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## Evangelical Author & Secular Publisher: Prospects for Partnership

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**Evangelical Author**

**Secular Publisher**

## **PROSPECTS FOR PARTNERSHIP**

- **Gregory A. Smith**
- **Rachel Schwedt**



# Introduction

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Stackhouse, J. G. (1996). *Why Johnny can't produce Christian scholarship. Crux, 32(1), 13-23.*

- Johnny is insufficiently educated
- Johnny is dogmatic
- Johnny is afraid
- Johnny has caved in or sold out
- Joanna is a woman



# Introduction

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- Johnny's job discourages it
  - heavy teaching responsibilities
  - school constituency
  - pay and other funding
- Others fear/despise/misunderstand Johnny
- It is more than twice as hard
- Few will thank him for it



# Introduction

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- “If Johnny has spent any length of time in the university, and especially among its leading lights as a graduate student and professor, he knows that **owning an evangelical heritage is no advantage and quite possibly a disadvantage**” (p. 16).



# Introduction

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- “If you undertake the onerous task of preparing for and then pursuing a career in authentic and ambitious Christian scholarship, then **be prepared for little praise. . . .**”



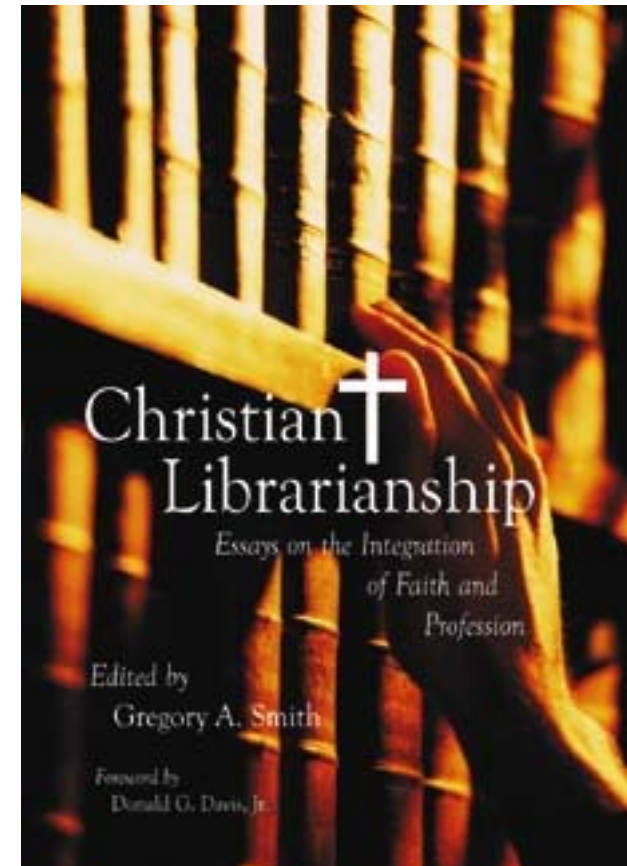
# Introduction

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- . . . most of your non-Christian counterparts will either be completely unappreciative of any integrated work you do, or actively resist the signs of a distinct Christian influence in your scholarship" (p. 20).

# Introduction

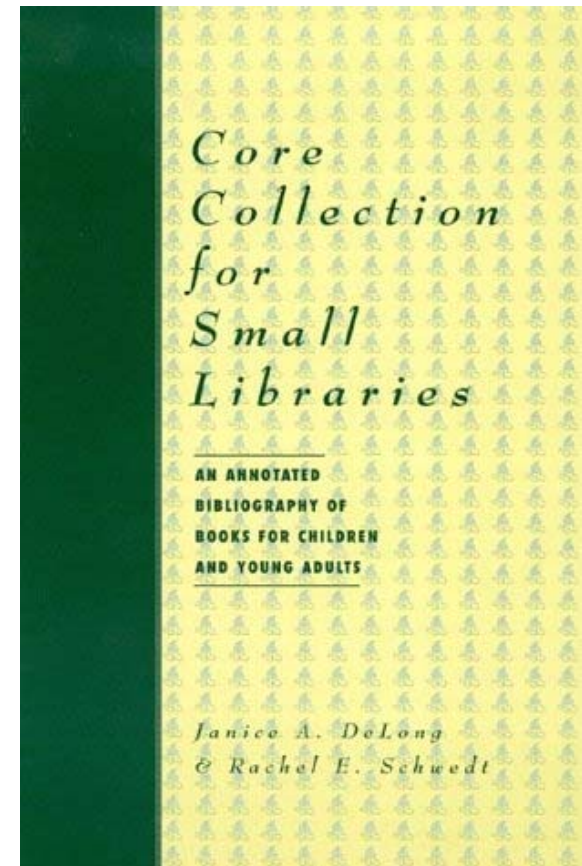
Smith, G. A. (Ed.). (2002).  
*Christian librarianship:  
Essays on the  
integration of faith and  
profession.* Jefferson,  
NC: McFarland & Co.





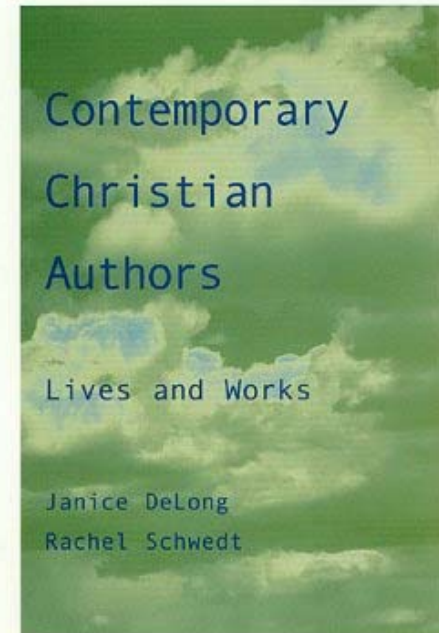
# Introduction

DeLong, J., & Schwedt, R. E. (1997). *Core collection for small libraries: An annotated bibliography of books for children and adults*. Lanham, MD: Scarecrow Press.



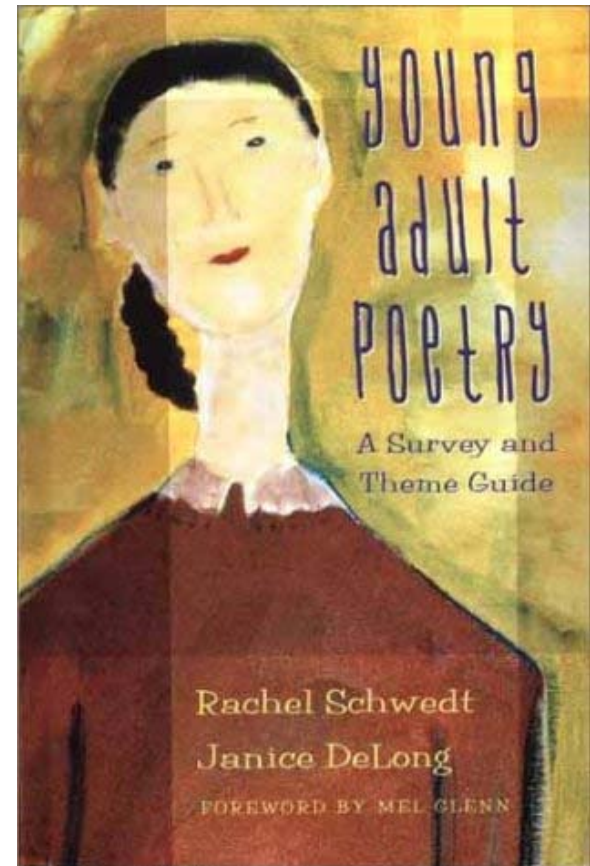
# Introduction

DeLong, J., & Schwedt, R. E. (2000). *Contemporary Christian authors: Lives and works*. Lanham, MD: Scarecrow Press.



# Introduction

Schwedt, R. E., & DeLong, J. (2002). *Young adult poetry: A survey and theme guide*. Westport, CT: Greenwood Press.





## Issues

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broader audience

historical bias against  
Christian literature

## Marketing/Audience

sensitivities of  
Christian publishers

marketing to  
schools, libraries,  
and/or individuals



# Issues

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size of scholarly market

Pricing

ministry orientation of  
Christian presses



# Issues

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anthologies, bibliographies,  
literary works

## Nature of the Work

Christian principles vs.  
overt evangelism



## Issues

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potential for  
wider distribution

exposing weaknesses  
of prevailing views

## Different Disciplines

influence of the  
party line

power structures in  
journal publishing



# Issues

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high-quality scholarship

## Book Reviews

influence despite  
negative reviews

paradox:  
criticism as praise





## Issues

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our role as  
salt and light

using secular venues:  
going where “fish” are

## Missionary Aspect

responsibility to state truth:  
if we don't, who will?