

# Moral Majority - MOR

## Record Group 2: Projects and Programs

### **Collection Overview:**

**Title:** Projects and Programs of the Moral Majority

**Creator:** Moral Majority

**Dates:** 1979 – 1989

**Repository:** Liberty University Archive

**Extent:** 1.04 linear feet

**Abstract:** This Record Group contains the papers of the Moral Majority's projects including radio programs, the Fundamentalist Journal, and the 'I Love America' campaign.

### **Historical Note:**

The Moral Majority was founded on June 6, 1979 by Dr. Jerry Falwell, Dr. Tim LaHaye, Dr. Charles Stanley, Dr. D. James Kennedy, and Dr. Greg Dixon. It was founded on four principles; being pro-life, pro-family, pro-morals, and pro-American. Their headquarters were in Washington D.C. and they campaigned in the political arena on behalf of their principles. The Moral Majority disbanded in 1989.

### **Scope and Content Notes:**

This Record Group is approximately 1.04 linear feet. It contains transcripts, promotional materials, newsletters, official papers, and mass mailings.

### **Administrative Notes:**

**Access Restrictions:** highlighted materials are in the **Restricted** section of the archives. Access to these materials is strictly monitored and may only be obtained with signed permission from the creating entity.

**Use Restrictions:** Copyright for Official University records is held by Liberty University; all other copyright is retained by the authors of the materials or their descendents as stipulated by United States copyright law.

**Preferred Citation:** [folder name, number]; [series name, number]; [sub-group name, number]; Projects and Programs of the Moral Majority, Record Group 2; Moral Majority; Liberty University Archive, Lynchburg VA.

**Arrangement:** Materials are arranged by subject.

**Processing Information:** Collection was processed by Abigail Sattler.

**Last Updated:** This Finding Aid was last updated on March 24, 2014.

### **Related Materials:**

Moral Majority Record Group 1

Moral Majority Record Group 3

### **Brief Description of the Collection:**

MOR 2:1-4 Box 1: Project and Program Restricted Materials

MOR 2:1-4 Box 2: Listen America and Moral Majority Radio Report Materials

MOR 2:1-4 Box 3: Radio Programs, Fundamentalist Journal, 'I Love America' Campaign and Miscellaneous Program Materials

**Detailed Description of the Collection:**

**MOR 2:1-4 Box 2**

Sub-Group 1: Radio Programs

Series 1: Listen America Radio Program

Unit 1: Brochures and Promotionals

Unit 2: Listen America! Radio Transcripts

Folder A: 1986 January – March

Folder B: 1986 April – June

Folder C: 1986 July – September

Folder D: 1986 October – December

Folder E: 1987 January – June

Folder F: 1987 July – October

Folder G: 1987 November – December

Folder H: 1988 January

Folder I: 1988 March

Folder J: 1988 April

Series 2: Moral Majority Radio Report

Unit 1: Transcripts 1983

Unit 2: Transcripts 1984

Folder A: January – June

Folder B: July – December

**MOR 2:1-4 Box 3**

Unit 3: Transcripts 1985

Folder A: January – June

Folder B: July – December

Unit 4: 1986

Unit 5: Miscellaneous Materials

Sub-Group 2: Fundamentalist Journal

Series 1: General Materials

Unit 1: Information Packets

Unit 2: Miscellaneous Materials

Unit 3: Surveys of the Fundamentalist Journal

Unit 4: Third Party Publications About the Fundamentalist Journal

Series 2: Publications

Unit 1: Fundamentalist Journal Special Reports

Unit 2: Mass Mailings

**MOR 2:1-4 Box 1**

Series 3: Official Papers

Unit 1: Possible Writer Applications

**MOR 2:1-4 Box 3**

Series 4: Dr. Elmer Towns' Papers Concerning Articles

Unit 1: 1981 – 1982

Unit 2: 1983

Unit 3: 1984

Unit 4: 1985

Unit 5: 1986 – 1989

Sub-Group 3: 'I Love America' Campaign

Series 1: General Materials

Unit 1: Brochures and Promotionals

Unit 2: Mass Mailings

Series 2: Publications

Unit 1: Hotline Report Newsletter

Folder A: Undated

Folder B: 1979

Folder C: 1980

Folder D: 1981

Folder E: 1982

Folder F: 1984

Folder G: 1985

Unit 2: Mass Mailings

Series 3: Issues

Unit 1: David Finkel's Article

**MOR 2:1-4 Box 1**

Series 4: Financial Materials

Unit 1: Adjusting Entries 1983

**MOR 2:1-4 Box 3**

Sub-Group 4: Miscellaneous Programs

Series 1: Public Decency

Unit 1: Clean Up Television Kit