



THE JACOB RADER MARCUS CENTER OF THE AMERICAN JEWISH ARCHIVES

Preserving American Jewish History

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

Series G: Speaking Engagements. 1975-1992

Box 108, Folder 48, Religious Liberty Conference -
Washington/Baptist Joint Committee. 5-6 October 1981.



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Baptist Joint Committee on Public Affairs

200 MARYLAND AVENUE, N. E. WASHINGTON, D. C. 20002
(202) 544-4226

James M. Dunn
Executive Director



Dear Friend:

The Baptist Joint Committee on Public Affairs has planned its 1981 Religious Liberty Conference on the theme, "Faith and Freedom: Evangelism Rooted in Religious Liberty." It will be held on October 5,6 here in the nation's capital.

Because you have shown interest in previous conferences sponsored by the Baptist Joint Committee, we want to extend a personal invitation to you.

Cordially,

[Handwritten signature of James M. Dunn]

James M. Dunn

JMD:gf
Encl.



News Service of the Baptist Joint Committee on Public Affairs
200 Maryland Avenue, N.E. Washington, D.C. 20002 (202) 544-4226
James M. Dunn, Executive Director

Member Bodies: American Baptist Churches in the U.S.A., Baptist Federation of Canada, Baptist General Conference, National Baptist Convention of America, National Baptist Convention, U.S.A., Inc., North American Baptist Conference, Progressive National Baptist Convention, Inc., Seventh Day Baptist General Conference, and Southern Baptist Convention.

Stan L. Haste
Director of Information Services

July 31, 1981

CONFERENCE UPDATE

WASHINGTON, D.C.--Widely recognized authorities on evangelism and religious liberty will speak and lead discussions at the upcoming Religious Liberty Conference in Washington sponsored by the Baptist Joint Committee on Public Affairs.

BJCPA executive director James M. Dunn, noting that several invited personalities have yet to confirm, released a list of speakers from both inside and outside Baptist ranks to be featured at the October 5-6 conference. Theme of the meeting is "Faith and Freedom: Evangelism Rooted in Religious Liberty."

One public figure who has confirmed is District of Columbia delegate Walter E. Fauntroy, also pastor of Washington's New Bethel Baptist Church. Known in religious circles for his ability to blend evangelistic with social concerns preaching Fauntroy is one of several government leaders expected to address a Capitol Hill luncheon during the conference.

Jimmy R. Allen, president of the Southern Baptist Convention's Radio and Television Commission, and Marc Tanenbaum, national director of inter-religious affairs of the American Jewish Committee, will focus on the legitimate limits of evangelistic outreach and the limits of religious liberty.

David O. Moberg, noted author and professor of sociology at Marquette University, will outline the role of evangelism in the context of American pluralism, while William F. Keucher, senior minister of Covenant Baptist Church, Detroit, and president of the American Baptist Churches in the U.S.A., will address the historical relationship of evangelism and freedom.

Jeffrey K. Hadden, a University of Virginia professor of sociology and author of the widely-acclaimed new book, Prime Time Preachers: The Rising Power of Televangelism, will survey the current scene in media evangelism. Sojourners editor Jim Wallis, a leader among evangelical Christians committed to social action, will articulate a biblical view of evangelism in the light of concern for religious liberty.

A panel consisting of R.G. Puckett, John Swomley and a representative of the new group People for the American Way, will portray the role of organizations with a primary commitment to First Amendment freedoms. Puckett is executive director of Americans United for Separation of Church and State, while Swomley, who teaches Christian ethics at St. Paul School of Theology, Kansas City, Mo., will represent the American Civil Liberties Union on the panel.

Another program feature will consist of personal perspectives on the roots of freedom in faith. Among those making the brief personal observations will be A.C. Miller, 90-year-old social concerns veteran in Southern Baptist life, and Emmett Johnson, director of evangelism for the American Baptist Churches. Leon McBeth, professor of church history at Southwestern Baptist Theological Seminary, Fort Worth, Texas, is also expected to address the two-day conference.

Growth of Franchised Religion Forecast

10.9.81

Sociologist Sees Merger of TV Evangelism, Marketing Techniques

AJC Interfaith

By Marjorie Hyer
Washington Post Staff Writer

318

Franchised religion — a marriage of TV evangelism with the national marketing techniques of the Dunkin' Donut and the Big Mac — may be the newest thing on the horizon for the churches, a leading authority on TV preachers said here this week.

Jeffrey K. Hadden, a sociology professor at the University of Virginia and coauthor of "Prime Time Preachers," told a Baptist conference here that both the economics and operational style of some of the leading TV preachers make "the franchising business" the logical next step.

With 90 syndicated TV evangelists now "competing for money from a total audience that has not increased appreciably in a half-dozen years," Hadden said the TV preachers face financial collapse unless they take some kind of action.

"If only a small proportion of persons who give to a television ministry could be converted into members of a local church organized by televangelists, a much more stable financial base could be built," Hadden told 150 national Baptist leaders attending a biennial conference on religious liberty here.

"Organizing [TV] audiences into congregations would substantially reduce the high turnover rate of contributors," Hadden said. "And, since the local churches would effectively be branch offices of the national organization, their central mission activity would be to support the television ministry and its ancillary projects."

In the keynote session of the conference, a Baptist and a Jewish leader focused on the relationships between evangelism and religious lib-

erty: Rabbi Marc Tanenbaum, inter-religious affairs director for the American Jewish Committee, and Dr. Jimmy Allen, former president of the Southern Baptist Convention and now head of the SBC Radio and Television Commission.

Allen drew a distinction between evangelism and proselytizing. True evangelism, he said, involves "leading people to understand God . . . and then allowing God to draw persons to Himself." Proselytizing, he said, was "winning somebody to your point of view."

"Evangelism is a very sensitive issue to many of us in the Jewish community," Tanenbaum said. While upholding the right of Christians to evangelize openly, he condemned the use of coercion and deception in evangelizing as "a scandal in the eyes of God."

Tanenbaum assailed the practices of Messianic Jews — Jews who have converted to fundamentalist Christianity — on some college campuses where he said they have established "storefront synagogues," complete with Hebrew prayers and Jewish worship materials, to entice Jewish students into religious services that attempt to convert them.

"The Hebrew prayers are used as a deception to entrap people," Tanenbaum said, adding that such practices are "not worthy of the high religion that is Christianity."

Jews and Christians alike have the obligation to care for the needy and suffering, Tanenbaum said. Recounting his experiences on an interfaith visit to refugee camps of Southeast Asian boat people two years ago, he said, "I have never felt more Jewish . . . when I literally helped pull people out of the wa-

ter, side by side with Christians, witnessing to God's covenant."

The "great commission" for both Christians and Jews, he said, is to bring reconciliation and healing "to human life everywhere and leave it to God to determine who has been His most faithful witness."

In the question period after the two men's presentation, Allen agreed that the "deception level" of some efforts to evangelize Jews "needs to be rejected." At the same time he asserted the right of Christians to attempt to evangelize Jews.

In his presentation on franchise churches, Hadden suggested that evangelists Jerry Falwell and Pat Robertson already maintain organizations well suited to such a move.

"For all intents and purposes, [Falwell] already has the organizational structure in place," he said, referring to Liberty Baptist College and Seminary. Graduates of the latter "have already started 200 new independent Baptist churches," he said. Given Falwell's "great personal charisma" and the "intensely loyal" seminary alumni, "it would take little effort to transform independent Baptists into Falwellian Baptists," the sociologist said.

Robertson's Christian Broadcasting Network maintains prayer and counseling centers in 83 cities in America, some of which operate 24 hours a day, Hadden said. "Many of the 10,000 volunteer counselors could be transformed into cadres of local congregations," he said. Hadden said CBN claims they receive 25,000 calls a year from persons seeking counseling — a figure, he said, "which could go a long way toward building a local church."



RABBI MARC TANENBAUM
... attacks deception in evangelizing.



DR. JIMMY ALLEN
... evangelism, proselytizing contrasted

148-6



Baptist Joint Committee on Public Affairs

200 MARYLAND AVENUE, N. E. WASHINGTON, D. C. 20002
(202) 544-4226

Victor Tupitza
Director of Denominational Services

July 15, 1981

Rabbi Marc Tanenbaum
American Jewish Committee
165 East 56th Street
New York, N.Y. 10022

Dear Rabbi Tanenbaum:

We are very pleased that you will be able to contribute to the program of the National Religious Liberty Conference on October 5-6, 1981, here in Washington.

In order to facilitate publicity and press coverage please send us a black/white glossy photograph and brief biography of yourself. + Daily News

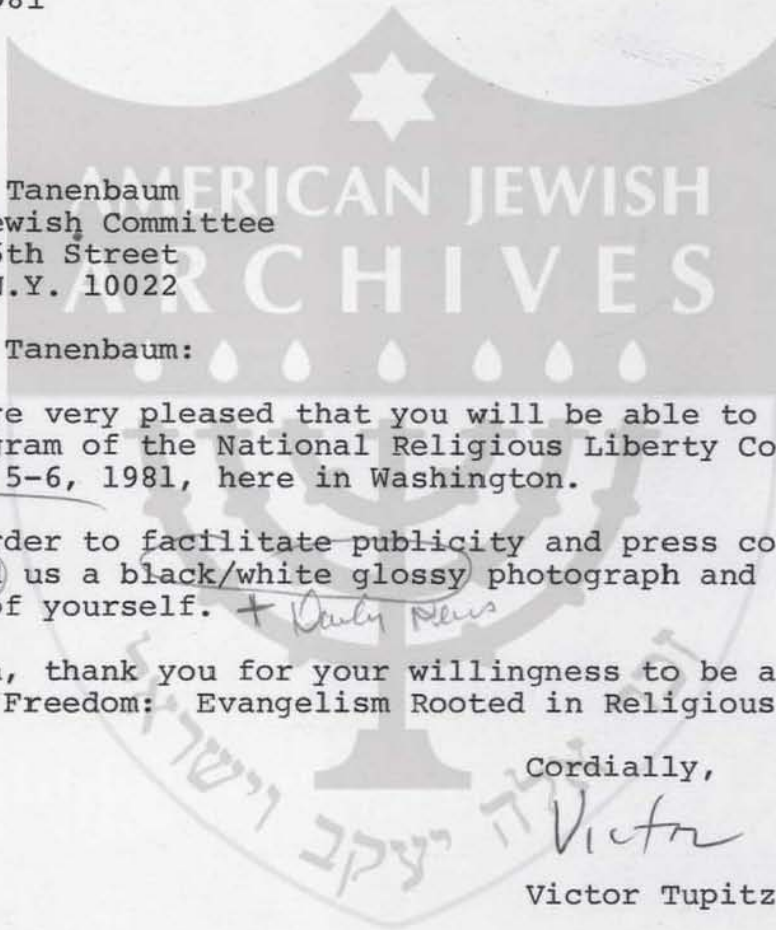
Again, thank you for your willingness to be a part of "Faith and Freedom: Evangelism Rooted in Religious Liberty."

Cordially,

Victor Tupitza

VT:gf

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ft. converted to office space to house the company's 75 employees. "We purchased this building because we simply outgrew our

The company distributes its products nationally to sporting goods stores, department stores and specialty stores.

Commentary

By

RABBI MARC H. TANENBAUM

A SEVEN ARTS FEATURE



This period of the Jewish High Holy Days is a time of intense moral and spiritual self-examination among the Jewish people. Next to the survival of Israel, the issue that troubles Jewish parents most heavily is the alienation of many Jewish youth from the Jewish religion and their people. In an effort to help Jewish youth and their parents cope with the critical questions of contemporary society, two young Jewish scholars from California have just published an excellent book entitled, "The Nine Questions People Ask About Judaism." Written by Dennis Prager and Joseph Telushkin, of the Brandeis Institute, the book has rightly been called by author Herman Wouk, "The Intelligent Skeptic's Guide to

Judaism." This refreshing study written in easy-to-understand language deals with the central recurring questions that thoughtful seekers grapple with, questions such as the following: "Why do we need organized religion or Jewish laws — isn't it enough to be a good person?" "Can one doubt God's existence and still be a good Jew?" "How does Judaism differ from Christianity, Marxism and Communism and Humanism?" "What is the Jewish role in the world?" "Is there a difference between Anti-Zionism and Anti-Semitism?" "Why shouldn't I intermarry — doesn't Judaism believe in universal Brotherhood?" and "How do I start practicing Judaism?" The nine questions are a good way to begin the Jewish New Year.

Send yubi to prayer - Telushkin/Sandva Bodner - Simon & Schuster

K9 City Jewish Chronicle
1985

Eighteenth National Religious Liberty Conference

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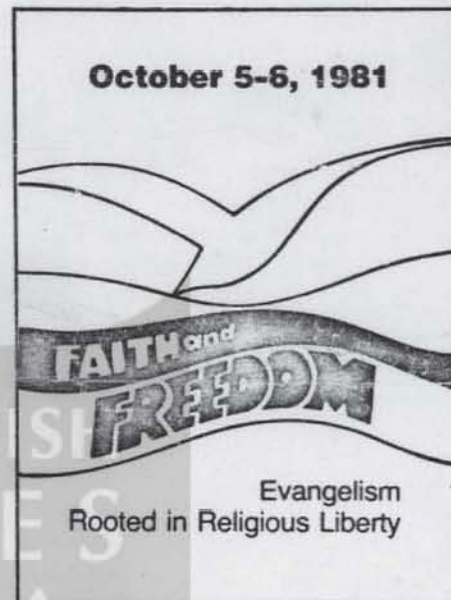
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SWOMLEY



PUCKETT



MOBERG



KEUCHER



FAUNTROY



McBETH



ALLEN



TANENBAUM



HADDEN



WALLIS



MILLER



JOHNSON