

# Jerry Falwell and Moral Majority



# 大纲

## 简单生平

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- Moral Majority

## Jerry Falwell Ministries

- 舆论争议

# 简单生平

- 1933.8.11 出生于Lynchburg, VA.
- 1952.1.20 成为基督徒，开始在Baptist Bible College学习布道
- 1956 毕业于Baptist Bible College
- 1956 成立Thomas Road Baptist Church (TRBC: MegaChurch)
- 1958.4.12 与Marcel Pate Falwell结婚，长子Jerry Falwell Jr., 女儿Jeanie, 次子Jonathan
- 1967 成立Lynchburg Christian Academy (一直到12年级的教会学校)
- 1971 成立Liberty University
- 1979 成立Moral Majority
- 1987 辞去Moral Majority领导职
- 1989 解散道德多数派: "our mission is accomplished"
- 2004 成立Moral Majority Coalition
- 2007.5. 15 在Liberty Uni.办公室去世
- 荣誉博士学位: Doctor of Divinity at Tennessee Temple Theological Seminary
- Doctor of Letters at California Graduate School of Theology
- Doctor of Laws at Center University in Seoul, South Korea



# 社会背景

- 1925 Scopes Monkey Trial
- 1962, 1963最高法院反对School Prayer, Bible reading
- 1960s, 民权运动的兴起, Lyndon Johnson总统确立了很多民权法令
- 1973 Roe v. Wade承认妇女堕胎权利, 使其合法化
- 1978 IRS决议停止给主日学校免税权



# 宗教领域的发展

- 二战期间福音派和基要派的兴起
- 世俗化和达尔文主义的冲击和挑战
- 自由派与保守派的不同反应



“Preachers are not called to be politicians, but soul winners.”

“Nowhere are we commissioned to reform the externals. We are not told to wage wars against bootleggers, liquor stores, gamblers, murders, prostitutes, racketeers, prejudiced persons or institutions, or any other existing evil as such. I feel that we need to get off the streets and back into the pulpits and into our prayer room.”

# 关注领域 (Hot-button Issues)

- **同性恋问题**

LGBT (AIDS is not just God's punishment for homosexuals, it is God's punishment for the society that tolerates homosexuals.)  
1981.8: "Please remember, homosexuals do not reproduce! They recruit! And, many of them are after my children and your children."

持有强烈的反对立场，但后来态度逐渐缓和，言辞不再如以前激烈，但仍然公开声讨同性恋

- **民权运动** (civil wrongs movement, 女权运动)

支持给公民在住房，婚姻，就业等基本权利方面平等的地位，但不同意给予特殊权利 (Equal rights, but no special rights)

1965布道谴责MLK, Jr.及其领导的民权运动: I do question the sincerity and non-violent intentions of some civil rights leaders such as Dr. Martin Luther King, Jr..., who are known to have left wing associations.

- **教育**

反对公立学校的世俗化教育，反对最高法院禁止学校祈祷，抨击学校教育为无神路，世俗主义和人文主义提供温床

I hope to live to see the day when, as in the early days of our country, we won't have any public schools. The churches will have taken them over again and Christians will be running them. (1979 *America can be save!*)

- **堕胎**

- **色情 Pornography**

上千家食品杂货店把色情杂志撤架

- **全球变暖**

"I can tell you, our grandchildren will laugh at those who predicted global warming. I don't believe a moment of it. The whole thing is created to destroy America's free enterprise system and our economic stability."

A conspiracy dreamed up by Hollywood and the liberal left. A conspiracy dreamed up by Hollywood and the liberal left

# 同性恋问题

- 1977 rally in Miami: “so-called gay folks would just kill you as look at you.”
- 1983 Falwell vs. Hustler
- 1992.2 Teletubbies (Gay Icon, gay role model)
- 1999.10 邀请会见同性恋代表 (summit of homosexual and straight religious leaders)  
“anti-gay rhetoric leads to anti-gay violence.”
- 9.11



# Falwell vs. Hustler

**Jerry Falwell talks about his first time.**



**INTERVIEWER:** But your mom? Isn't that a bit odd?

**FALWELL:** I don't think so. Looks don't mean that much to me in a woman.

**INTERVIEWER:** Go on.

**FALWELL:** Well, we were drunk 'til our God-fearing asses on Campari, ginger ale and soda—that's called a Fire and Brimstone—at the time. And Mom looked better than a Baptist whore with a \$100 donation.

**INTERVIEWER:** Campari in the crapper with Mom... how interesting. Well, how was it?

**FALWELL:** The Campari was great, but Mom pissed out before I could come.

**INTERVIEWER:** Did you ever try it again?

**FALWELL:** Sure... I figured, "What the hell!"

Campari, like all liquor, was made to mix you up. It's a light, 46 proof, refreshing spirit, just mild enough to make you drink but mild before you know you're intoxicated. For your first time, mix it with orange juice. Or make some white wine. Then you even remember anything the next morning. Campari: The reliable that amazes.



**CAMPARI** You'll never forget your first time.

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- X talks about his first time.
- ad parody – not to be taken seriously.
- Fiction: Ad and Personality Parody



“My wife and I have an album at home. We collect all the cartoons about Jerry Falwell. I’ve been harpooned by everybody at least once and we’ve been amused by every one of them. I have never been incensed by a political cartoon or any other kind of cartoon other than Mr. Flynt, when he suggested my late mother, 82, a godly woman whose memory has never been blemished by anyone, and he suggested that my mother was a whore, a prostitute, I cannot imagine that any red-blooded male in any nation on earth not being incensed by that.”

# Teletubbies



# With Mel White



- **Quoted Mel White:**
- “Thank God for these gay demonstrators. If I didn’t have them, I’d have to invent them. If I didn’t have them, I’d have to invent them. They give me all the publicity I need.”
- **Rev. Stephen Baines (of Equal Partners in Faith):**

Falwell “has been one of the key leaders to espouse hateful rhetoric.”  
“It is one thing to preach individual conscience about homosexuality; it is another thing to create an atmosphere where hatred flourishes.”

# 9.11



- **2001.9.13 The 700 Club Remarks to Pat Robertson:**
  - “I really believe that the pagans, and the abortionists, the ACLU, People for the American Way, all of them who have tried to secularize America. I point the finger in their face and say you helped this happen. The abortionists have got to bear some burden for this, because God will not be mocked.” The Old-Time Gospel Hour (1956-2004)
- **2001.9.14 Washington Post:**
  - “God continues to lift the curtain and allow the enemies of America to give us probably what we deserve.”
- **Later call to CNN:**
  - “only the hijackers and terrorists were responsible for the deadly attacks.” Later apologized: “I would never blame any human being except the terrorists, and if I left that impression with gays and lesbians or anyone else, I apologize.”



# Moral Majority



Falwell 1996: Democrats “began to embrace all the radical extremist groups in the country – the feminists, the homosexuals, abortionists, the left-wingers, you name it. As some point in time, Christians that take their faith seriously should find very little reason to give support to Democrats.”

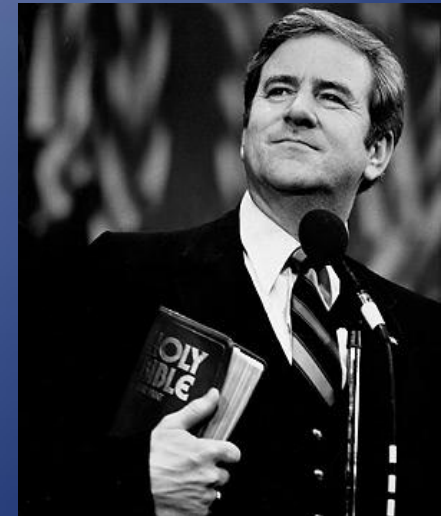
- 简略背景 民权运动的兴起，民权立法，Roe v. Wade
- 1976 “This idea of ‘religion and politics don’t mix’ was invented by the devil to keep Christians from running their own country.”
- 对Roe v. Wade的愤怒（moral decay, breakdown of family life, ）促使福音派进入政治领域
- 1978 Christian Voice （美国保守福音派advocacy group）  
1979 New Christian Right开始兴起。
- 1979 建立在四个基础之上： pro-family, pro-life, pro-defense, pro-Israel (Christian Zionism)  
自认为代表了大多数美国人的意见，希望在道德领域能够保持基督教的传统规范。Reclaim American for God

# 主要活动

- 反对堕胎（几百所诊所收容未婚母亲，以及联系领养）
- 反对同性恋（抵制政府对同性恋的容忍与接受）
- 反对Equal Rights Amendment and Strategic Arms Limitation Talks (SALT)
- 支持家庭生活向传统的回归，对宣扬“anti-family”议题的舆论战

Get them saved, baptized and registered.

“If a man stands by this book, vote for him. If he doesn't, don't.”





# 巨大影响

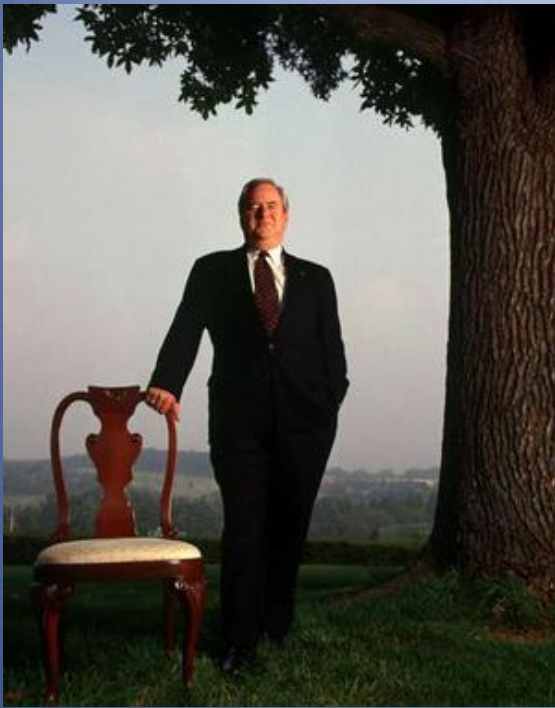
- 1982年其规模和影响力都超过Christian Voice，称有千万美元预算，吸引了10万多名牧师，传教人员以七百万（六百五十万）宗教保守派及上百万的志愿者
- 1979年媒体报道总统选举中宗教右派占投票总人数的80%
- 1980年里根竞选总统时宣称为里根赢得了2/3白人福音派认识的选票，击败Jimmy Carter
- 1984年和1988年的总统选举中，四千五百万福音派基督徒中有80%把选票投给了共和党候选人里根，老布什。并促成了共和党主导的国会。
- 在1980s成为美国最具影响力的福音派政治游说团体，与其他宗教信仰团体如天主教，犹太教，摩门教甚至无神论者中的保守派在共同关注的领域如堕胎，民权等达成共识，结成广泛的联盟



- Falwell in 1989 *Washington Post*: “You can’t be elected today without the religious right.”

# 喧嚣之后

- 激起政治中间派和左派的憎恨，与其他宗教右派组织发现难以在非总统选举中争取选民。
- 逐渐保持低调，但仍坚持反对堕胎的立场。
- 1987 辞去President 的职务
- 1989 正式解散，借助Pat Robertson发起的Christian Coalition network继续发挥影响。
- 2004.11 成立The Faith and Values Coalition “道德多数派在21世纪的复兴”，意图继续为保守派候选人争取福音派选票；主持小布什，为反对堕胎的保守派争取最高法院提名。  
价值观选民（Value Voters）被认为帮助小布什赢得了2000和2004的竞选。
- 根据2006Pew Poll，他个人在福音派中的支持率为46%。



Falwell 1987: “Never again will there be a Ronald Reagan – Jerry Falwell dual view for the Religious Right. It is now a sophisticated movement with many leaders who are issues-oriented. Don’t make the mistake of thinking that the Moral Majority is dead. It is no longer one person.”

“I will be the cheerleader. I will be the spokesman. I will lead the batter. But no, I will not spend half of my time on the work of organizing campaigns and doing grass-root work.”

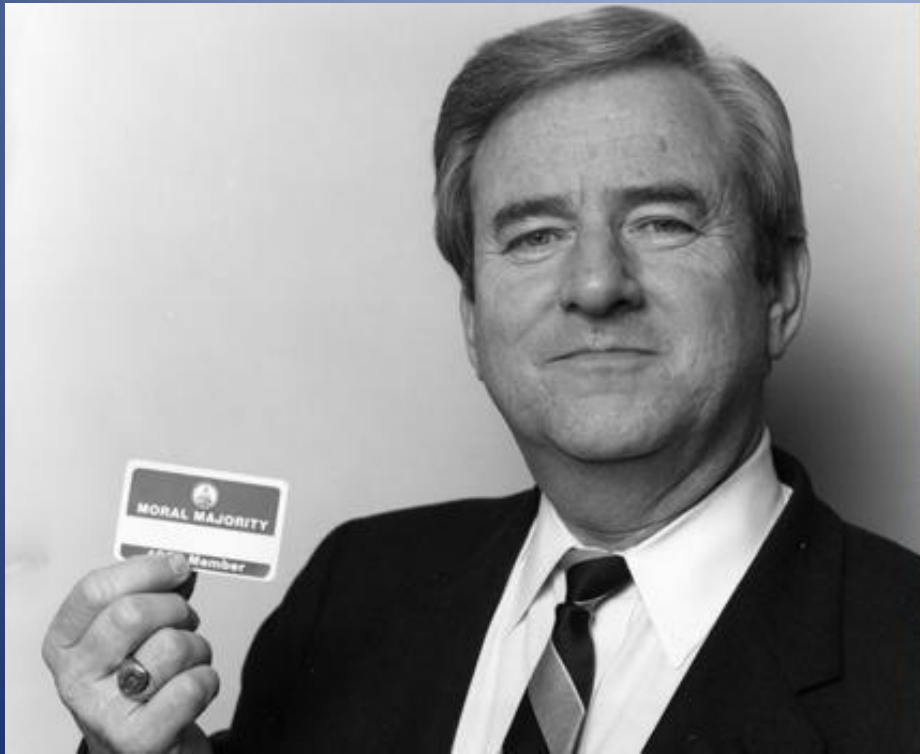
- 2004 newsletter: “I believe it is the responsibility of every political conservative, every evangelical Christian, every pro-life Catholic, and every traditional Jew, every Reagan Democrat, and everyone in between to get serious about re-electing President Bush.”



# 舆论评价

- **“A self-proclaimed M-M”/“Conspicuously-misnamed...”**
- **Richard Land** (President of the Southern Baptists’ Ethics and Religious Liberty Commission)  
“It (Roe v. Wade) altered the political landscape of the country, and Falwell was the first to respond to the earthquake.”
- **Barlett Giamatti** (1981年耶鲁大学校长)  
a “radical assault” on the nation’s political value. Cunning in the use of a native blend of old intimidation and new technologies, threatens the values of the nation, called the organization “angry at change, rigid in the application of chauvinistic slogans, absolutistic in morality.”
- **Randall Balmer** (Prof. of American Religion history at Barnard College in New York)  
“Religious-right evangelicals today are important constituency in the Republican Party, much as unions once provided the backbone for the Democratic Party.”







# Thomas Road Baptist Church (TRBC)

- 1956年成立时仅35人参加，募集135\$
- 1957年周年纪念，864人出席
- 1968年开始电视布道,全国有几百个电台，3百多万信徒。1971年Old Time Gospel Hour开始全国播放。
- 其他活动包括开办学校（从学前教育到大学，夏令营，国外传教等，两个儿子都是在Liberty University 接受大学教育），社区服务包括给酗酒者提供治疗，为未婚母亲提供保障等。
- 主要追随者是白人，包括农民，蓝领工人，小型企业家等
- 募集资金渠道: 电视布道, direct mail,众多的媒体渠道（电视采访等）
- 现在有24, 000名成员，募集数亿美元资金。
- 2007.6.3 Janathan Falwell接任Senior Pastor (自1994年任Executive Pastor)

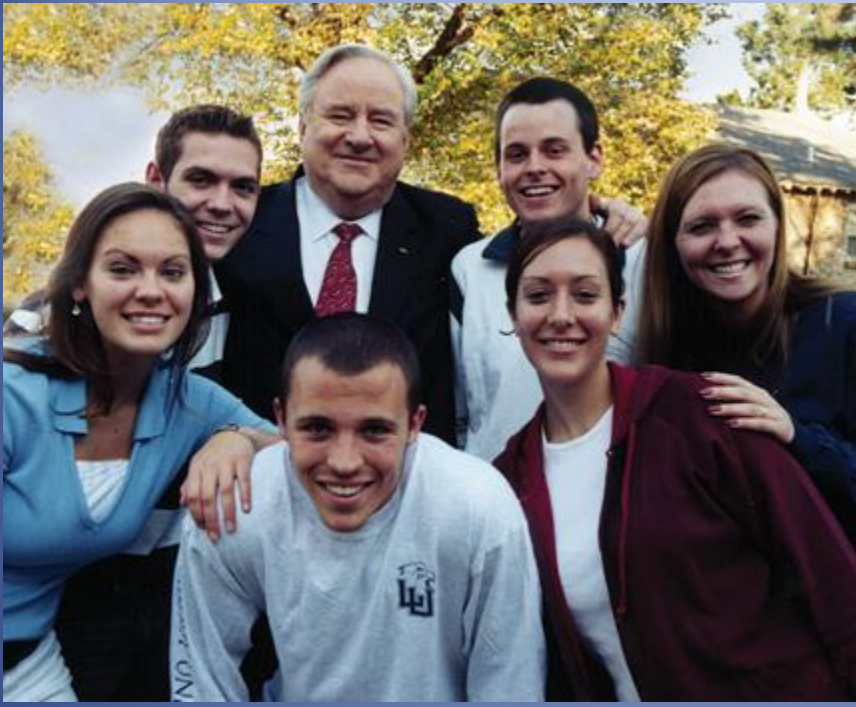


“Television made me a kind of instant celebrity. People were fascinated that they could see and hear the preach that same night in person.”

# Liberty University

- 现为美国最大的福音派教会学校，11,000名在校生，25,000名接受远程教育的学生，毕业生中有上千名成为牧师
- 目标:为共和党在国会和其他保守派智库输送人才。
- 严格校规
- 成为共和党候选人的朝圣之地（Pilgrimage for Republican candidates）  
Reagan, Bush, Ted Kennedy, Jack Kemp. McCain 2006, Mitt Romney 2007
- 《美国新闻与世界报告》把它归为美国倒数25%的学校（Tier-4）



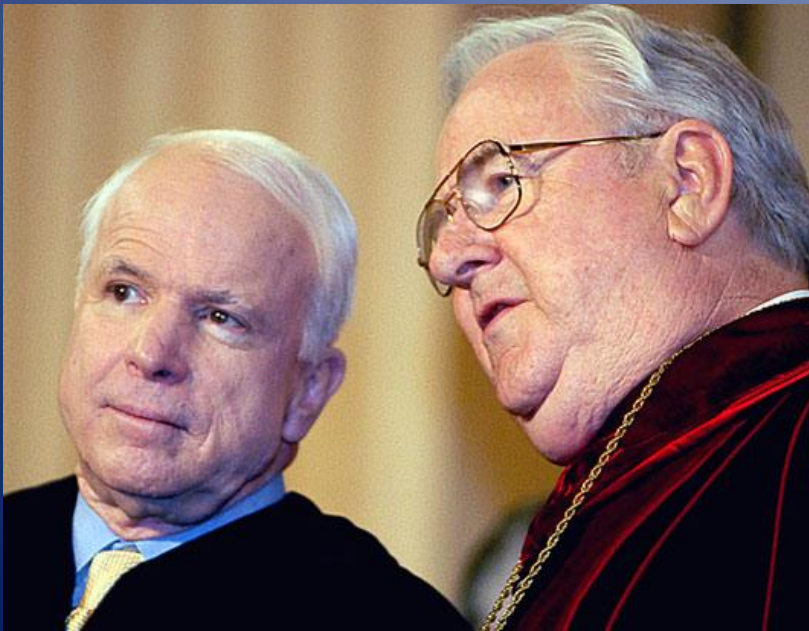




# Agents of Intolerance



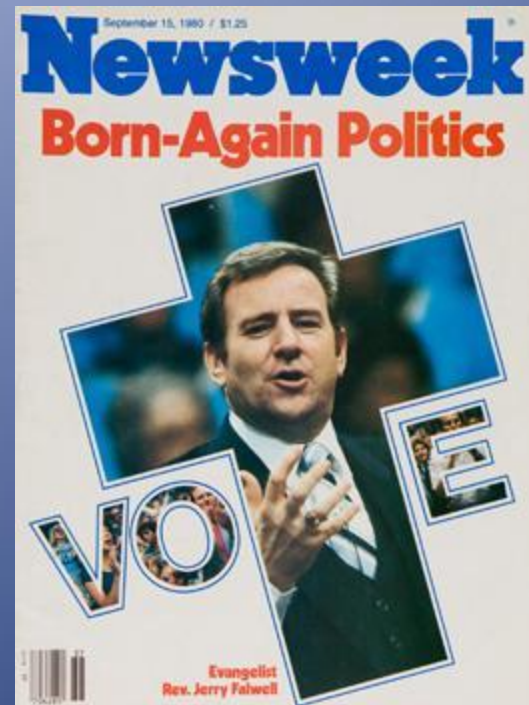
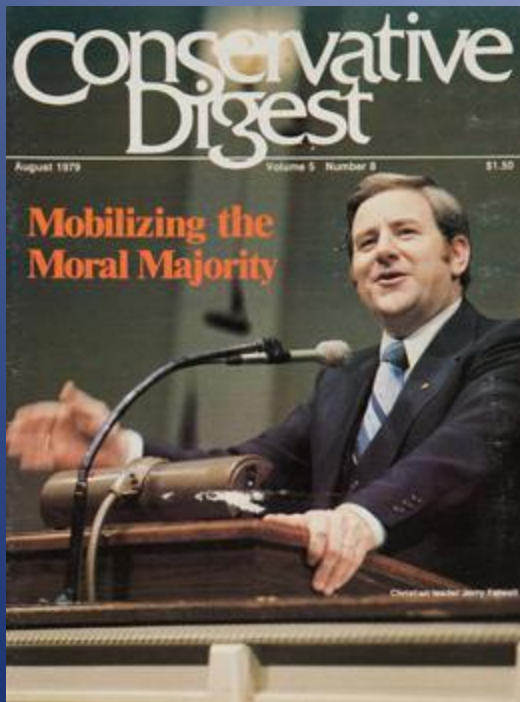
- McCain 2000年竞选总统时，“Pat Robertson, Jerry Falwell and a few Washington leaders of the pro-life movement call me an unacceptable presidential candidate. They distort my pro-life positions and smear the reputations of my supporters. They are the agents of intolerance.”



“The political tactics of division and slander are not our values, they are corrupting influences on religion and politics, and those who practice them in the name of religion or in the name of the Republican Party or in the name of America shame our faith, our part and our country.”

# 舆论争议

- A Visionary to Some; Enemy to Others





# A Lightning Rod for Controversy



# The Preacher and the Activist



- Rudy Giuliani: “We call have great respect for him.”
- Mitt Romney: “the legacy of his important work will continue.”
- “an American who built and lead a movement based on strong principles and strong faith.”
- Mike Huckabee: “One of Christendom’s great leaders.”
- McCain: Dr. Falwell was a man of distinguished accomplishment who devoted his life to serving his faith and country.
- Bush: “Laura and I are deeply saddened by the death of Jerry Falwell, a man who cherished **faith, family and freedom**. Jerry lived a life of faith and called upon men and women of all backgrounds to believe in God and serve their communities. He taught young people to remain true to their convictions and rely upon God’s word throughout each stage of their lives. ”
- Jimmy Carter: “In a very Christian way, as far as I’m concerned, he can go to hell.”





- **Mel White:**

“I mourn his passing but not the death of his untruth... I wanted him to say ‘I was wrong’, that God has created gay people, too.”

- **Rev. Billy Graham:**

“His accomplishments went beyond most clergy of his generation. Some of my grandchildren have attended, and are attending, Liberty University.”

- **Pat Robertson:**

“Jerry has been a tower of strength on many of the moral issues which have confronted our nation.”

- **Rev. Barry Lynn** (executive director of Americans United for Separation of Church and State:

“I don’t believe that the understanding of Jerry Falwell about the history of America and of the American Constitution is remotely accurate. It is designed to turn America into his view of a Christian nation.” “He made it comfortable for churches to get actively involved in politics.”

- “He was the key-point man in the creation of the modern-day religious right. And for a lot of Americans, he will be forever the face of the religious right.”

- Samuel S. Hill (prof. Of Univeristy of Florida)
- Robert Kunst (political activist from Miami Beach)
- Cahrmaine Yoest, (spokeswoman for the Family Research Council)
- 认为Falwell把传统价值问题，如进化论教育，同性恋婚姻，堕胎带入主流政治的前列。动员成千上万的保守派基督徒关注政治，保持公众参与选举的热情达十多年
- 克服教派与宗派的分歧，在一定问题领域达成广泛的联盟，影响众多的福音派受众
- 跨越了宪法规定的宗教和国家的界限，宣扬对同性恋打压和不宽容的立场



- BBC:  
“Conservative U.S. televangelist Jerry Falwell is best known for his role in shaping the political influence of the religious right.”
- ADL (Anti-Defamation League):  
“Rev. Falwell was a towering figure of the Religious Right, and while we often did not see eye-to-eye with him on many key issues of the day, we always respected his strong devotion to his views, his outspoken advocacy for positions he took on behalf of America’s conservative Christians, and his ability to listen to even his most ardent critics. ”

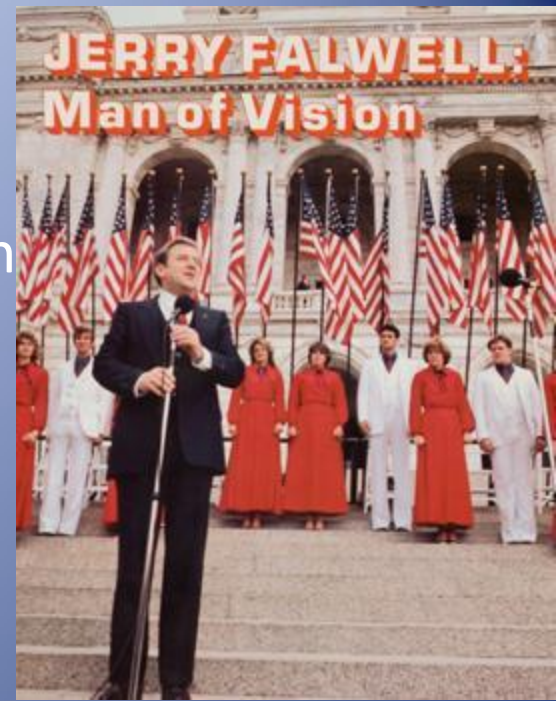


- Liberty University student: “The family man, the pastor and the leader of Champions for Christ”





“Jerry Falwell is the reason I can’t call myself a Christian in Hollywood. He is what everyone thinks about when they hear about the word, ‘Christian.’”







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AND PRAYERS  
ARE WITH  
THE FALWELL FAMILY

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**BARBER SHOP**

**WE LOVE  
DR FALWELL**

*Faith Bible  
Church*

**OUR PRAYERS ARE  
WITH YOU  
FALWELL FAMILY**

**Super**  
**CLEAN**  
**CAR WASH**  
**COIN LAUNDRY**

**CAR** →  
**WASH**

**THANK YOU  
DR. FALWELL FOR  
MAKING AN ETERNAL  
DIFFERENCE**