued to work closely with a national coalition of 28 anti-censorship organizations, to issue regular censorship alerts and to organize citizen opposition to book-banning campaigns in communities around the country. Active PEOPLE FOR members in Oregon, New Hampshire, Colorado, Ohio, New York and North Carolina are working with Project staff to counter censorship campaigns in their communities.

"LIFE AND LIBERTY...FOR ALL WHO BELIEVE" - Almost 10,000 citizens joined PEOPLE FOR after viewing our documentary film on local television stations during October and November. We are still airing the film on selected commercial TV stations and cable networks around the country. Several PEOPLE FOR members have also convinced cable TV outlets in Kentucky and Florida to air our film as a free public service.

LIBERTY & JUSTICE FOR SOME - We have sold and distributed thousands of copies of our book, Liberty & Justice for Some, to our members, newspaper editors, universities, libraries, religious and educational groups, civil rights organizations and other interested institutions and individuals. The book has been favorably reviewed in a number of periodicals, including American Family, New York City News and Library Journal and has been praised in several editorials. Author David Bollier has been interviewed on more than a dozen radio programs over the past several months.

QUARTERLY REPORT - The January Quarterly Report is enclosed. Additional copies are available on request.

MEMBERSHIP SURVEY - The membership survey included in our latest Quarterly Report generated more than 5,000 responses, which we are analyzing as part of our ongoing efforts to solicit our members' views on a variety of important public issues and on the programs, projects and publications PEOPLE FOR continues to develop to respond effectively to these issues. We will publish a report summarizing the survey results in our April Quarterly Report.

MEMBERSHIP - We have added 8,588 new members since November 1. Our membership stands at 99,092 as of February 10.

MEDIA COVERAGE - In the past several months, a number of TV and radio stations have interviewed PEOPLE FOR spokespersons. These include a nationally televised debate on censorship on Cable News Network's "Freeman Report," in which executive director Anthony Podesta participated, and more than 30 radio programs around the country, on which PEOPLE FOR staff, Speakers' Bureau members and Board members were interviewed. As stated earlier, our Texas Textbook Project victories generated substantial media coverage by Texas television stations and newspapers and other dailies around the country, including The Washington Post and The Christian Science Monitor. Our editorial memorandum on the creation vs. evolution controversy resulted in several editorial endorsements, including a lead editorial in the San Francisco Chronicle.



Dear Marc:

Since dictating the attached, we have learned that the Sunnen Foundation of St. Louis, Mo. has awarded PFAW its largest gift, \$400,000.





February 18, 1981

Rabbi Marc H. Tannenbaum
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Marc:

I am pleased to announce that we have found our National Executive Director. He is Tony Podesta, Chief Counsel for the International Machinists Union, who will be resigning that post next week to begin directing the affairs of PEOPLE FOR. Mr. Podesta played an important organization role (on leave from the Machinists Union) in the Presidential campaign of Ted Kennedy and was involved in the organizational beginnings of Common Cause. Office space is now being sought in Washington, D.C., which will be national headquarters, and other staff appointments will be announced shortly.

The January 29th Board meeting was most productive, In attendance were the Reverend William Howard; Reverend Charles Bergstrom; Bethual Webster, Esq.; John Lindsay, Esq.; Reverend Phillip Blackwell; Dr. David Mathews; Reverend Claude Broach; Stanley Sheinbaum; Jim Autry; Norman Lear; and Dr. Michael McIntyre.

Here are the results of that meeting:

"FRIENDS OF..."

At the suggestion of Reverend Howard, it was agreed that we establish a group called "FRIENDS OF PEOPLE FOR THE AMERICAN WAY," so as to make use of the amount of well-known individuals who have indicated an interest in supporting us. These would be men and women, leaders in any field, with credibility in their local areas, who could be spokespeople and/or organizers when required. With this letter, I would like to ask all Board members to submit the names and addresses of any individuals across the country whom you feel would make welcome additions to this list. We will contact each of the people you suggest, send them all the material on PEOPLE FOR, and then ask them if they would care to become a FRIEND OF. (In an attempt to solicit Southern Baptist membership for FRIENDS OF PEOPLE FOR..., David Mathews' associate, Suzanne Morse, agreed to set up an evening in Birmingham, Alabama, with Reverend Auchmuty and others. Claude Broach felt he might be able to arrange a couple of similar meetings in adjacent states when the Birmingham evening is confirmed. Norman Lear would attend these events, hopefully with two members of the Board of Advisors.)

NEWSLETTER

It was agreed that a monthly or bimonthly NEWSLETTER be established to keep the thousands of people who have contacted us informed of our activities. This NEWSLETTER will also be used to recruit new members and its commencement will be a high-priority item for Tony Podesta as he takes over.

EXPANSION OF BOARD OF ADVISORS

The Advisory Board decided to increase Board members from 29, our present number, to 40. The selection of eleven new members to the Board must take into consideration our present lack of sufficient women, blacks, hispanics, and other minorities. We would welcome recommendations from all those members of the Board who were not in attendance on January 29th, and further suggestions from those who were.

BOARD OF DIRECTORS

It was agreed that the Board of Directors of PEOPLE FOR -- as distinguished from the Board of Advisors -- be limited to five members. The Directors will be considerably more involved with the management of PEOPLE FOR, and carry more responsibility for its thrust and activities. Tony Podesta will be contacting Board members individually to see who would like to assume the added obligation of Director in the organization.

Dr. Michael McIntyre announced that he has agreed to remain as a consultant to PEOPLE FOR, as its chief liaison to the mainline church groups. The Board was most pleased with Dr. McIntyre's continued association with the organization.

GOALS

The goals of PEOPLE FOR THE AMERICAN WAY were discussed at length. (See Goals, page 6 of agenda for the January 29 meeting.) David Mathews offered to re-phrase the goals to encompass everything that was discussed. Chuck Bergstrom agreed to write a preamble to the Statement of Goals, utilizing the suggestion of Claude Broach that PEOPLE FOR make clear that it shares the concerns of those millions who have been seduced by the simplistic solutions of the Moral Majority -- while offering our own solutions and affirmations.

The goals must also represent a concise and attractive statement of the new America we see. In order to respond to the spiritual quest in people that is attracting them to the likes of the Moral Majority, we must be able to define what is really on "the other side of the bank" to which people think they are swimming. And then we have to articulate the America we see -- a different America, and better than what we have known in the past. In so doing, we will stress community. Yes, we are a pluralistic society, and yes, we stress the individual's right to his or her opinion, but we shall also emphasize the need for consensus and strength in community.

When Dr. Mathews and Reverend Bergstrom complete the re-wording of goals and the new preamble, it will be forwarded to Reverend Howard who has offered to go over it -- and then it will be circulated to the Board at large.

DISCUSSION - EDUCATION MATERIALS

There was a discussion of the kinds of educational materials that PEOPLE FOR will develop and the nature and kinds of organizations with which PEOPLE FOR might affiliate for the dissemination of said educational materials. "Convening and discussing" groups, such as the PTA -- and not specific issue-oriented groups -- represent the kinds of organizations with which we might wish to affiliate, it was agreed.

DISCUSSION - HONORARY CHAIRPERSON

Gerald Ford and Walter Cronkite were discussed as possibilities for the role of honorary chairperson of the organization. We will wait until nation headquarters and staff are established -- until our bank balance is appreciably larger (and there is every indication it will be shortly) -- and until the next generation of television spots are on the air nationally and causing the kinds of media discussion we anticipate.

TELEVISION SPOTS

The next generation of television spot announcements will be the "generic" spots that were formerly intended for radio only. They are the ones in which we will see people of all kinds disagreeing about how they like their eggs, their music, sports, and television, winding up with a well-known person who reminds us that diversity and the right to have and express our own opinions is the American Way.

Jonathan Demme, the young director who just won the New York Critics' Award for the best direction of 1980, will be making these television spots -- and we expect that the National Advertising Council will cooperate in seeing that they are placed on independent television stations across the country as Public Service Announcements. Playing at the same time with these "generic" spots will be other 30-second TV announcements made from old newsreel clips of such well-known Americans as Everett Dirksen, Robert Taft, Ike Eisenhower, Sam Rayburn, etc., etc., espousing conflicting ideas in times past. These conflicting opinions, on weighty matters of state, will be short, quickly-paced (like the spots on eggs) and will air along with the new spots, ending with the same message.

SPEAKERS' TOURS

There was a full discussion of the plan, submitted by Rogers & Cowan (and included in the material that preceded the Board meeting), to construct speaking tours for those on the Board and others who wish to travel on behalf of PEOPLE FOR. Speakers will travel with all expenses paid, appearing on the important talk and news shows across the country, and speaking before important organizations along the way. Tony Podesta will be contacting individual Board members with suggestions for specific tours supplied by Rogers & Cowan.

DEBATE - RELIGION AND POLITICS

The KING Broadcasting Group of Seattle and the British Broadcasting Company have each evinced interest in sponsoring a discussion on national TV which would be entitled, "RELIGION AND POLITICS IN AMERICA," featuring two members of our Board talking with Reverend Jerry Falwell and one other. Jim Autry informed that the American Magazine Conference, consisting of the top 50-75 publishers and editors will be holding a national convention in June, and that it might be possible to conduct this discussion before that group. We are looking into that now.

WEEKLY TELEVISION SHOW

The last subject discussed was the possibility of attempting to place on national television, one hour weekly, a religious show that would attempt to be more affecting, compelling, uplifting, and spiritually fulfilling than any of the 700 Clubs, PTL Clubs, and Old-Fashioned Gospel Hours. The show would be hosted by a charismatic church leader who was, for the purposes of this hour each week, non-denominational. He, our host, would introduce different ministers each week who might be filmed in their own places of worship, in front of their own congregations, exhibiting the wide range of religious experience in America.

The above idea was discussed at some length in terms of its intentions only. There were no specific suggestions for ministers and others who might appear on it. The possibility exists that such a show could cause the kind of excitement and media response that would help to turn the spotlight away from the evangelical superstars of the Religious New Right... granting that it would be most difficult to achieve. Any reactions or further comments regarding the above will be very welcome.

The next Board meeting will be called by Tony Podesta sometime in the late spring. We will have the new television spots to view and discuss -- a copy of our first newsletter for your comments -- the details of our first national television discussion, "Religion and Politics in America," to review -- and much more.

Sincerely,


Norman Lear

NL/jk

January 29, 1981

Dear Board Member:

Enclosed is a copy of our latest status report and a list of developmental concepts submitted by fellow supporters from across the country. As you can see, we have a full agenda for the day and look forward to discussing this material with you and any additional ideas you may have for the future growth and definition of our organization.



STATEMENT OF PURPOSE

In times of hardship, in times of crises, societies throughout history have experienced wrenching dislocations in their fundamental values and beliefs. The decades of the Eighties and Nineties will be troubled times -- some predict the most turbulent since the 1930's -- and we are alarmed that some current voices of stridency and division may replace those of reason and unity. If these voices continue unchallenged, the results will be predictable: an increase in tension among races, classes and religions, a rise in "demonology" and hostility, a breakdown in community and social spirit, a deterioration of free and open dialogue, and the temptation to grasp at simplistic solutions for complex problems.

PEOPLE FOR THE AMERICAN WAY was established to address these matters. Our purpose is to meet the challenges of discord and fragmentation with an affirmation of "the American Way." By this we mean pluralism, individuality, freedom of thought, expression and religion, a sense of community, and tolerance and compassion for others. We stand for values and principles, not for single issues, chosen candidates, or partisan causes.

PEOPLE FOR THE AMERICAN WAY will reach out to all Americans and affirm that in our society, the individual still matters; that there is reason to believe in the future -- not to despair of it -- and we must strengthen the common cords that connect us as humans and as citizens.

The long-term agenda of PEOPLE FOR THE AMERICAN WAY is broad. It includes reducing social tension and polarization, encouraging community participation, fostering understanding among different segments of our society, and increasing the level and quality of public dialogue.

Yet we cannot address everything at once. So, we are confronting first what we believe to be the greatest immediate threat to our pluralistic society: the growing power of the Religious New Right.

This new movement -- as documented by the statements of some leaders of the Religious New Right -- would impose on the public debate a rigid and absolutist set of positions on what is and is not "Christian," implying that there is only one Christian position on any given political issue. We support the right of the religious community to speak out on social and political issues. However, religious leaders overwhelmingly contend -- and we also believe -- that "it is arrogant and destructive to assert that one set of political questions is Christian, and endorsed by God, and that all others are un-Christian."*

As an educational institution, we shall communicate with the American people through printed materials, radio, television, public lectures and discussions. We will gather information, analyze it, and distribute our findings to the public in a manner that provides for full and fair exposition of the issues.

*Statement of the Washington Inter-religious Staff Council.

Our highest purpose is to nurture a national climate that encourages and enhances the human spirit rather than one which divides people into hostile camps. By educating the American people and raising their level of understanding about the basic tenets by which our society is sustained, PEOPLE FOR THE AMERICAN WAY will fulfill its mission.

121780jg



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4. PEOPLE FOR... -- Future Activities





PEOPLE FOR THE AMERICAN WAY

ACTIVITY TO DATE

1. Incorporated, Washington, D.C., September 4, 1980 by Williams & Connolly firm;
2. Board of Advisors constituted by September 15, 1980 (see full list current Board, Exhibit A);
3. August, 1980. First TV ads cast and produced;
4. October 15, 1980. First meeting of Advisory Board:
 - Board approved TV spots;
 - Board approved first direct mail piece;
 - Discussed and approved response to "800" number;
 - Approved TIDES FOUNDATION affiliation for tax exempt status;
5. October 6, 1980. Received tax exempt status (through TIDES FOUNDATION) Stanley Weithorn, Esquire; leading public affairs tax attorney representing PEOPLE FOR... in this area;
6. October 19, 1980. First TV spots were aired between October 19 and November 10, 1980. TV spots played in over 32 markets in 23 states, reaching over 20 million different adults with an average of 3.3 exposures each;
7. TV spots also appeared on CBS Evening News, Good Morning America, The Today Show, ABC Nightline, etc., thus reaching an additional 20 to 30 million people;
8. 28 additional TV and radio appearances arranged by Kathy Berlin and Robin Kanter of Rogers and Cowan. Members of the Board of Advisors have discussed and debated central issues involving PEOPLE FOR... on national and local TV shows across the country; (See Exhibit B);
9. Coverage in the print media of our TV spots and the formation of our Board of Advisors has been extensive . . . bringing our efforts to the attention of additional millions of people; (See Exhibit B);
10. PEOPLE FOR... TV spots were continued in Washington, D.C. throughout November and into December (see TV budget figures for cost details, Exhibit C);

ACTIVITY TO DATE (cont.)

11. DIRECT MAIL. 100,000 pieces of direct mail went out in November, resulting in a near-6% donor response (details in Current Status Report and Exhibit D);
12. Continuing search for an Executive Director. Interviews held on recommendations of numerous Senators, business leaders, public affairs leaders, etc. (details follow in Current Status Report).



PEOPLE FOR THE AMERICAN WAY

CURRENT STATUS REPORT

1. RESULTS OF TV SPOTS

- a) We received close to 10,000 responses (as of 12/22/80) to the "800" number. Respondents received PEOPLE FOR... circular, PEOPLE FOR... background paper, return-mail card for donations. And many volunteered their time and talent.
- b) Donations resulting from return-mail cards averaged \$100 each. (These cards were enclosed with the brochure.)

(see Direct Mail Report, Exhibit D)

2. RESULTS OF DIRECT MAIL CAMPAIGN

- a) Donations of \$95,741 (as of December 22, 1980);
- b) Offers of assistance from individuals; desire to establish local branches of PEOPLE FOR...;

(see State-By-State Breakdown, Exhibit E)
- c) Offers of assistance and/or affiliation from many organizations;

(see State-By-State Breakdown, Exhibit E)

3. TAX DEDUCTIBLE STATUS

PEOPLE FOR... still qualifying as fully tax-deductible via affiliation with TIDES FOUNDATION. Mr. Weithorn currently petitioning IRS for independent tax-deductible status. PEOPLE FOR... is expected to have this status by June 1981;

4. FINANCIAL HIGHLIGHTS

- a) Current Bank Balance \$206,000
Pledged; due shortly 550,000
Projected results next direct mail 150,000 (net)

(for details of money spent-to-date, staff, travel, production of TV spots, printing and placement of spots, etc., see Financial Breakdown, Exhibit C)

b) Fund-Raising

No organized fund-raising strategy has as yet been set. Money received thus far is the result of limited efforts. To be discussed:

- ⊙ Fund-raising strategems;
- ⊙ Individuals, Foundations, Corporations;
- ⊙ Advisory Board's direct participation;

CURRENT STATUS REPORT (cont.)

5. ADVISORY BOARD AND DIRECTORS

29 members now on Board. Only two women, three blacks, no other ethnics.
We should discuss:

- Re-composition;
- Makeup: Religious figures vis-a-vis secular;
- Responsibilities;

Directors:

Mr. Norman Lear
Mr. William Thompson
Bishop James Matthews
Dr. David Matthews
Dr. Colin Williams

6. EXECUTIVE DIRECTOR SEARCH

Narrowed down to:

EUGENE EIDENBERG
Secretary to the Cabinet,
Assistant to the President (Carter Administration);

CAROL TUCKER FOREMAN
Ex-President, Consumer Federation of America,
Assistant Secretary of Agriculture (1977-1981),
Commission on Population and America's Future;

TONY PEDESTA
Legal Counsel, Machinist Union,
In charge of all advance work, Kennedy Campaign;

JOHN RYOR
Associate Assistant, Executive Office of the President
(1979-1980),
President, National Education Association (1975-1979);

Marjorie Tabankin, National Director of Vista since its inception, has been functioning as a paid consultant in this search and in helping to establish a table of organization and staff structure.

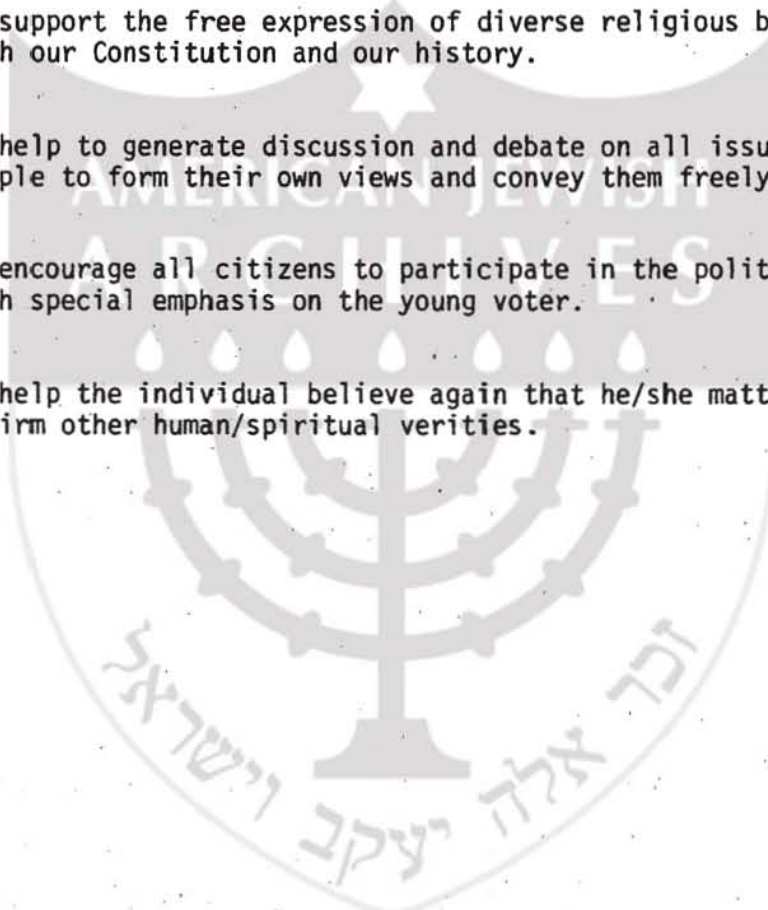
Permanent offices appear likely to be in Washington, D.C.

Final determination of Executive Director will be soon.

FUTURE ACTIVITIES

GOALS

1. To continue to advocate and affirm traditional American pluralism in our political process.
2. To support the free expression of diverse religious beliefs consistent with our Constitution and our history.
3. To help to generate discussion and debate on all issues, encouraging people to form their own views and convey them freely and proudly.
4. To encourage all citizens to participate in the political process, with special emphasis on the young voter.
5. To help the individual believe again that he/she matters. To help affirm other human/spiritual verities.



FUTURE ACTIVITIES

1. TV SPOT ADS

The impact of PEOPLE FOR... resulted in large part from the TV ads which appeared nationally in November and December.

One of our major thrusts will be a continued presence on TV.

- a) Individuals and groups have asked permission to raise their own funds to run our known spots in their communities from time to time as they feel the need. This is being explored.
- b) We are preparing new TV spots:

People--all sizes, shapes, colors and creeds talking about how they like their eggs cooked--and disagreeing. One likes them boiled. Another hates them boiled and only likes them fried hard. Someone loathes eggs hard, likes to see the yellow running. Runny yellow makes one kid barf; she can only eat them scrambled. A fry cook hates eggs altogether--fried them all day!!! And we cut to Jean Stapleton or Carrol O'Connor or Paul Newman or a well-known person from any field, who says: "Diversity. Freedom of opinion. The right to hold and express your own beliefs. That's the American Way. Brought to you by PEOPLE FOR THE AMERICAN WAY."

Four totally generic TV spots will be filmed. One on how people like their eggs. Others on Sports, Television and Modern Music.

All ending with a different well-known person espousing the glory of being an American in this pluralistic society.

These TV spots will qualify as Public Service Announcements and we expect to have them circulated to some 300 TV stations in April--at no charge for air time.

After their run as Public Service Announcements, they will be available to local groups for TV use in their communities as they may require and at their expense.

We are developing a group of major film-making talents who will produce and direct these spots . . . assuring that they will be entertaining, compelling and visually exciting.

WHEREVER THE MORAL MAJORITY AND OTHERS ARE ACTING TO CONFUSE AND OBFUSCATE ISSUES WITH THE SUGGESTION THAT THERE IS ONLY ONE CHRISTIAN OR PRO-AMERICAN POSITION, PEOPLE FOR... WILL BE ON HAND TO AFFIRM THE RIGHT OF EACH AMERICAN TO HOLD ANY OPINION.

FUTURE ACTIVITIES (cont.)

TV SPOT ADS (cont.)

c) Additional TV Spot Ads

We will prepare spots that relate directly to specific issues--affirming only the right of every individual to come to his or her own conclusion on that issue.

As 1982 approaches, we will be on hand with additional TV spots that will encourage participation of America's youth. Aggressive, entertaining, uplifting spots unlike anything yet done on the subject.

TV spots will be prepared to address the re-awakening of the traditional American work ethic.

- o All work is proud work.
- o Success is not a matter of winning or losing.
- o We experience success at the level of doing our best.

THERE IS NO SUNDAY SERMON RELATED TO THE QUALITY OF FAMILY LIFE, WORK, PERSONAL ASPIRATION, UNIVERSAL MORAL VALUES, ETC., THE ESSENCE OF WHICH IS NOT SUSCEPTIBLE TO DISTILLATION INTO A 60-SECOND TV SPOT COMMERCIAL. PEOPLE FOR... WILL ATTEMPT TO MAINLINE SUCH UPLIFTING MESSAGES TO THE MASS CONSCIOUSNESS VIA TELEVISION.

The Advertising Council's Public Service Ad Campaign Service Center has expressed interest in helping PEOPLE FOR... realize the above.

2. EDUCATIONAL MATERIALS

- a) Dissemination of circulars, booklets, essays old and new, etc., trumpeting and illuminating traditional American values: pluralism in our political process; the free expression of diverse religious beliefs; the blessings of the Bill of Rights; the dangers of assertions that proclaim an "Unchristian" position on political issues, etc.

Dissimination to schools, churches, libraries, social and political clubs--and for inclusion in newspapers and periodicals.

FUTURE ACTIVITIES (cont.)

EDUCATIONAL MATERIALS (cont.)

b) Short Films and Tapes

We will encourage documentary and other film-makers to gear their efforts towards the area of our concerns. Several preliminary meetings with outside film-makers have already taken place. Such films will be distributed to schools, libraries and for play on local independent and cable stations.

THE ENCYCLOPEDIA BRITANNICA EDUCATIONAL FILM DIVISION HAS ALREADY CONTACTED US IN THIS REGARD AND MAY BE OUR DISTRIBUTION ARM.

c) Books

Several authors have contacted us to:

- i) Base a book on our efforts;
- ii) To include our efforts in books now being written on the current threat to traditional American pluralism (Jim Segalman).

3. SPEAKERS' BUREAU

PEOPLE FOR... will build its own stable of theologians, scholars, educators and others who will make individual appearances to speak and/or appear on TV in cities around the country.

In some cases, tours will be organized for a week or two of speaking engagements and public appearances on behalf of PEOPLE FOR... and its current concerns.

(Please see Proposal for Speakers' Tours, Exhibit F).

4. TV DEBATES AND/OR DISCUSSIONS

The BBC is interested in producing a 90-minute discussion of Religion and Politics in America with Reverend Falwell and someone like Paul Wyerich talking to a member of our Board and someone like Mark Hatfield.

A major Independent Broadcast Group will co-sponsor this event--and it can be syndicated day and date to the rest of the country via satellite.

A series of such discussions is possible--and necessary if we are to accept our obligation to inform and illuminate where for so many of our people only confusion reigns.

FUTURE ACTIVITIES

5. GRASS ROOTS

From the response received thus far (see State-by-State Report, Exhibit E), it is apparent that we have the beginnings of a national organization at the grass roots level.

We can organize them officially, or use local support in a more ad hoc, informal manner.

In either event, PEOPLE FOR... will have as much support at the local level as it may require:

- a) To identify local problems that relate to our concerns . . . and to assist us in addressing those concerns with that assistance.

I.E., LIBRARY ASSOCIATIONS REPORT EFFORTS TO FORCE THE REMOVAL OF CERTAIN BOOKS AND AUTHORS.

Our generic commercials can be of palpable help in this situation wherever it is occurring.

THERE ARE FURTHER REPORTS OF TEXT BOOK CENSORSHIP.

(Please see Report of Jenkinson, Exhibit G).

- b) To raise funds on the local level to air the TV commercials we provide.
- c) To provide forums--at colleges and universities; before Chambers of Commerce and like groups--for our speakers to address.

6. RESEARCH

PEOPLE FOR... is in contact with every research group that is concentrating on the Religious New Right, including:

- Wes McCuen's Group Research;
- Chuck Swann;
- Institute for Applied Economics;
- Stamford University;
- Several independent authors;

PLUS

The major polling houses, conducting special surveys on a now and then basis.

FUTURE ACTIVITIES (cont.)

RESEARCH (cont.)

When there is a special need and our budget allows, we will engage one of these organizations to conduct such special research.

BE ADVISED THAT EVERYONE CONDUCTING RESEARCH ON RELIGION AND POLITICS IN AMERICA IS AWARE OF PEOPLE FOR... AND APPLAUDS OUR EFFORTS. THEY APPEAR TO BE IN TOTAL AGREEMENT THAT, DESPITE OCCASIONAL SIGNS OF DISARRAY IN THEIR RANKS, THE RELIGIOUS RIGHT MUST BE TAKEN SERIOUSLY. THEY WILL BE HERE FOR A LONG TIME.

7. FUND RAISING

- a) 400,000 pieces of direct mail--similar to the first direct mail piece will be going out next month (see Exhibit H).
- b) PEOPLE FOR... with the help of its Board, must identify individuals, foundations and corporations who may be empathetic to our efforts.
- c) We are planning a major fund-raising event in Los Angeles for the TV and film community (to date, PEOPLE FOR... has made no general solicitation of that community).

How many of our Board can be there if the time is convenient and expenses are paid?

And in what other community can a major fund raiser be planned?

- d) The possibility of building a computerized mailing list from among the millions of mainline church-going people who share our concerns should be done over an 8-month period.

8. AFFILIATION WITH OTHER ORGANIZATIONS

Allowing single-issue groups to pay for and air our TV spots for their purposes, but retaining our total identity, i.e., Planned Parenthood running our generics.

(See Working With Other Groups, Exhibit I.)

9. ISSUES FOR THE 80'S PANEL

The establishment of a satellite "think tank," composed of recognized thinkers who wish to work with PEOPLE FOR...

It could serve as the core of the Speakers Bureau and would include ethicists, historians, political scientists, sociologists and those religious historians who focus on the relationship of secular and religious groups (such as Alan Geyer, at the Churches' Center for Theology and Public Policy). Some representation would come, of course, from our Advisory Board also.

FUTURE ACTIVITIES (cont.)

10. MONTHLY NEWSLETTER

Speaks for itself.

11. HONORARY CHAIRPERSON

Efforts are in progress to secure a leading American, a world-wide figure, for this post.

12. TELEVISION PROGRAMMING

Develop a new inter-denominational Church of the Air and find our own charismatic church leaders.

(Reverend Jimmy Allen and the Southern Baptist Convention plan form the American Christian Television Network.)





19 December 1980

Rabbi Marc H. Tanenbaum
Inter-Religious Affairs Director, American Jewish Committee
165 E. 65th Street
New York, New York 10022

Dear Marc:

At our first meeting I read you the television spots which later became the commercials we have been airing across the country. I also read some 30 second radio spots which I termed "Generic" because they dealt with nothing more than everyone's right to hold their own opinions—and as they concluded they did not suggest that the listener phone or write; the announcer merely said, "Brought to you by PEOPLE FOR THE AMERICAN WAY." To refresh your memory further, I attempted to perform for you a number of individual voices commenting on how they liked their eggs cooked. You heard a waitress in a luncheonette followed by a mechanic in a garage and a kid in a playground, etc., saying: "I like my eggs softboiled." "Softboiled? That's icky. I like them over-easy." "I hate them over-easy. Poached are the only way." "I hate poached eggs 'cause you gotta eat the toast with it." "Gimme them fried and sunny-side up every time!" "Eggs? I'm a fry-cook. I fry them all day. I hate eggs!!!"

These lines were all delivered quickly, some overlapping, and ending in about 23 seconds. Then the announcer's voice was heard to say: "Diversity. The freedom to hold and express your own thought. That's the American Way. Brought to you by PEOPLE FOR THE AMERICAN WAY."

That was the entire commercial. Nothing more. We produced them for radio only and they turned out very well. At the last moment, however, we decided to run only the 60 second commercials with which you are familiar.

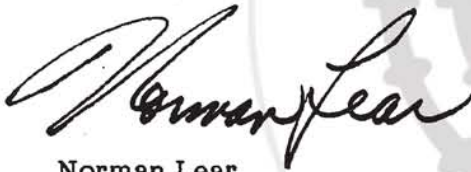
Now, all these weeks later, and after the very positive experience of running the one-minute commercials, it occurs to me that we can make good use of the generic radio spots described above. There is a situation in Wisconsin where local groups are insisting that certain books be removed from the public library. (At their personal direction of course.) In Tennessee there are football coaches insisting that their teams pray before each game despite the law which prohibits such organized and directed prayer activity. In several other states there other "bookburning" controversies occurring.

19 December 1980 - Page 2

If we had the money on hand now—or at any time for that matter—it would be nice to have the generic spots which simply affirm that in America each of us is entitled to our own opinions and that diversity is the rule—playing on radio stations across the country. Since we can't make that large a radio buy, however, I thought it would be productive to purchase time in Tennessee, Wisconsin and other places where people may be confused about their ability to think freely—and to play our generic spots in those communities. We would be taking no position—not even articulating the issue, for that matter—as you can see by reading the comments about eggs above. But we would be affirming the role of diversity and pluralism in American life that brought us all together in the first place.

Unless you have objections, PEOPLE FOR THE AMERICAN WAY will begin to air the generic radio spots in selected communities. If you find any objection I would appreciate your thoughts.

Sincerely,

A handwritten signature in cursive script that reads "Norman Lear". The signature is written in dark ink and is positioned to the left of the large, faint watermark of the People for the American Way logo.

Norman Lear

NL/km

[start]

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To: NOW

People for the American Way

1/1/81

Re: Betty Friedan's letter of 11/80 re Immoral Majority's theft of equal rights

Breaking any vow is immoral. Upon taking office, public servants vow to obey the Constitution, which mandates equal treatment and protection. The majority of them immorally break their vow by playing favorites with dangerous criminals; practicing selective law-enactment, law-enforcement, and law-interpretation against their victims, or denying them an equal and fair-share of tax-funded services and benefits.

Deadly prejudice against pregnant persons (females) by our immoral, male-controlled government that violates their Constitutional and United Nation's human rights to protection from criminal and governmental harm and discrimination in the legislative, judicial and health care systems, is causing their suffering and dying from violent-crime injuries, compulsory childbirth, illegal abortions, and suicide. (The risk of dying from painful childbirth is nine times greater than the risk of dying from painless abortion, with mortality rates of minors being 60 percent higher than adults. Before 1973 pro-choice rulings, illegal abortions were a leading cause of maternal death, with four of five butchered-dead being nonwhite. Unwanted pregnancy triggers suicide. Pregnant minor children are nine times more likely to commit suicide than their peers, whose suicide rate has increased 125 percent in two decades while that for adults has remained about the same. Most wives beaten if caught using contraceptives or when refusing to secure unwanted abortions -- and those raped vaginally or orally -- attempt suicide. In a quarter of violent marriages, wives are criminally attacked while pregnant, causing injuries and suicide, miscarriages, stillbirths and fetal defects. Thus, immoral lawmakers, failing to protect all victims from abuse, aid and abet favored criminals in their injuring, crippling or killing both the childbearer and unborn child.)

Unraped lawmakers or those unaware that a wife's Constitutional rights to equal protection of rape laws is superior to a husband's state-granted conjugal rights, and that forcible vaginal, anal or oral rape is criminal behavior, not normal conjugal relations, practice selective law-enactment by seldom classify-

(over)

ing marital rape as a crime. Thus, these most numerous victims of criminal pregnancy, because they are vulnerable to second and subsequent criminal attacks without fertilization-prevention treatment, have been made ineligible for Medicaid and Crime Victim Compensation abortions. In Oregon raped daughters and wives (and even a mother who was raped by her 17-year-old son) must falsely report being raped by strangers to be eligible for compensation for abortions and suicide-prevention treatment. The first \$250 of crime-related costs not being paid any victim, Oregon lawmakers have, in effect, banned abortions for poor victims, and Congress practices the fiscal absurdity of denying \$500 abortions while paying \$3,000 childbirths. Nationwide, must poor females report being raped every 72 hours to receive Medicaid abortions? Or will Congress provide 24-hour bodyguard protection to every person of child bearing age to protect them from violent and sexually-dangerous criminals?

A major portion of girls who runaway from home are fleeing to escape further sexual abuse. Without emancipated minor status, they do not turn to authorities for protection because they fear being treated like a lawbreaker for running away, instead of the victim of a lawbreaker. Being as homeless, penniless, jobless, foodless and hopeless (suicidal) as any Cambodian refugee, these refugees from the dangerous criminals in their homes, must turn to illegal activity to survive. About 70 percent of them turn to prostitution, and are further brutalized by pimps and customers. The first sex-crime committed against more than half of these child prostitutes is incest, and one out of three of them seek abortions. One-third of all tax-funded abortions are given to unwed minors, who are criminally-impregnated because they are not of a legal age to consent to heterosexual intercourse. Because one out of three babies born of an incestuous relationship are born mentally retarded, protecting child-bearers from incest would automatically protect the health of the fetus.

Anti-abortionist lawmakers and judges, forgetting that females do not criminally impregnate themselves, and immorally disobeying the Constitution's order to protect the health and life of every person (nonviable fetuses under six months of age were defined by the Supreme Court to be "nonpersons" without

~~Constitutional~~ Constitutional rights), and then legally torturing, crippling and killing females in compulsory childbirth as punishment for their being born female -- all the while claiming a monopoly on morality -- are as immoral as pre-Constitution Christians who legally tortured, crippled and killed witches -- powerless people who thought differently than the majority of society.

Many religious and government leaders are predicting nuclear World War III in which most people in America will die horribly within six months from the initial blasts, firestorms, radioactive food, air, and water supplies and famine. Why should any childbearer suffer pain and risk death in childbirth only to watch ~~her~~ ^{her} children die in nuclear war or as cannonfodder in conventional war? Will anti-abortionists or pro-choice people help lobby for Peace-without-Bloodshed Conferences to secure United Nations reform to prevent war and violent crimes by nonviolent legislative, judicial and educational means? If so, write me. We will see which group cares the most about all human life.

Caring people, please help suicidal or criminally-impregnated victims of incestuous or marital rape file lawsuits in the federal courts challenging the constitutionality of "relative status" discrimination in Crime-Victim Compensation programs and ~~help~~ ^{help} filing Human Rights violation suits in United Nation's courts, charging America's denial of effective law-enforcement mechanisms and access to impartial, competent justice systems to most victims of crimes against humanity that destroys their American heritage of an equal opportunity in the pursuit of happiness.

Caring people, please help secure state and federal Health, Life and Justice Protection Constitutional Amendments that will enable all people to attain and maintain their human rights to basic necessities, ~~and~~ health and life protective services, and compensation for all crime-related costs and losses. (It is a better solution to the abortion issue than the Human Life Amendment because it abolishes the root causes now making people choose abortions over childbearing.) For a copy of these Amendments send a dollar, and a long, self-addressed, double-stamped envelope to me, and let me know if you will help with the lawsuits and Peace-without-Bloodshed Conferences.

Christine Andersen, 289 Liberty Street, Ashland, Oregon 97520

Christine Andersen

[end]

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10/17

People For The American Way

TO: Rabbi Marc H. Tanenbaum

FROM: Anthony T. Podesta *TP*
Executive Director

RE: Proposed Television Program

DATE: August 7, 1981

Attached is a copy of the proposal prepared by Charlie Brackbill on the potential for an alternative regular television show. We would very much appreciate it if you could find time to review this proposal paying special attention to the nature of the target audience and on the type of show that People for the American Way might successfully produce.

If it would be at all possible to receive your comments in the next two weeks, we would appreciate it.



American
Values
Institute

July 22, 1981

1537 Deerpath, Mountainside, N.J. 07092

Mr. Norman Lear
1901 Avenue of the Stars
Beverly Hills, Calif. 90213

Mr. Tony Podesta
1015 18th St. N.W.
Suite 310
Washington, D.C. 20036

Dear Norman and Tony:

This paper is considerably more than commissioned, or offered in our initial conversations, and this accounts for the delay.

But as I got working on it, one thing led to another. For example, I reasoned that there was not much point in talking about how to find our television host, if we didn't have some idea of the kind of Mr. Right we want. And that in turn can't be discussed without some attempt to define the audience, which helps to determine our choice of format and style- and all of that within a religious framework. Thus my attempt to set all of this in the context of what the opposition is all about religiously.

If the whole first part seems more like what you didn't want to ever know, much less ask, about religion, well what can I say! I went on about it so extensively because it really is kind of an outrageous thing we are contemplating here. Well, if not outrageous, how about pretty damn unusual, but so right and necessary.

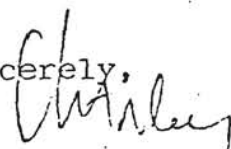
Religion may seem like quite a woods, and pretty hard it is to tell the trees. But those of us down here among the trees want to help you see both the woods and the trees- at least enough to get on with what we believe is an exciting, and very necessary project.

Dick joins me in greetings.

RECEIVED

JUL 27 1981

Sincerely,


Charles Brackbill

PEOPLE FOR THE AMERICAN WAY
WASHINGTON, D.C. 20036

Richard Gilbert, Chairman, Charles Brackbill, President. 1537 Deerpath, Mountainside, N.J. 07092 • (201) 233-3494

BACKGROUND STUDY AND
PROPOSAL

A RELIGIOUS TELEVISION SERIES
FOR
PEOPLE FOR THE AMERICAN WAY
ARCHIVES

By

THE AMERICAN VALUES INSTITUTE

July 22, 1981

זכר אלה יעקב וישראל

MORAL
MAJORITY
IN
CONTEXT

Obviously there are those within the ranks of People for the American Way who understand the new conservative political situation very well. It is the essence of our thesis here that the strictly religious dimensions of the Moral Majority must be understood equally as well. This may not be so simple. There are some distinctions to be made, as for example between the new political/religious alliances on one hand, and Protestant conservative religion on the other; between millennialism and evangelicalism, among others. And above all, there is a need to clarify the central beliefs of fundamentalism as some groups now make common cause with the political new right.

The Moral Majority is one expression of religious fundamentalism wedded to political action. Of course, it isn't a majority and its adherents may be no more moral than the rest of us. The research shows that they hanker after the same material blessings as most people. (And indeed, some branches of fundamentalism promise explicit material blessings.)

In fact the actual dominant philosophy in this country, according to Bob Bellah, is the amoral majority. It is the belief in, and pursuit of success, winning, looking out for number one - get yours and keep it. To the Berkeley seer, and others,* this is the real threat to our survival as a humane and caring society.

FUNDAMENTALISM

Nevertheless, many of us are scared to death of religious fundamentalism from whence come these strident voices on the right. Even though fundamentalism has been with us since the turn of the century, this expression of Christianity is not well understood, and often its outer fringe aberrations are mistaken for the whole.

Fundamentalist churches have been growing at an astounding four times the rate of "main stream" religions. Furthermore, this explosion is vexing to outsiders because it is hard to imagine a commitment to such narrow and literal beliefs, as well as such

*See Norman Lear on materialism.

rigid moral standards. But this longing for authoritarian structure should not surprise us, particularly in a time of national confusion, malaise, and sense of loss. It is precisely in such a time that many people are anxious to hear a clear voice, no matter how "oversimplified" the prescriptions. Indeed, simplicity becomes the mother of all virtues. (Remember the value-less youth of the 60's buying into the Jesus People?)

NOT
MONOLITHIC

Protestant fundamentalism, however much it may look so, is not monolithic. The ranks of religious conservatives are seriously divided. Fundamentalism is but one of perhaps ten variations of "Evangelical." Repeated splintering is the habit, what President Mackay of Princeton used to call the fissiparous tendency, constantly throwing off new and smaller groups. This is understandable among those for whom literal and exact interpretations are so important. There are at least 300 different organized religious groups now, and numerous "movements" too esoteric and fragmented to count.

In short, there is much ferment, even turmoil, on the religious scene, and it is not easy to understand. So, herewith some highlights which might help light the way in planning the future media work of People of the American Way.

THE
FUNDAMENTALS

The "fundamentals" for fundamentalists are more or less these: infallible Bible; virgin birth of Jesus; substitutionary atonement of Christ (God punishes Jesus instead of us); the bodily resurrection of Jesus - and believers; the physical second coming of Jesus; and a literal heaven and hell.

Additions to this list, especially visible on their TV shows are: we must be "saved;" converted - "born again." (Life must be changed by giving it to Jesus); we must be "baptised with the spirit," which for some will include "speaking in tongues," although this, strangely, is not demonstrated on the television shows; Divine healing is possible by supernatural powers given to people like Oral Roberts; there is a

personal devil, who often attacks their ministry if contributions are down; and of course there is a heaven to aspire to and a hell to avoid - and all people who do not believe are destined to burn in hell forever.

APOCALYPTIC
THINKING

But by far the most significant matter to be added to the list, and a motivating force in the "electronic church" is this: they expect the final, apocalyptic war between the forces of good and evil represented by the United States and Russia. This is supported by specific biblical prophecies. In fact, we are in the "End Time." Any day now it will all come to a crashing halt. The "last trumpet" (from imagery in the Book of Revelation) is about to sound, and when it does, true Christians will fly up to heaven (the Rapture) and will reign with Christ for a thousand years of bliss. (The Millennium.)

There are many permutations. Of significance is the terrible tribulations after the Rapture, during which time all Jews will be converted (hence the special fondness for Israel, which is seen as a fulfillment or prophecy). During this time the Anti-Christ will appear. Indeed Pat Robertson of the 700 Club says that the Anti-Christ is alive today, 27 years old, and waiting in the wings. That's how close we are to the end. It has not stopped Robertson from building with some heavy marble at the Christian Broadcasting Network headquarters, but no doubt, it accounts for the urgency in building the network, because for him and all the others, the great task is to evangelize the world before it is too late. We must never doubt the sincerity of this motive in the majority of fundamentalist leaders.

NEED TO
CONVERT
AMERICA
FAST

Why the great urgency to "turn America around" (a favorite slogan), to return to the true virtues and values? Is it just the "outs" wanting in? (There is little doubt that fundamentalists have been smarting under their "invisibility," in spite of their spectacular growth. They feel that they have been "out" but now it's their

turn, a God-appointed moment to exercise leadership, and to set things right again.)

This urgency is more than just the exercising of new found clout. Today's nacent fundamentalism preaches that if we are weak as a nation, at home and abroad, it is because God is punishing us for our sins - rampant and publicly sanctioned sexual immorality, leading as it does to teenage pregnancies, divorce and homosexuality. The leaders of the new religious right interpret our society in terms of great biblical archetypal images. If we are "Babylon" then we are hopelessly corrupt, and can only expect the wrath of God, so better take to the hills with your survival kit and your gun, and wait for the collapse.

But more likely we are the "New Israel" so that our present punishment, demonstrated in the great loss of American leadership and power in the world, is merely a sign of warning, the chastisement of his chosen. Therefore, we must clean it all up, and fast. Sweep the abortionists, gays and other upstarts, and maybe ideological deviants as well, off the streets, if not into prison.

If we do that, maybe God will spare us and restore us to our rightful destiny. If America is seen as God's chosen vehicle to carry out his purposes in the world, it's an easy jump to uncritical flag waving patriotism. If America is to carry out God's will among the nations - mostly to stand against godless Communism, it must have the military might to do so.

Again, to be strong, America must be moral, and that means the whole litany of the new right - women on their rightful pedestal, at home cooking, cleaning and child bearing; it means punishing immorality - all the favorite sexual targets; and it means restoring the symbols of "America under God" such as prayer in the public schools.

All of which fits nicely into the scheme of things as seen from the new right itself. How brilliant to enlist the fundamentalists! When Vigurie, Dolan, Weyrich and company

recruited Falwell he was ready to be enlisted, and thus was born the "religious new right."

SPIRITUAL
REVIVAL

By all signs there is a genuine spiritual revival and its expressions are legion, (both beautiful and bizarre) and the resurgence of the "religious new right" is just one of them.

In a recent study, "1980's - The Impact of Belief," religious commitment was the most significant variable which cuts across all lines of race, class and economic status. The study found an overwhelming turn to conservative views. It is no accident that MM has perceived a very deep shift in the way America understands itself, the kind of values it cherishes. Jerry Falwell says that on a majority of his issues, a majority of people agree with him. (He acknowledges that most people don't care for the Moral Majority as such - a matter that does not particularly disturb him apparently.)

Many traditional lines are being crossed in this revival. Among them, for example, the unlikely partnership of Catholic charismatics and pentecostals. Both may "speak in tongues" a kind of unintelligible babbling thought to be a mark of "spirit filling." All this spiritual ferment may be a testimony to the sense of loss and lack of purpose many people feel. But the formal and informal groupings abound. It is difficult to keep up with the great variety of religious experience, much less the values or theology of these groups.

New groups with characteristics reminiscent of some fundamentalist churches may not in fact be "Fundamentalists," much less moral majority.

NOT ALL
BIBLE
BELIEVERS
ARE MM

While the Bible is a sacred book to all Christians, it is an inerrent book to fundamentalists, as distinguished from some other evangelicals. That means that every word was dictated by God, and is to be understood literally. While Presbyterians, for example, say the Scriptures are "the only rule of faith and practice," fundamentalists believe that every word is true, and directly

translatable to everyday life. But there are millions of Christians who love the Bible stories, including some who still accept them quite literally, who would never be a part of the shannanigans of the Moral Majority.

NOT ALL
YAHOO'S
EITHER

There are quite "respectable," even highly educated people in the ranks of various fundamentalist bodies. They are not all yahoos, rednecks and klu kluxers. Furthermore, though it is assumed that the Moral Majority and the new religious right draws most of its members from fundamentalist churches, there is a growing number of disaffected, disillusioned people within the so-called "main line" churches who may be at least spiritual partners to MM and who may indeed be ripe for the picking. In recent years we have seen a burgeoning of lay organizations within these churches who work to return their denominations to a more traditional theology and values.

EASY TO
OFFEND

It is easy to step on the toes of religious sensibility. Few of us would give offense deliberately but the subtleties and nuances of fundamentalist faith are many. There are quite rational people who in matters of faith, will accept and even proclaim quite irrational things. No matter how strange that may seem to the outsider, it may touch on a matter of the heart, and be meaningful in all its irrationality. While this may be true of all of us to an extent, it is doubly so for fundamentalists. There is a great urgency to get it right, exactly right, hence many variations and interpretations of the Bible, including minutia elevated to doctrine. Stumble on these, even inadvertently, and you may seem to be attacking the heart of the True Faith.

MAD AS HELL
AND NOT GOING
TO TAKE IT
ANYMORE

Fundamentalists and other conservatives may be especially sensitive because they feel they have been ignored, even ridiculed. In spite of their phenomenal growth and dominance of the religious scene numerically, they feel that they have not been taken seriously. A long time ago H.L. Mencken dubbed them "Booboisie." They have long

felt the contempt from the big time denominations, particularly during the time when most of the fundamentalist members came from the other side of the social tracks.

By the way, their criticism of main line denominations has usually been confined to the generalization "non-Bible-believing church," which is their favorite put-down. But at least they ordinarily do not say "You apostate Presbyterians," at least in media. However, a good deal of the vitriol coming from the new right, and the cocky purposefulness of the MM may be due to the turned worm.

HISTORICAL
PERSPECTIVE -
RELIGIOUS
ACTIVISM
NOT NEW

The unholy alliance between religion and politics is not new. Bill Hutchison of Harvard reminds us that it has happened frequently before. Religionists of all stripes have worked for causes and issues which had a culture-wide effect. Churches did not always stick to their knitting, and this includes a good deal of evangelical activism. Witness the battles over slavery, immigration, imperialism, the many searing controversies over Prohibition, temperance, prison reform - all were moral crusades. Sunday mail deliveries, Sunday closing laws, the control of public education, all racial integration, saw various religious groups at the ramparts, attempting not only to change the moral habits of the nation, but to do so with the force of law. The Creationist controversies and right to life are just new issues to be added to a long list and the complaints from the National Council of Churches and mainstream Protestantism about political alliances and activity by conservatives is ridiculous. Liberals have been at it for years.

Throughout our history, as we have noted, there was a deeply ingrained belief that God had specially blessed America, and called it to be preeminent in the world, not just as a world power with military might, but as a moral example of the rightness of "In God We Trust." After all we saved Europe twice. For most of our history we were able to make repeated deposits in the treasury of virtue (Robert Penn Warren). For a long time the nation

thought of itself as God's chosen people ("New Israel"), and the loss of this "righteous Empire" (Martin Marty), in the harsh realities of Viet Nam, Watergate, Arab oil boycotts, and Ayatollas, has resulted in a tremendous loss of national self-esteem, the end of the all-American lead pipe cinch.

This is a colossal adjustment for people to make, and it fuels much of the social unrest, the hue and cry, expressed by the new right. The Moral Majority leaders are just a new set of names in the pantheon of religious moralists who provide the spiritual underpinnings, and give affirming support to the idea of America's manifest destiny.

MM
HER
TO STAY -
FOR
AWHILE.

Yet it would be a mistake to view religious fundamentalism and the Moral Majority as a temporary, transient phenomenon which will go away if we ignore it, as if left alone, people will somehow return to their senses. The MM may be temporary, and Jerry Falwell may be a more difficult trivia question five years from now, but others will take up the cudgels if Jerry is caught with the church soprano. Meanwhile, an awful lot of damage can be done. We're talking about the special mischief possible in a religious-political alliance.

Bottom line: we have to be careful, as spiritual innocents abroad in this complicated quagmire. Very careful.

* * * * *

OK, on to Part II, which is: Can we beat them at their own game? And the answer is yes, if we know what we're doing.

II A MEDIA PROJECT

BUT FIRST -
A SHORT
REVIEW

The airwaves have always been dominated by conservative religion. Liberals like Harry Emerson Fosdick and self-helpers like Norman Vincent Peale were given time on the radio networks, sponsored by the old Federal Council of Churches. They had large audiences. Fosdick probably had a lot to do with keeping the liberal impulse alive in this country.

Fundamentalists were not welcome on the networks, so they bought the time and created their own networks. The most prominent of these was The Old Fashioned Revival Hour with Dr. Charles E. Fuller. It had a profound influence on conservatives. The fundamentalists, nationally and locally, did talk about "prophecy" and End Times but for the most part they were hot to save souls now. Personal salvation was the dominant theme.

Not until Billy James Hargis and Carl McIntire came along was there anything like the bullying from the right, getting sinful America back to God so it could fight Godless Communism.

When radio faded in the face of television, the nets again turned to the National Council of Churches, and provided free time for main line Protestantism (as well as main line Catholicism and Judaism). The networks did not recognize "Third Force" Christianity. The Southern Baptists finally forced the door at NBC. While the Southern Baptists were conservative and generally fundamentalists, they behaved themselves on television and really did not secrete the acids of fundamentalism. Billy Graham became a nice guy and disappointed warriors of the Bob Jones ilk.

The other conservative bodies and independents again had to create their own programs and buy the time on local stations. It was difficult and very costly to make the transition to television and many fell by the wayside. But some have made it, and now there seems to be something for everybody in "conservative" television.

There are the entertainers like Jimmy Swaggart, the Bible teachers like Richard De Haan, the weird like Ernest Angeley, the preachers like Jerry Falwell and Robert Schuller, the talkers like Jim Bakker and Pat Robertson.

FORMATS

As you know, Jim Bakker (PTL Club) and Pat Robertson (700 Club) are a new breed entirely, not just because they are in bed with the new right, but because they have devised formats that are slick imitations of "The Tonight Show," "Today," and "Good Morning America." They are well produced and they are on every day, with a subtle mixture of religion and politics.

On the other hand, "The Old-Time Gospel Hour," Mr. Falwell's front, is a different case in point. Both Falwell and Schuller's ministry had humble beginnings. Both started their own churches in non-ecclesiastical surroundings and built them into tremendous enterprises. You don't do that with milk-toast personalities. Schuller makes no bones about trying to become the spiritual heir of Norman Vincent Peale. To critics of their success (and there are many) they can humbly say, "Hey, you can't knock the results," attributing the fantastic growth to God, of course.

None of the other television evangelists were pastors. They were and are roving revivalists in the great 19th century tradition of D.L. Moody who have discovered that with television you don't have to move the tent as often. So, it's almost natural that they should put a kind of tent show on television. In moving from the revival tent to the television studio you simply hype the entertainment.

Falwell and Schuller are different too because they reversed the process. They brought the television studio into the church. They let the world outside come in to see the power of their preaching, and the entertainment (choir, soloists, testimonies) which were already there. That's their power. Robertson and Bakker are not hot preachers but are far more suited to the low key talk, the interview,

the eye-to-camera-to-tv-set-to-viewer.
That's their secret.

In sum, all of these have created their own networks via satellite and by purchasing time all over the schedule. They have discovered that religiously conservative people are willing to pay, and although it is always a struggle, hundreds of millions of dollars in contributions flow in to keep them on the air. It's big time religion wrapped in old time religion.

RATINGS

The interesting thing from our point of view is that for the most part the electronic preachers with the largest ratings are not allied politically with the new right. They are straight religion. Oral Roberts, with almost three million viewers, or Rex Humbard with two and a half million, preach the "fundamental", but they seldom adopt the moral majority line. Neither does Bob Schuller or Jimmy Swaggart or De Haan, all in the top ten of religious shows. In short, they are fundamentalist (except Schuller), interested in saving souls just as their counterparts did in radio a generation earlier. We may not care much for their style or their theology, but they are not our enemy.

Only two of the top ten are cohabiting with the new right - Jerry Falwell and Jim Bakker with his PTL Club. Interestingly, Pat Robertson's 700 Club was thirteenth in the February '80 Arbitron ratings of the religious shows, with only 380,000 viewers. Since then it has changed to a magazine format and may have picked up a larger daily audience. Furthermore when you add cable audiences the totals are undoubtedly far larger.

It would be wrong for us to take much comfort in the fact that M*A*S*H draws an audience larger than the combined totals for all the electronic preachers, or that Donahue reaches three times as many as Oral Roberts. These fundamentalist/conservative shows still reach between 10 and 15 million people a week. The total audience may not be nearly as large as they pretend, but there's little comfort in that. The point is that they

are on the air seven days a week, regularly adding to their numbers to provide for growth of their media. They are steadily supporting and nourishing their constituency, not just with the primary medium on television, but with all the ancillary paraphernalia - letters, magazines, books, records, and premiums.

IS THERE A
CLUE FOR US
IN WHAT
THEY DO?

There is not now anything comparable to all this on our side of the fence. There are a lot of people who are not "moral majoritarians" and who do not sympathize with them at all, indeed who may be appalled by it. Where do they turn for succor? Where do they look for a balance view of the new right issues? And, are there to be no questions raised even for those people who regularly watch the Falwells, the Bakkers and the Robinsons? Are we to go down by default?

Surely not. The thesis here is that we should use the media - not just because they do, but because it makes sense. Yes, we should continue to do spots, but we must also mount a regular and effective alternative to the television assault of the religious new right.

TWO
STYLES

There is a sense in which they have marked out some alternatives for us. One way to put it is that we have to decide whether we want to be Falwell-Schuller, or Robertson-Bakker. That is, do we go to an existing "show," i.e. a church service, with its own dynamic leader, and build it into a national media event, or do we create a package for television, and find the right guy and support team for it. There's much to be said for the former. A dynamic, charismatic leader might command more attention, no matter how he looked, than our own version of Phil Donahue in a studio.

But we reject the Falwell church service model because we really can't go someplace and take over a church and re-gear it to a television ministry. Nor do we have the time or effrontery to start an honest-to-God church from scratch for our purposes. Instead we opt for the 700/PTL Club model, with a more dynamic preacher personality than either of those shows have. (More on this in a minute)

Of course you might ask, are these the only alternatives? Do we have to choose between egg in our beer or no egg in our beer? How about if we just have a coke instead? Right. There are other television alternatives. For example, we could gather skillful writers and actors and do a show about bigotry and fairness, and it would be funny and maybe become a hit, and our medium would be our message - without overt preaching. Seems somebody has already done that, somebody known to this organization. And we ought not ever to forget the unprecedented nature of that experience. Who knows the vast number of locked down attitudes that may have been shifted by that success.

WHAT
KIND OF
SHOW?

But the times seem to call for a straightforward, visible, direct alternative to the bigotry, narrowness, demagoguery, and militaristic propaganda being put on by the media spokesman for MM. Surely we need an antidote to all this, and to the superficial analysis of what's wrong with society pouring from their shows.

So this is an argument for such a choice in perhaps the only TV form compatible with our aims: the magazine format. Not because they do it, but because it seems right for what we want to do.

Its flexibility lends itself to a variety of approaches. Naturally it would be wrapped around our own dynamic leader; it would have all the pieces common to the genre - interviews, reviews, reports, resources, news, a talk, music, and perhaps sections of common interest such as travel, food, health, etc.

The program should not be aired on Sunday simply because the Sunday morning audience is already spoken for - kids and religion. On Sunday afternoons we would not want to compete with sports year round, and Sunday nights belong to entertainment.

The ~~show~~ should be on five days a week, with an edited version for night time or weekend audiences.

WHAT KIND
OF
AUDIENCE?

Of course the nature of a show depends on the kind of audience you want for it, and what you want them to get out of it. Well, what kind of an audience do we want? Compatible with the aims of PAW, we want everybody, but the show which wants everybody may have a hard time getting anybody. Better we should clearly define those "everybody's" and focus the show on those most likely to respond, and whose needs we can meet with our messages.

We may wish devoutly to convert the hard core moral majority, but it is unlikely that we will change any minds in that camp. Indeed, our show will be something of an affront to some of them.

Instead we should focus on the great number of Americans who are neither left nor right, who may be asking what all the fuss is about. We may not galvanize them all to the ramparts in defense of the American Way, but we just might nudge them off dead center, into the camp of the concerned and helpful. If Martin Marty is right in saying there are 45 million evangelicals, 15 million of whom are "fighting fundies," why not aim at the 30 million mainstream evangelicals?

A second major target should be those already interested in our agenda. There are millions of conservative Americans who are unchurched. For them we will become a support system, a place to get help, information and inspiration. It should be our goal to recruit people for local "chapters" from this group.

We can also expect that millions of people who regularly view the electronic preachers will sample our show. Have we something to say to them? Can we treat their sensitivities with respect, never lapsing into the liberal jargon that offends them? There is an authentic middle ground theologically and a significant middle road demographically for a program that does not pander to right or left.

A
RELIGIOUS
SHOW?

Philosophically, should ours be a "religious" show, its ethod "main stream" Protestant Christianity? Or should we cast a wider net as an interfaith show instead? Is it a secular show - neither religious or

irreligious, even though its host may be a clergy person? Or again, is it a kind of ecumenical platform with no expressed views of its own? There is a way to do a show on moral values without explicit theological content. The "values kick" in America would play into our hands.

I think we have assumed all along that it would be a "Christian" show, probably with the attitude of middle-of-the-road Protestantism, which is to say somewhat liberal but not revolutionary. But how religious? That is, does it come from the deep well of faith, however tempered by modernity and ecumenical sensitivity? As an alternative to the more conservative views and excesses now available from the new religious right, does it seek to project a different image of what the Christian faith is all about, particularly in reference to the issues of greatest concern to us? Or will our stance be an enlightened Christian humanism as an alternative to secular humanism?

These are not unimportant questions. To be of any use, worth doing at all, the program must have a clearly implied and understood point of view, and the host must be the embodiment of those convictions.

An appealing side step to avoid wrestling with these questions would be to select a winsome host who endorses the general purposes of People for the American Way, and turn him loose. Let him develop the degree of faith content. Good as it may seem, that way lies eventual trouble.

Keep in mind the earlier material in which we outlined something of the context, conditions and nuances of the present religious situation. We don't want to be theologically or ecclesiastically obtuse here, but a program series of this kind is not a simple undertaking - quite apart from the logistics of production. How we answer these primary questions will determine the base line from which the show starts, not to mention its general flavor or style. Decide this, and it will be relatively easy to make the other decisions - including what kind of a host, and what we will feel is appropriate and necessary within the show.

There is a fundamental problem at the bottom of this which prompts these questions. This may be the first time a group of individuals not organized as a religion, and having no formal theology of its own, seriously considered producing a religious program. It is natural to ask, well, what is their religion?

We don't have to form a church to answer that. But because we are not dealing with a set of givens, our affirmations have to come from somewhere. We can do this without getting bogged down in theological wrangling. And after all, our host will not be a theological neuter. And when we do pick him, it will be partly because we like his theology. We can begin with "a little list" of things we will and won't do, of positions we wish to take and the reasons for them. Some will indeed be "theological," and others will touch upon our social concerns. We might call these "guidelines," so that not only everybody connected with the show knows but the Board itself will be able to endorse them.

Speaking of the Board, we wonder, not altogether in passing, how the Board, itself of interfaith complexion, would feel about this. It is a matter they will ultimately have to decide. Perhaps our greatest service now is to sharpen the questions and illustrate the alternatives. We have tried to do that in this paper without implying that this is all that we need to know or do.

Before turning to the process of selecting a host, let's look at four options which position the host according to different aims and audiences.

- 1) Fight fire with fire. Select a "Paul" who is chief among the Pharisees and counter-program Falwell/Bakker/Robertson. You would aim at nothing less than their own hard-core supporters. Accordingly, your host would come from the several socially-active revivalists who despise the MM heresies. Problem: Could PAW stand behind a fundamentalist format, however socially liberal? Would our

"Paul" want to get in bed with PAW?
Prospect: Not likely, but not inconceivable.

- 2) Aim at mainstream evangelicals - the Billy Graham audience. Talk with Graham, Fuller Seminary and Christianity Today. Search for Graham's successor. The theology would be C.S. Lewis, that is, conservative, lay-oriented, "apologetic" and intellectually reputable. Problem: PAW would be on neo-conservative turf, and there are territorial animals. Prospect: Slim but easier than #1 option.
- 3) Pre-empt the middle-ground. This would, in the present USA mood, be a conservative, right of center stance. The theology might well be in the best sense of Robert Bellah's term, Civil Religion - all the moral verities, the Ten Commandments, the Golden Rule, the Constitutional freedoms and responsibilities. The key term would be American Values. The host should be an American saint, a moral, witty, brilliant man, a loving Bill Buckley. Problem: Who? Prospect: Go to the campus and find a university pastor or academician to fit the bill.
- 4) Show the Colors. Forget fundamentalism and conservatism. Create a PAW show. Naturally the host should be someone sympathetic and understanding toward conservative religionists. But the intellectual point of view would be religiously value-free - perhaps Jeffersonian and democratic. The content would dwell upon moral choices, moral judgments, upon what is good and bad, right and wrong in American life, irrespective of political and religious labels of right and left. Problem: Would evangelicals watch it? Prospect: Only if the personality were right. The audience of religious, but unchurched Americans, is estimated by Gallup at 50 to 75 million!

PAW should choose its option. We lean to #2 or #3 because the same person might fill both bills.

MR. RIGHT
AND HOW TO
FIND HIM

OK, let's look at the kind of host we want (whatever our philosophy) and outline the process for locating him.

Credentials

He must be an ordained clergyman in good standing with his ecclestical body (which will endorse him to labor in our vineyard); a college and seminary graduate (he's intelligent and disciplined); married and has kids (he's gone through some wringers); a pastor of a church, or university chaplain, active in his community (he knows about people problems).

Style

He should be sincere in his faith, confident but not cocky; genuinely interested in people, as a good pastor is interested without meddling; affable and amiable in spirit; affectionate without being maudlin; empathetic; people perceive that he does care about them and their problems; "charming" in the sense that people like him, are attracted to him; a sense of humor, doesn't take himself too seriously that he can't laugh at himself; open to, and even solicitous of, contrary views, tolerant and accepting, but secure in his own deepest convictions.

Skills

Our host must be a good communicator of what he believes. He will be a clear thinker and thus a clear writer, a clear speaker; an exceptional public speaker, in religious as well as secular settings; articulate in small groups; provocative without being abrasive. He may not have previous television experience, but he will be so secure in his own personality and his own faith that he will be perceived as "authentic."

Conservative-liberal?

Certainly no fundamentalist or reactionary conservative. But a Christian who respects the ancient traditions, and draws on them for perspective and guidance. He will have a manifest concern for the vexing social issues of our time. He may not be a pacifist, but he will be for peacemaking; hetrosexual, but for tolerance, fairness and understanding of homosexual orientation.

He is concerned about abortion and the reasons for it, but for the right of personal choice without religiously imposed sanctions; not for pornography, but championing the freedom of expression and accessibility to the arts and literature; aware of the social, pathological causes of crime, but for criminal justice as well as the rights of victims. For personal economic gain, but an advocate for the chronically and desperately poor; for the full and equal status for women: He will be an enthusiastic supporter of the aims of People for the American Way, and in short, he is for those things which make for peace, freedom and justice.

THE
SEARCH

Where do we find such a perfect specimen? God's search for a new king of Israel to replace Saul, and resulting in the anointing of the unlikely shepherd boy David, seems marveously simple by comparison!

Our man is somewhere, but is not seeking the job. Maybe we can take a leaf from Willy Sutton: Why do you rob banks? Because that's where the money is. The banks for us are local churches. But there are perhaps 200,000 of them, and this is not the kind of job you advertise. So, we must devise some kind of a workable scheme to ferret out our man.

Our basic approach is simply to ask those people most likely to know where he is. That would be:

- * major seminaries - their deans and presidents
- * denominational executives in national, regional and local offices
- * ecumenical agencies - again on all three levels
- * ecumenical broadcasting agencies
- * editors of the major religious journals
- * our friends - and elite group (would we have any other kind?) scattered across the country, clerical and lay persons who usually know "what's happening" and who's doing it.

So, we would direct an explanatory letter to these folk and plead for immediate and careful attention and response. Inevitably we would have to follow up this written appeal by telephone.

Phase II would be to cross check the names turned up with some of our most trusted contacts. Do they know the guy, what do they think of him, etc.

Phase III would be to contact some or all of those whose names have been suggested. This would be the most delicate part of the task. The goal would be to eliminate those who express no interest in our project.

Once we have further refined our list we are ready to move to Phase IV - personal visits to the now, presumably short, list of candidates. Here we would simply try to judge the man against our profile by extensive conversations. We would hope to hear him preach, and if he is a likely candidate, get him on videotape to aid in the final selection.

Phase V would include the screening of the tapes in Washington, meeting with the finalists, and selecting our man.

Thus we would propose to find our David.

TIMETABLE

How long would such a process take? Pretty hard to judge. If we get going in the next few weeks, we could draft the basic letter, get it out, and in spite of summer vacations at the seminaries, hope to have some responses before the end of August. Realism however suggests that most of the response could not be expected before the end of September, even with importuning phone calls.

So, it is more likely that we would be deep into the Fall before we would be actually visiting promising people. If we really hustle, we could promise finalists by the end of the year - maybe before, and who knows, we might have a providential windfall, a serpendipitous blessing. Our man might

turn up unexpectedly early on, somebody so right that we would be willing to call a halt right then and there to further search.

HOW MUCH
WILL IT
COST?

\$24,000 for five months work.

This is an estimate based on the amount of time we would put into the project from August through December. It includes our labor per diem, company overhead and profit, all incidental costs. Out-of-pocket costs would be billed - principally travel, secretarial, and extensive long distance charges.

