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CHRISTIAN VOICE

← file

Strategy and Objectives

I. Premise: Christian Voice is the key to re-establishing a government and society which:

A. Encourages rather than penalizes capitalism.

1. Less taxes/more investment incentives.
2. Less regulation.
3. Respect and admiration for the entrepreneur, rather than disparagement.

B. Restores a sound economic base.

1. Decreased inflation, increased productivity.
2. Balanced budgets; greatly reduced social welfare expenses.

C. Vastly increases national defense to insure not only the survival of our free enterprise system and republic, but to ensure the safety and primacy of America's over seas interests, traderoutes, access to world markets, access to strategic minerals, etc., etc.

D. Restores law and order so that citizens are safe on the streets and in their homes.

1. Instituting capital punishment much more frequently and without unnecessary delay.
2. Reforming parole and probation to ensure criminals stay in prison, not on the streets.
3. Reforming prison systems to serve not merely as "holding areas", but as real disincentives for return.
4. Reforming the criminal code to put more teeth into law enforcement and stop criminals from getting off scott free due to procedural technicalities.

E. Restores Christian morality to an exalted place in public life.

1. Puts God and Christian virtues on discipline, thrift, hard work and sacrifice back in our schools, breaks the hold of secular humanism, teaches creation, etc. Obviously, this begins with the return of voluntary prayer.

2. Outlaws abortion on demand.

3. Restricts the production and distribution of pornography which is leading the nation to increased moral deterioration.

4. Puts a stop to the normalization of homosexuality through "Gay rights" laws.

5. Stops the encroachment of the government particularly the IRS upon churches, Christian Schools, and missions.

II. How is this to be accomplished?

A. Through the electoral process.

1. The Conn. Mutual Survey clearly demonstrates what we have suspected all along, i.e., that the majority of the people adhere to moral and conservative "principals" which are considered unfashionable by the nations ruling elite. 1980 was a major expression of this undercurrent.

2. Many liberal Congressmen (usually 50 or so in each election) are elected by a relatively small margin of 15,000 or less votes. A voter shift of 7,600 or less can defeat these incumbents. By distributing the incumbents voting record to 100,000 Christians within the incumbents district we can persuade enough Christians to change their voting pattern to make the difference. This was done successfully in a number of races: Harris & Fisher of Virginia; Corman of Los Angeles; Culver of Iowa; Buchanan of Alabama; Fields (the challenger) in Texas; Brademas of Indiana, etc.

The conservative challenger will base his or her campaign on secular issues like inflation, big government and national defense. Secular conservative political action committees like Terry Dolan's NIC PAC will hammer away at the same issues.

It is our job to go after an entirely different segment of the population - the Christian community which is primarily motivated on moral issues. The challenger, his campaign staff and conservative PACs can be relied upon to garner the candidate 45% of the vote. It is our responsibility to provide the victory margin by motivating Christians who don't vote or who blindly vote for the incumbent to change their vote because of the incumbents votes on prayer, abortion, pornography and homosexuality as well as issues like balancing the budget. (We use all these issues.) I.e., the Northeastern Catholic labor union member may be more easily reached on abortion or sex education than on complex defense arguments or "republican economics" which are viewed as principally helping the wealthy. Likewise, the lifelong southern democrat may be more responsive to abortion, prayer in school, gay rights, etc. than to traditional Republic political issues.

We must realize that there are literally millions of Christians who don't bother to vote. This group alone could sway any election.

By using moral issues we can mobilize "new" votes to put the challenger over the top. The bottom line is the election of men who will also take the right stand on free enterprise, national defense, etc.

One reason our report cards are so effective, is that they are seen as a non-partisan, educational effort rather than as campaign propoganda. That is why we don't endorse the challenger. We can say the same thing as the challenger and have much greater credibility since the challenger's comments will be dismissed by many as self serving rhetoric.

3. Funding - To do an effective job on distributing these voting records in 50 races would cost a minimum of \$1,000,000. Financial donors are limited to a gift of \$5,000 in each calendar year (each adult member of a family may give \$5,000) and gifts are not tax deductible.

A really sophisticated plan would call for us to run TV spots explaining the incumbents voting record and offering free copies to viewers. Such a program would cost a minimum of another \$15,000 per district.

We have the only Christian conservative Political Action Committee organized on a national scope. Others may do it in a hit or miss fashion. But what is needed is a broad overview, a nationally coordinated strategy, pooling of information and resources, etc. Also, we don't know of any other Christian PAC's who have any staff people who could be considered political strategists.

So, the point to be made to potential donors is very clear: do they want a Congress which will unleash their potential and protect them, or do they want to get nationalized or restricted out of business by a social democrat mentality. If the answer is positive, do they have the ability to see that we offer a very powerful, very new and a very unique tool for accomplishing this goal?

B. The second half of our strategy for realizing our objective, involves aggressive legislative action. It doesn't do any good to elect new Congressmen and then not hand them an agenda, and keep the pressure on. Otherwise, our opposition which is certainly well organized, will convince them that they are the pressure groups which must be satisfied if the member is to be re-elected.

And of course, we need to be lobbying crucial issues right now. Like Reagan's budget, national defense, abortion, etc., issues which can't wait until 1983!

The key to lobbying Congress is to understand that the "swing vote" of moderates is entirely dependent upon what they perceive the mood in their district to be (which is usually apathetic). Most Congressmen, except for the most ardent conservatives and liberals (surely not more than 20% of Congress) have as their first priority getting re-elected.

If such a Congressman gets 500, 1,000, or (Heaven forbid!) 5,000 handwritten letters from his constituents he becomes extremely cooperative. His rule of thumb is that for each person that writes there are another 10 - 100 who feel the same way. When you realize that this Congressman is probably getting elected by 5,000 - 25,000 votes, you see his dilemma!!

Now this is not news - far from it. The problem has been that no one on our side has figured out how to do this on a national basis. It does no good for local groups to win over 2 or 3 members - 50 must be won over within a relatively short time frame. There are in this country 60 million people who identify themselves as "born-again". That's about 100,000 for each Congressional district. We need to reach at least 10,000-20,000 of them to guarantee at least 500 - 1,000 letters.

How do we do that? Obviously, mass media is the answer. According to the National Religious Broadcasters, over 47 million people listen weekly to Christian programing.

This media breaks down into several areas.

1. Christian programs like the 700 Club which use secular stations to reach millions. We tested this concept when we placed Phil Crane on the 700 Club, to ask viewers to write Congress - Walter Cronkite reported (in a special segment on Christian Voice) that over 100,000 people responded.

Now, of course, we could be coordinating many more guests of this nature on any number of programs, but we need several full time staff people to do it.

2. Of more value to us (since we are not subject to the whims of scheduling, etc.) are the 1300 Christian radio and television stations many of which are willing to air our commentaries, actualities), etc. on a regular basis free of charge. We also have approximately 100 secular radio stations which will give us a daily 5 minute commentary free of charge!

To take advantage of all these station offers of free air time, will cost us in the neighborhood of \$15,000 a month for production, distribution, staff, handling mail, reprinting scripts for distribution, etc. These stations alone might provide us with the necessary access to generate the required amount of mail to Congress.

3. The most valuable of course, will be our own daily radio and TV programs - bought and paid for on the stations of our choice (reaching the right Congressional district.)

A further refinement of this concept would be our use of daily 60 second spots in every major media market. Each week would feature spots on a new subject. (The economy, defense, abortion, etc.) with a different authority figure (Senator, economist, General, pastor, etc. and stress what action the viewer can take. Spots would be tied to current legislation in Congress.

For the first time, we would have an ability to inform the population as to what the problem was and what they can do about it - right now! We know that millions agree with us, but they don't know what to do, when, or how!

Of course, these spots could be pinpointed into the districts where a Congressman is sitting on the fence on an issue and this could be brought to the attention of constituents - which would be incredibly effective.

The approximate costs of such an endeavor are listed in our "dream sheet" budget.

Once again, no one else is committed to such a plan. I should point out that 60 second spots are going to reach millions more than would normally tune in to a 30 minute "religious show".

Obviously, our ability to educate the Christian community on a daily basis would have a tremendous pay-off come election time. The people would know how their representative was voting. When the conservative challenger made statements on issues...they would ring true - due to a year of our programming. This is what the liberal news media has done for years - to pre-condition voters. All of this cannot be undone 90 days before each election. It needs to start now!

There are other ways to reach the Christian community in each Congressional district. One of these is to mail "action packages" to conservative clergy in each district and have them pass the information on to their congregation. We have 40,000 such pastors or lay leaders on a roster, but lack the funds to reach them on a consistent basis. Just 5 or 10 small churches or one large one in each district could do the trick!

Another thing that could be done is to computerize every Christian in each district (from compiled lists) and send them a special letter every time there was a vital issue at stake.

Basically then, this is the plan we have to "sell" regarding both legislation and elections. Certainly we have enough of a track record, massive press exposure, an impressive Advisory Board, and very competent technicians all which suggests that we are capable of successfully executing such a comprehensive strategy.

THE CHRISTIAN RIGHT IN 1980: AN ELECTION PERSPECTIVE

I. WE TURNED THE EVANGELICAL VOTE FOR REAGAN

There are an estimated 60-80 million evangelicals in America. Up to election day, the media projected that we were failing to win them over to Reagan. (Most supported Carter in 1976 or did not vote.) Final results among white evangelicals: 66% voted for Reagan.

HOW DID WE DO IT? First, we were the only national independent Christian Political Action Committee to endorse or campaign for Reagan. We formed Christians for Reagan and embarked on a multi-faceted strategy. Our overview was to point out to the Christian Community that:

1. Ronald Reagan was also a Christian, and
2. Jimmy Carter had betrayed the interests of the Christian Community.

We utilized a number of techniques, including:

- Airing our special 30-minute TV/radio interview between our Honorary Chairman George Otis and Ronald Reagan (where Reagan gives a dynamic testimony of faith) over 200 times on Christian stations.
- Mailed over 2,000,000 pamphlets comparing Ronald Reagan's stand to Jimmy Carter's to ministers and key lay people in crucial swing states. An additional 200,000 were hand-distributed in critical areas. Many pastors reported our information in their church bulletins, etc. Over 50,000 special editions of the excellent newspapers, "Christian Inquirer," featuring four pages of strategy guidance from our Christians for Reagan arm, were distributed to conservative pastors.
- Worked with local Moral Majority, pro-lifers, and church groups in coordinating their campaign efforts, and supplying them with material.
- Placed full-page ads for volunteers in Christian and conservative publications.
- Perhaps our most exciting effort was the use of our hard-hitting, 30-second TV spots that caused Jimmy Carter, Vice President Mondale, Press Secretary Powell, and numerous other Carter aides to attack us by name. (See attachment #1). The fact that the President himself attacked us demonstrates that we had a devastating impact. ABC network ran these spots twice nationally, and other networks reported Carter's direct attacks on us.

WHAT WAS OUR STRATEGY? Very simply, to break Carter's hold on southern evangelicals who vote for Carter from regional pride or Christian brotherhood, but who are very conservative on social and family issues. We concentrated these spots in crucial southern states that were considered "too close to call." Our spots tied Jimmy Carter to the Gay Rights movement which he, his family, and his aides had been courting for the last year, culminating in the Carter-approved Gay Rights plank in the Democratic platform. We are indebted to Mike Thompson of Long Advertising in Florida, the brilliant creator of these spots. Mike formerly handled all the media specials for the American Conservative Union and Anita Bryant.

We demonstrated that Carter cannot send his mother and son, Chip, to solicit gay support around the nation, and then appeal to fundamentalist voters the next day without being caught in the obvious inconsistency.

- II. CONGRESSIONAL VICTORIES: Out of our 36 "target" races, we were victorious in 22, which was much better than we expected. (See Voting Records, Attachment #2)

WHAT DID WE ACTUALLY DO? Were we really a factor in these races? Some highlights:

- a. IOWA: The national media called the race between liberal incumbent Senator John Culver and Congressman Charles Grassley a classic confrontation with the religious right. Newsweek predicted we could make the difference. Culver made Christian Voice and our "zero" rating of him a major issue.

Indeed, Iowa was our "paramount effort." In Iowa, we maintained a full-time state coordinator, Leroy Corey, who united the Iowa Conservative Union, Moral Majority, and various other state organizations behind our efforts. We dispatched four members of our national staff to Iowa for organizational rallies and press conferences through the state. Our activities were the subject of intense local coverage as well as coverage by ABC network, CBS, and Japanese television. Over 600 conservative pastors received Culver's voting record for distribution.

Final result: 200 volunteers distributed tabloids comparing Grassley's voting record with Culver's on moral issues to 120,000 church goers Sunday morning before the election. Grassley, who had been behind in the polls, won by 100,000 votes.

- b. IDAHO: In this race, pitting Congressman Steve Symms against liberal incumbent Senator Frank Church, the Christian Voice Voting Record of both men (Symms 100%; Church 0%) again played a major role. Several Christian organizations made much of the fact that Symms had received a "Christian Statesman" award from Christian Voice.

Our national field coordinator, Phil Sheldon, on location in Idaho, worked with Moral Majority and GOP activists to insure Idaho's churches were covered with Senator Church's voting record the Sunday before election. In addition, a series of ads (see attachment #3) were run in the state's major papers. Result: Frank Church lost.

- c. SOUTH DAKOTA: George McGovern finally couldn't hide his ultra-liberal voting record from the people back here. Part of the reason was that we ran a series of ads exposing his voting record in the state's leading newspapers (similar to the enclosed ads on Senator Church). Additionally, we identified every conservative pastor in the state and conducted a special mailing which included a copy of our "Report Card" on McGovern's voting record for them to pass on to their congregations.
- d. INDIANA: Liberal Senator Birch Bayh went flaming down to defeat claiming the "Christian Right" had done him in. Bayh was upset by our "zero" rating on his report card which was mailed to hundreds of ministers throughout the state. Two of our national directors personally supervised our Indiana operation in distributing over 50,000 voting records to church members.

- e. NEW HAMPSHIRE: Our volunteers flooded the churches of this state with Senator Durkin's voting record, which, combined with our special state-wide mailing, helped retire this liberal senator.
- f. ALABAMA: Democratic incumbent Senator Donald Steward loved to tell the story (especially to the press) of how he was approached in his office in Washington by a delegation of Alabama Christians who confronted him with his miniscule 23% score on our voting record, and demanded he "shape up." The Senator fairly threw them out, according to his story. The Christian Community in like fashion dismissed Senator Stewart during his own Democratic primary after substantial publicity over his flunking the Christian Voice Voting Record. Christian conservative Jeremiah Denton is the new U.S. Senator from Alabama.
- g. NEW YORK: Ministers and lay people worked hard for the defeat of liberal Senator Jacob Javits using our Christian Voice Report Card as a major weapon (Javits scored zero). Al D'Amato scored an upset victory. Supported by Christian Voice volunteers he went on to defeat by 1% liberal Congressman Holtzman.

Other Senate races, which we didn't target, but on which we had an impact, include:

- h. NORTH CAROLINA: where Democrat Robert Morgan, who openly attacked Christian Voice in the press, lost in a surprise upset to Christian conservative John East. Additionally, our low scores and publicity were contributing factors in the defeats of Senator Nelson (Wisconsin), Stone (Florida), and Magnuson (Washington).

II. HOUSE SEATS: space does not allow in this brief overview to detail the sixteen races in which we successfully defeated the incumbent; some by very close margins where our help was clearly critical. It was heart-warming to receive reports from across the nation of ministers including our voting record in their Sunday bulletins and of volunteers distributing them throughout their districts. At this writing reports are still coming in.

SOME HIGHLIGHTS:

- John Brademas of Indiana: the third-ranking leader in the House (Majority Whip) was soundly defeated by a 27-year old conservative. We sent two field directors into this district to insure the distribution of 50,000 Report Cards on Brademas to church members. Additionally, conservative clergymen received a special information package and were urged to share it with their people.
- Buchanan of Alabama: the liberal Republican defeated in this primary reportedly laid his defeat at the "Moral Majority forces using the Christian Voice Congressional Voting Record to defeat me." We also made an exception to our usual non-endorsement policy: we honored candidate Albert Lee Smith's request for a public endorsement. Smith defeated Buchanan.
- Fisher and Harris of Virginia: as forty of our volunteers were covering every church in these two congressional districts (see attachment #4), the Washington Post ran an editorial attacking our use of voting records in these two districts. We won both races - and narrowly. Clearly our efforts made the difference!

- Eckhardt of Texas: perhaps one of our most successful campaigns. Challenger Fields distributed 50,000 of our Report Cards on incumbent Eckhardt. Fields won.
 - James Wright of Texas: while we lost this race against the second most powerful Democrat in the House, the fact that we put Majority Leader Jim Wright on the defensive is notable in itself. The national press consistently wrote that Wright was running scared, and that we, in concert with Rev. James Robison, had clearly put Wright on the defensive.
- In Texas Wright issued a number of attacks against Christian Voice Moral Government Fund. See attachment #6 as a sample of the press generated by this campaign.
- Corman of California: until the last days of this campaign, polls and press showed Corman taking the lead. But quietly, working behind the scenes, Christian volunteers enlisted 76 pastors and rabbis, and a number of civic leaders to help distribute our voting records at churches and synagogues. Election day saw Bobby Fiedler win an upset victory over Corman in this important San Fernando Valley district.

III. MEDIA COVERAGE: during the course of the campaign, our "Congressional Report Card" received extensive coverage in over 600 newspaper and magazine articles (see attachment #7). Several dozen liberal members of Congress lashed back underscoring the fact that they felt threatened. Many local papers reprinted the incumbent's entire Christian Voice Report Card!

Our report card strategy was featured several times in U.S. News and World Report, Time, and Newsweek. NBC and ABC both featured our congressional strategy as well. ABC's 20/20, and CBS's 60 Minutes also did special features on our congressional strategies. We were the subject of coverage by hundreds of local TV and radio newscasts and a regular topic on talk shows coast to coast. We were, in 1980, a "media phenomenon."

IV. FINANCES: we launched our Christian Voice Moral Government Fund political action committee in April 1980 and in just seven incredible months, raised \$500,000 and recruited 20,000 new supporters. More importantly, we recruited hundreds of volunteers, from full-time field coordinators to local pastors and laymen. Many reprinted tens of thousands of our Report Card at their own expense. If we had to pay for what they provided it would have run into millions of dollars. We also received several million dollars worth of free publicity, including the national airing of our anti-Carter commercials. \$500,000 has never accomplished so much! Of course, the obvious is that without God's guidance each step of the way none of this would have been possible. We give Him all the credit.

V. THE FUTURE: the next two years may be the most difficult this country has faced since World War II. Resistance to President Reagan's economic belt-tightening and increased defense spending will be assured. The liberal media will fight him every step of the way; the entrenched bureaucracy will resist with all their might; the universities and intellectual elitists will join with radicals for massive demonstrations and riots over any potential issue: the draft, military involvement, high unemployment, etc. Almost certainly President Reagan's anti-inflation and military preparedness programs will be unpopular with many people.

Congress will come under tremendous pressure to resist Reagan's reforms as too costly (unemployment, etc.,) in the short term. His commitment to returning our nation to high moral standards will be fought at every turn.

We must have one massive nation-wide Christian Voice that will support the President and the Congress with millions of letters and provide a clear counterweight to the liberal forces which will attempt to rally the nation against the new administration.

We will continue to maintain the nation's largest Christian conservative lobby staff led by Gary Jarmin (five years chief lobbyist for the American Conservative Union) and Bill Chasey, Ph.D., former vice president of the Religious Round-Table. Key issues in 1981 will include:

- Prayer in Schools
- Sex and violence on TV
- IRS vs. Christian Schools
- National defense
- Gay Rights laws
- Tougher crackdown on pornography
- Abortion
- Cutting back on government spending and waste

Of course, we will begin planning for the 1982 elections by the fall of 1981. With the media whipping up emotions against the Reagan Administration and with the Left now organizing to copy our 1980 tactics, a number of our newly-won seats may be in danger. We will concentrate in 1982 on holding our seats in Congress as well as targeting liberal incumbents for defeat.

VI. A WORD OF CAUTION: in our victory we must be humble. We must be loving of the defeated. We must be supportive of our new leaders. The media is intent on portraying us as Khomeini-style zealots to encourage a "back-lash" against us. Unfortunately, a few representatives from the "New Right" organizations have played into the liberals' hands. It is crucial to our success in unifying the Christian Community that we do not "glory" in the limelight of success or swagger about claiming that "we did it all." It is especially important that we be magnanimous in victory, not immediately threatening recrimination against anyone who is not in total agreement with us. If we lose a Christ-like spirit, we will lose the battle.

AS A FINAL NOTE, THE MEDIA AND LIBERAL POLITICIANS HAVE TRIED TO INFER THAT OUR VOTING RECORDS WERE "MORAL JUDGMENTS" OF INDIVIDUAL MEN, OR ATTEMPTED TO JUDGE OFFICE HOLDERS' "CHRISTIANITY" OR RELATIONSHIP WITH CHRIST. NOTHING COULD BE FURTHER FROM THE TRUTH.

Attachments: #1: Carter fights...
#2: Congressional Report Card
#3: Ad
#4: Morality groups...
#5: Pro-Reagan group targets...
#6: Wright apology
#7a-b Collages
#8a-g Press statements

Carter Fights to Hold Southern Vote As Reagan Visits Great Lakes Area

President Battles Fatigue in Make Or Break Effort

By Pat Griffith

Herald Washington Bureau

HOUSTON, Texas — Battling fatigue, the calendar, and gloomy post-debate polls, President Carter stumped across the South Friday in a make or break effort to hold onto the "home turf" states he won overwhelmingly in 1976.

The fact that Carter is devoting two full days in the final hours of the presidential campaign to defend his southern base is indication in itself that not everything is going well for the president three days before the election.

New concern was evident in the Carter camp Friday when a White House aide let it be known that a fresh poll shows Carter has stopped gaining voter support since the nationally televised debate with Republican presidential candidate Ronald Reagan.

The White House official said the latest poll by Pat Caddell shows "a pause in the momentum" for the president.

While refusing to give details, he said the polls show Ronald Reagan apparently got "a little help out of the debate, at least in the short term. He came across as appearing much more credible than his statements actually were—as we're all now discovering."

Caddell's findings apparently confirm results of other polls conducted in the past three days since the showdown debate in Cleveland. According to several voter surveys, the majority of persons who watched the debate felt Reagan was the clear-cut "winner."

More Bad News

Further unwelcome polling news greeted the Carter campaign in Friday morning's newspaper in Columbia, S.C.

This was a poll on black voter strength across the country which showed that 48 percent of the blacks upon whom Carter is counting so heavily have either not registered to vote or say they do not plan to vote.

According to Data Black, a New York polling firm, 19 percent of the blacks who have registered have not yet decided for whom they will vote.

Saturday, Nov. 1, 1980. Monterey Peninsula Herald

about 15,000, including hundreds of children excused from school for the occasion, was considered an encouraging sign by Jay Hakes, Florida state coordinator for the Carter campaign.

Although recent polls in the state have shown the president trailing Reagan in the battle for Florida's 17 electoral votes, Hakes said he feels the state is "dead even."

From Florida, the Carter campaign moved on to Memphis, Tenn., for yet another town meeting.

Here Carter unleashed a strong attack on Christian Voice, a right-wing fundamentalist organization headquartered in Pacific Grove, for television commercials it has started to run this week which suggest that Carter caters to homosexuals and which questions his Christian faith.

The subject came up when Carter was asked by a woman in the audience how he was reacting to attacks on his personal Christian beliefs.

The president recounted his religious upbringing—"from the time I was three years old I never missed Sunday school"—and said that it was not until the present campaign that anyone has ever "questioned my commitment to God."

'Vicious Ads'

The president said he had heard of, but not seen, "vicious television ads questioning my religious faith." He brought the crowd to its feet with a standing ovation when he declared "In our country we ought to be able to separate church and state."

The television commercials to which Carter refers are being broadcast through the South and in southern Ohio.

One shows a parade of "militant homosexuals . . . flaunting their lifestyle in San Francisco." An announcer's voice continues with the statement:

"And now the march has reached Washington and President Carter's platform carries his pledge to cater to homosexuals' demands. Carter advo-

cates acceptance of homosexuality. Ronald Reagan stands for the traditional American family."

The second features an older woman who says that "as a Christian mother, I want my children to be able to pray in school. I don't want them being taught that abortion and homosexuality are perfectly all right. I was sorry to learn that President Carter disagrees with me on all these issues."

She then goes on to say that as a "Christian mother" she has no choice but to vote for Ronald Reagan for president.

Carter said he was particularly pleased to address the subject of fundamentalist attacks on him in Memphis, a strong evangelical community and the headquarters of the Southern Baptist Convention.

Regardless of the commercials, Carter campaign officials in Tennessee say the president is leading in that state and they predict he will win by a seven to 10 point margin on Tuesday.

The president's final stop of the day was Houston, where the most enthusiastic crowd of the day overflowed Miller Outdoor Theater. For the first time on this campaign trip, the president was engulfed with shouts of "four more years! Four more years!"

Beaming broadly, he shouted "You've got it!"

The president will spend all day barnstorming across Texas today, still another state in which polls say the election is up for grabs.

◇ ◇ ◇

Colonial

#3



IDAHO STATE JOURNAL

Pocatello, Idaho Monday, Oct. 27, 1980

City-Region

DOES FRANK CHURCH REPRESENT YOU IN THE UNITED STATES SENATE WHEN HE VOTES AGAINST:

FRANK CHURCH VOTED

NO	<input checked="" type="checkbox"/>
YES	<input type="checkbox"/>

PROTECTING CHRISTIAN SCHOOLS

Amendment to prohibit Internal Revenue Service from formulating or implementing any new regulation that would cause loss of tax exemption for Christian Schools.

FRANK CHURCH VOTED AGAINST PROTECTION FOR CHRISTIAN SCHOOLS!

FRANK CHURCH VOTED

NO	<input checked="" type="checkbox"/>
YES	<input type="checkbox"/>

PARENTAL PERMISSION ON SEX EDUCATION

Amendment requiring public elementary schools receiving federal funds to obtain parental permission before providing sex education to students.

FRANK CHURCH VOTED AGAINST PARENT'S RIGHTS!

FRANK CHURCH VOTED

NO	<input checked="" type="checkbox"/>
YES	<input type="checkbox"/>

ABORTION CUTBACKS

Schweiker motion to extend prohibitions on spending of tax dollars to fund abortion.

FRANK CHURCH VOTED AGAINST LIMITING ABORTION SPENDING!

DOES FRANK CHURCH REPRESENT YOU ON THESE CRITICAL MORAL ISSUES?

CHRISTIANS HAVE A RIGHT AND A DUTY TO BE HEARD!
WE HAVE BEEN SILENT TOO LONG!

FRANK CHURCH DESERVES OUR PRAYERS ...
BUT NOT OUR VOTES!

RETIRE FRANK CHURCH
FROM REPRESENTING YOU IN THE UNITED STATES SENATE!!

FOR MORE INFORMATION WRITE

Christian Voice Moral Government Fund
418 "C" Street N. E.
Carriage House
Washington, D.C. 20002

This is a paid political advertisement, not sponsored by any candidate or candidate's committee
Gary Jarmin-Treasurer

The Washington Post

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FRIDAY, OCTOBER 31, 1980

Morality Group Fights Rep. Fisher

By Ed Bruske
Washington Post Staff Writer

Hundreds of Arlingtonians emerged from church services last Sunday to find their cars graced with a religious message. The message: Get Rep. Joseph L. Fisher out of Congress.

Contained in fliers wedged under windshield wipers at five 10th District churches in Arlington, it was a denunciation of the three-term Democratic incumbent. The "Congressional Report Card" was distributed by volunteers for The Christian Voice, a national, self-proclaimed morality watchdog organization and right-wing political group that is campaigning this year against 45 congressional incumbents nationwide.

The group, which claims about two dozen conservative congressmen among its 100,000 members, has chosen Fisher and 8th District Democratic incumbent Herbert E. Harris as two Washington-area candidates worthy of defeat.

Campaign aides said they were unaware of any anti-Harris leafleting by the group.

The literature, proclaiming "We cannot . . . rely on ungodly

See VOICE, B4, Col. 1

Right-Wing Morality Group Asks Voters to Defeat Fisher

VOICE, From B1

men and women to preserve this nation," contained no mention of Fisher's opponent, 41-year-old Vienna lawyer-lobbyist Frank Wolf. Wolf campaign manager Gus Hubal said the challenger had "no knowledge" of the organization's leafleting activities. But a spokesman for the California-based group's political arm in Washington said The Christian Voice had spoken with Wolf organizers as recently as two months ago to "reassure us of the candidate's positions."

"In all cases, we're in support of the challenger or we wouldn't be putting out the literature," said Gary Jarmin, national director of the group's Moral Government Fund. "The last thing we're going to do is ask our volunteers to go out and distribute these things if the challenger is going to be just as bad as the incumbent."

On all of the "moral" issues for which The Christian Voice has given Fisher and Harris failing grades, among them homosexuality, prayer in public schools, tax-exempt status for parochial schools, abortion, busing and sex education, Wolf and his 8th District counterpart Stan Parris passed with flying colors, Jarmin said. Hubal acknowledged Wolf's positions agree with those of the group in each case.

"We would think Christian issues would involve compassion for the poor,

compassion for children, compassion for the unemployed," said Fisher spokeswoman, Jean McDonald. "As far as we're concerned, Joe [does] pretty well on those."

While the leafleting left Fisher and his supporters shrugging their shoulders, it disturbed some preachers and parishioners alike. "I don't agree with that kind of blatantly political approach by a supposedly Christian organization," said the Rev. Bill Hoffman of Arlington Church of the Covenant. "They call 'The Christian Voice,' which I find arrogant and presumptuous."

"Some of the church leaders were displeased that the things were just put on there and left," said Richard Vins, a seminarian at Calvary Methodist Church. "But many people just kind of laughed it off."

Reward Set for Data On Damage to Caves

RICHMOND, Oct. 30 (UPI) — The Virginia Cave Conservancy yesterday offered a \$400 reward for information on persons damaging caves in the state.

John Wilson, president of the newly formed conservancy, said the reward is the result of the cavers' concern over the continued vandalism and pollution of Virginia caves.

The Washington Star

The Washington Star Co.
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ay, November 1, 1980

Report

#5

Pro-Reagan Group Targets Sunday Worshipers

By Jim Castelli

Washington Star Religion Editor

Tomorrow morning thousands of worshippers at fundamentalist churches in the Washington area will receive fliers from a group called Christians for Reagan.

Those who live in Northern Virginia will receive an extra piece of literature—a scorecard giving their congressman, Herb Harris in the 8th District and Joseph Fisher in the 10th, failing grades in Christian morality for their votes in the 96th Congress.

Those scorecards and similar ones being distributed in about 45 other congressional races across the country are based on votes such as support for federal abortion funding and opposition to a balanced budget or establishing diplomatic relations with the Peoples Republic of China.

Christians for Reagan is an offshoot of Christian Voice, one of several new ultraconservative Christian lobbies which have themselves become an issue in the 1980 elections.

The controversy over these groups can be seen in this week's battle of television commercials.

Christian Voice bought time for 30-second ads on stations in Cincinnati and several key Southern cities accusing Carter of advocating homosexual lifestyles. Spokesman for Carter have attacked the ads as divisive, misleading and a misrepresentation of Carter's position.

The Rev. Robert Maddox, Carter's White House liaison with church groups, said Carter does not support a homosexual lifestyle, but believes people should not be discriminated against because they are homosexuals.

The Carter-Mondale campaign devoted one of its own commercials to attacking the Moral Majority, an organization led by the Rev. Jerry Falwell, an influential television and radio evangelist.

But Moral Majority filed a libel suit against the Carter-Mondale campaign, charging that the ad—which had already been pulled off the air—“caused numerous listeners to perceive a thinly veiled comparison between Moral Majority and Nazism.”

Yet another set of commercials, sponsored by People for the American Way, a group headed by television producer Norman Lear, features born-again Christians opposing the notion that there is only one “Christian” way to vote.

Efforts by Lear's group—which boasts a host of prestigious religious leaders on its advisory board—and criticism by groups such as the National Council of Churches, the Baptist Joint Committee on Public Affairs and the Lutheran Council in the U.S.A.—seem to have put the new Christian lobbies on the defensive.

The mainline religious groups, which for the most part disagree with the so-called “New Christian Right” on the issues, have not questioned the conservatives' right to become involved politically.

But they have said they do not have the right to claim that theirs is the only position acceptable for Christians.

Reagan has wooed the Christian Right in an effort to undercut Carter's support among southern evangelicals, but polls indicate it is not yet clear whether this strategy will succeed.

CHRISTIAN VOICE: THE ONLY CHRISTIAN LOBBY AGGRESSIVELY BACKING PRES. REAGAN'S BUDGET!

Christian Voice To Rate House's Vote on Budget

Herald Washington Bureau

WASHINGTON — **Christian Voice**, a prominent New Right lobby representing some evangelical and fundamentalist Christians, intends to include the upcoming House vote on the Reagan budget proposal in its annual "moral rating" report card on members of Congress.

Dr. Robert Grant, chairman of **Christian Voice**, said the organization will probably use the vote on the administration-supported compromise budget plan, sponsored by Rep. Delbert Latta, R-Ohio, as the test vote.

He said this marks the first time the organization has announced in advance what vote it will include in its ratings. This vote was selected, he said, because the president's budget cuts "mark a dramatic reversal in the immoral policies of fiscal irresponsibility practiced by the..."

Budget Vote Called a 'Moral Issue'

WASHINGTON (UPI) — **Christian Voice**, a conservative political-religious lobby, says it considers the upcoming House vote on the Reagan budget proposals a "moral issue" and will rank legislators on how they vote.

"The President's budget proposal in the immoral policies of fiscal irresponsibility practiced by the federal government over the past several decades," said **Robert Grant**, head of the group.

"This may well turn out to be the most important moral issue considered by Congress in 1981."

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He said, because the president's budget cuts "mark a dramatic reversal in the immoral policies of fiscal irresponsibility practiced by the..."

"We feel it is extremely important to be up-front with our voters, to avoid any future misunderstanding about our position," Grant said.

The group has been criticized in the past for its "moral" ratings of members of Congress on such issues as approval of the Panama Canal treaty. Liberal congressmen consistently receive low ratings while conservatives consistently receive high marks.

"**Christian Voice** has never stated nor implied that a low score is indicative of a congressman's personal morality or relationship with God," Grant said.

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The Washington Star

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Washington Dateline

BIBLICAL BACKING — Does the Bible support Reagan's economic plan? **Christian Voice**, a lobbying group representing evangelical and fundamentalist Christians, thinks so.

The lobbyists have pronounced upcoming House votes on Reagan's budget proposals a moral issue, and they intend to make voters aware of congressmen's moral track records.

"The President's budget cuts mark a dramatic reversal in the immoral policies of fiscal irresponsibility practiced by the federal government over the past several decades," said **Dr. Robert Grant**, **Christian Voice** chairman.

The Bible promotes a balanced budget as well, he believes.

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Budget Vote To Get Moral Rating

Christian Voice Makes 1st Advance Announcement

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CHRISTIAN VOICE: Leading the National School Prayer fight!!

San Francisco Chronicle

School Prayer Backers Think They Can Win

Washington
 Claiming a majority in the Senate Judiciary Committee, supporters of prayer in the public schools said yesterday they believe they can pass pro-prayer legislation during the current session of Congress.

"Never before has the pro-school prayer movement been as well organized or as influential as it is today," said Gary Jarmin, a leader of the religious lobby group Christian Voice.

Jarmin announced formation of the new Project Prayer coalition of about 50 politically and religiously conservative groups pushing for passage of legislation sponsored by Senator Jesse Helms, R-N.C., and Representative Philip Crane, R-Ill.

The legislation would remove school prayer issues from the jurisdiction of federal courts — including the Supreme Court, which has banned classroom prayers — and open the way for states to write new laws reinstating prayers.

Analysis

Rep. Robert Kastenmeier, D-Wis., a supporter of the prayer ban, has kept the proposal bottled up for 18 months in his judiciary subcommittee.

This spring, conservatives began a push to secure signatures needed to pry the bill from Kastenmeier. So far, Crane has about 175 backers.

"Dozens of members of the House who thus far declined to sign (the petition) report increasing pressure from religious organizations closely associated with what is called 'new right,'" said Stan Hasteley of the Baptist Committee on Public Affairs.

As the pressure built, opponents of the prayer legislation led by Jewish groups, mainline Protestant denominations and the Southern Baptist Convention — finally began to organize.

Kastenmeier also announced the subcommittee hearings on the issue late this month. Observers expect the move will relieve some pressure on congressmen, but not yet signed the discharge petition, and probably others to take their names off the petition.

Groups supporting the prayer ban have outlined their position in a series of news conferences, state briefings for congressional aides.

... of politically conservative religious groups

Virtually identical legislation passed the Senate in 1979 but was bottled up in the House Judiciary Committee. An effort by Crane to bring the issue to the floor of the House failed by a narrow margin.

Representatives of most organized religious bodies had testified against the proposal in hearings.

Jarmin said he believes passage of the proposed legislation depends on getting around the Judiciary Committee this session of Congress. Crane already has filed a special petition to move the proposal to the House floor without passage by the committee, and is collecting signatures.

Favoring or leaning toward support: Robert Byrd, D-W.Va.; John East, R-N.C.; Dennis DeConcini, D-Ariz.; Jeremiah Denton, R-Ala.; Robert Dole, R-Kan.; Charles Grassley, R-Iowa; Orrin Hatch, R-Utah; Howell Heflin, D-Ala.; Paul Laxalt, R-Nev., and Strom Thurmond, R-S.C.

Opposed: Max Baucus, D-Mont.; Edward Kennedy, D-Mass., and Howard Metzenbaum, D-Ohio.

Undecided or position unknown: Joseph Biden, D-Del.; Patrick Leahy, D-Vt.; Charles McC Mathias, R-Md.; Arlen Specter, R-Pa., and Alan Simpson, R-Wyo.

United Press

Washington D

BIBLICAL BACKING — Does Reagan's economic plan? Christian Voice group representing evangelical Christians, thinks so.

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"The President's budget cuts represent a reversal in the immoral policies of sibility practiced by the federal government past several decades," said I Christian Voice chairman.

The Bible promotes a balanced stewardship and living within one's

"When government irresponsibility takes in, it violates every Biblical

The Nation

Alabama congressmen are feeling the heat from school prayer issue

BY TOM SCARRITT

News Washington correspondent

WASHINGTON — Politically active conservative Christians are flexing their muscle over the issue of prayer in the schools, and Congress is feeling the pressure.

Already, more than 130 members of the House of Representatives — including those who have signed a petition to

ed to Congress that Christians have enormous clout," Jarmin said. "We are a growing force in politics."

The Christian Voice lobbyists also demonstrate they are willing to play hardball. They called on congressional office to see where the members stand, and the results were printed in Moral Majority's 275,000-circulation newsletter.

Classroom prayers backers claim congressional support

WASHINGTON (UPI) — Claiming a majority in the Senate Judiciary Committee, supporters of prayer in the public

School Prayer Battle Tests New Coalition

By DAVID E. ANDERSON

WASHINGTON (UPI) — The increasingly bitter battle to put prayer back in public schools is shaping up as a key test of the power of a new alliance of theological fundamentalists and political conservatives.

If the movement succeeds, it would signal the strength of the new coalition and could influence legislators on a host of other "moral" issues, including abortion, homosexual rights and the Equal Rights Amendment.

bill in this Congress," Jarmin said.

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Representatives of most organized religious bodies had testified against the proposal in hearings.

Jarmin said he believes passage of the proposed legislation depends on a similar discharge effort during this session of Congress. Crane already has filed a discharge petition and is collecting signatures.

Members of the new coalition "are already mailing millions of letters to urge passage" of the proposed legislation and concentrate on the discharge petition, Jarmin said.

Project Prayer's survey of the Senate Judiciary Committee showed 10 members potential supporters, three opposed and five undecided or not responding.

Christians **FOR** Reagan

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418 C Street, N.E., Carriage House, Washington, D.C. 20002, (202) 543-4220

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Rev. Don Wildmon
National Federation For Decency

Richard Wright
Businessman

Rev. Richard Zone
Minister

LEGISLATIVE DIRECTOR
Gary Jarmin

Christian Voice

LEGISLATIVE OFFICE
418 C Street N.E., "Carriage House"
Washington, D.C. 20002
(202) 544-5202

MEMBERSHIP SERVICES
P.O. Box 7061
Pasadena, California 91109
(213) 795-5412

ADMINISTRATIVE OFFICE
P.O. Box 415
Pacific Grove, California 93950
(408) 375-4772

Mr. Morton Blackwell
Office of Public Liason
Room 134 Old Executive Office Bldg.
The White House
Washington, D.C. 20500

Dear Morton:

I read your election perspective with great interest and want you to know that I agree with your perspective 1,000 percent!

While there may be exceptions to the rule, I am in complete agreement that the major factor in winning elections is the degree to which one side out organizes and mobilizes its grass-roots constituency over the other. That, of course, is precisely what CV is all about.

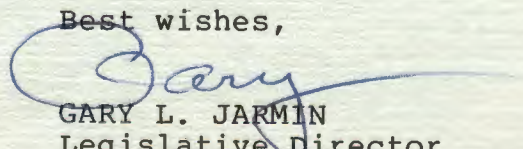
In fact, I think the two recent special elections in Ohio and Mississippi help greatly to underscore your analysis. In both elections the candidates won or lost by extremely narrow margins. What was different from 1980, however, is that Christian groups were not active in either of these contests. Part of the reason that CV did not participate is because of assurances from NRCC officials that both elections were expected to be a "cake walk" and that our (Christian) involvement wasn't greatly needed. Obviously, they were wrong and so were we for taking their advice.

On the other hand, when Christian and New Right groups were active in the Siljander race, we were able to beat the "establishments" chosen candidate and win the final election by a more comfortable margin.

Unfortunately, there appear to be quite a few people in the RNC, NRCC and White House who think we New Right "kooks" are unimportant. Hopefully, these recent elections will make them realize that we can mobilize campaign workers and activists that they cannot compensate for by simply outspending an opponent four-to-one.

Thanks again for taking the time to meet with me recently and don't hesitate to call if we can be of any assistance.

Best wishes,


GARY L. JARMIN
Legislative Director

GLJ/jf

Christian Voice

ADMINISTRATIVE OFFICE
1111 Carriage Hill
Washington, D.C. 200
(202) 544-52
MEMBERSHIP SERVICE
P.O. Box 70
Pasadena, California 911
(213) 795-54
ADMINISTRATIVE OFFICE
P.O. Box 4
Pacific Grove, California 919
(408) 375-47

Handwritten:
to [unclear]

James M. [unclear] D.D.
[unclear]
Richard M. [unclear] Esq.
Attorney at Law
[unclear]
Hall Webb LL.D.
Attorney Consultant

REGIONAL ADVISORS
[unclear] Ashbrook
[unclear] Bishop
[unclear] Dan Clausen
[unclear] James Collins
[unclear] Philip Crane
[unclear] Dan Daniels
[unclear] William E. Dannemeyer
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Minister
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Entertainer
Rev. Don Widmar
National Federation For Decency
Richard Wright
Businessman
Richard Zane
Minister

EXECUTIVE DIRECTOR
Gary Jarmin

April 7, 1983

MEMORANDUM

TO: Steve Markman, Bill Barr, Dick Dingman, et.al.

FROM: Gary Jarmin

RE: New Language for Constitutional Amendment

Now that hearings in the Senate will be held in the near future on the President's Constitutional amendment on school prayer, several compromise language drafts are being circulated to overcome certain objections to the current Amendment and to gain the necessary two-thirds support for passage. I propose yet another. I believe this language overcomes the most serious objections raised by opponents while still achieving the goal of restoring prayer in the classroom. I am not a lawyer, therefore, changes may be required and the input of experts far more knowledgeable than I to "fine tune" this proposed language.

The three basic problems and concerns I believe this language remedies are as follows:

1. The most serious and strongest argument against the President's amendment is that it would allow for classroom recitation of sectarian prayers and thus offend members of minority religions. Jewish parents, for example, may wish to have their child recite a prayer but would be offended if the prayer was the Lord's Prayer or concluded with "in Jesus' name Amen". I believe this problem can be solved if we state that only 'interfaith' prayer is constitutional. The word "interfaith" could be supplanted with "nondenominational" or "nonsectarian" or any other word which best accomplishes the goal.

April 7, 1983
page two

I strongly believe that this change is absolutely necessary. The Congress will never adopt a constitutional amendment so long as sectarian prayers are allowed. In addition, the legislative history indicates that all constitutional amendments voted on in the past have defined prayer as "nondenominational". Unless this change is made, the President's amendment has no hope of passage.

2. Many have also objected (including Rep. Bob Michel) that this amendment would allow for States to draft prayers. I agree with this objection. The most appropriate body to decide what kind of prayer should be offered is the local school board. The religious composition of students will vary widely from school district to school district. A prayer drafted by a state legislature ignores these important differences and also makes it far more difficult for parents to change the prayer offered if there is some problem.

The proposed change narrowly restricts only State legislatures with respect to prayer in public schools. Others have recommended language prohibiting the "state" from influencing the content of prayer. However, this language could open a Pandora's box. Since the school teacher would be defined as an employee of the State, he or she could be prevented from leading a prayer and, thus, no prayer at all could be said in a classroom. This broad definition could also be interpreted by the courts declaring as unconstitutional prayers by chaplains in Congress and the military, Presidential prayer proclamations and even prayers at any official public event.

3. The last sentence is identical to the language proposed by Steve Markman in his compromise amendment. This sentence is an excellent addition which solves two problems:

First, this language corrects the "Lubbock case" problem which Hatfield and Denton are trying to remedy through their respective bills. However, the obvious advantage is that this language provides the force of Constitutional law rather than a statute which could be subject to judicial interpretation, including being declared unconstitutional.

Second, adding this language also overcomes a potentially dangerous strategic problem. Whether intended or not, these statute initiatives could easily undermine support for the President's constitutional amendment by providing an "alternative" for liberals to vote for. I can virtually guarantee that many liberals and fence-sitters will enthusiastically support the statute approach as a means of getting "off the hook" from supporting the Constitutional Amendment. This way they can tell their constituents that they voted for prayer in schools while opposing the Amendment.

Memo
April 7, 1980
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I sincerely believe that Hatfield's real intention is to use his statute as a means of subverting the President's Amendment. The most obvious evidence of this is that Hatfield offered his statute shortly after the President's Amendment was introduced. Why didn't he introduce it before? Others may be more sanguine about Hatfield's motives but I am not.

It is important to remember that Tom Railsback tried a similar tactic in the court jurisdiction legislation battle. The Senate adopted the Helms Amendment in April 1979 and Phil Crane introduced a discharge petition on the bill in October. Once the discharge petition obtained 150-160 signatures, Railsback introduced a resolution stating that nothing in the Constitution should be interpreted as prohibiting prayer in schools. As a resolution it was obviously meaningless. However, it had its desired impact. Dozens of liberals immediately jumped on the Railsback resolution as cosponsors. This provided them an "escape hatch" from signing the Crane discharge petition. Many uninformed constituents were led to believe their liberal Congressman was pro-school prayer because of this resolution.

I firmly believe the Hatfield bill is actually part of a clever strategy to undermine the constitutional Amendment. Unfortunately, the White House and many conservative Senators blundered, in my opinion, when they endorsed this initiative. The obvious solution is to preempt Hatfield's effort by incorporating language similar to his bill in the Constitutional Amendment.

In conclusion, it is extremely important that any alternative amendments be thoroughly discussed and agreed upon now, rather than at the last minute. Thurmond wants to move rapidly on this and have a Constitutional Amendment reported out of committee by the end of May. We should bring in the best legal minds to review these alternatives and hammer out the most appropriate language. And all of this must be done withing the next few weeks. Your personal reaction/opinions to the above is urgently requested. Please revert to me as soon as possible. Many thanks!

Nothing in this Constitution shall be construed to prohibit individual or group interfaith prayer in public schools or other public institutions. No person shall be required by the United States or by any State to participate in prayer. Nor shall any State legislature have the authority to draft or influence the content of prayer in public schools. No public school, which generally allows students to meet on a voluntary basis during non-instructional periods, shall discriminate against any meeting of students on the basis of the religious content of the speech at the meeting.