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Evangelical Author & Secular Publisher: Prospects for Partnership

Gregory A. Smith

Liberty University, greg@liberty.edu

Rachel Schwedt

Liberty University, reschwed@liberty.edu

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Evangelical Author

Secular Publisher

PROSPECTS FOR PARTNERSHIP

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



Introduction

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

- 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

- “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

- “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. . . .**”

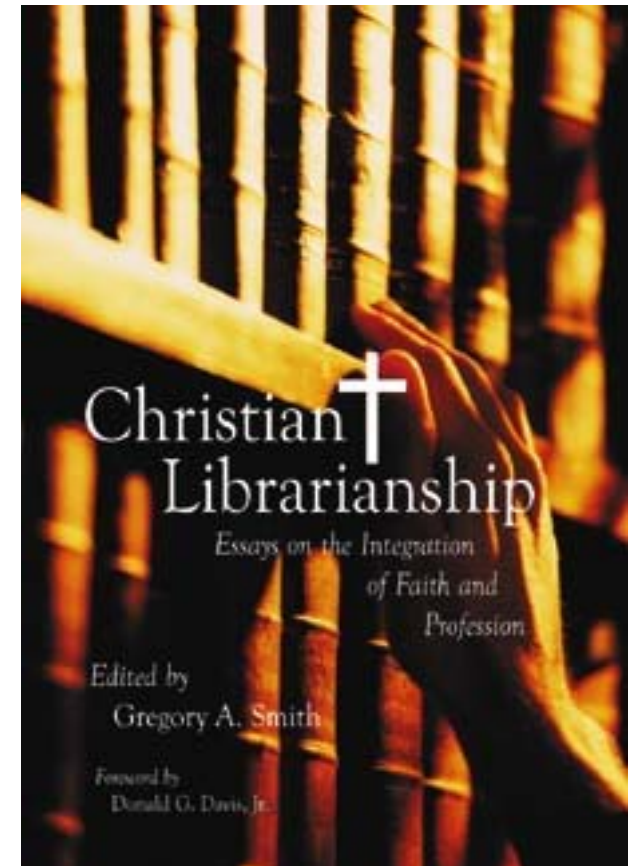


Introduction

- . . . 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).

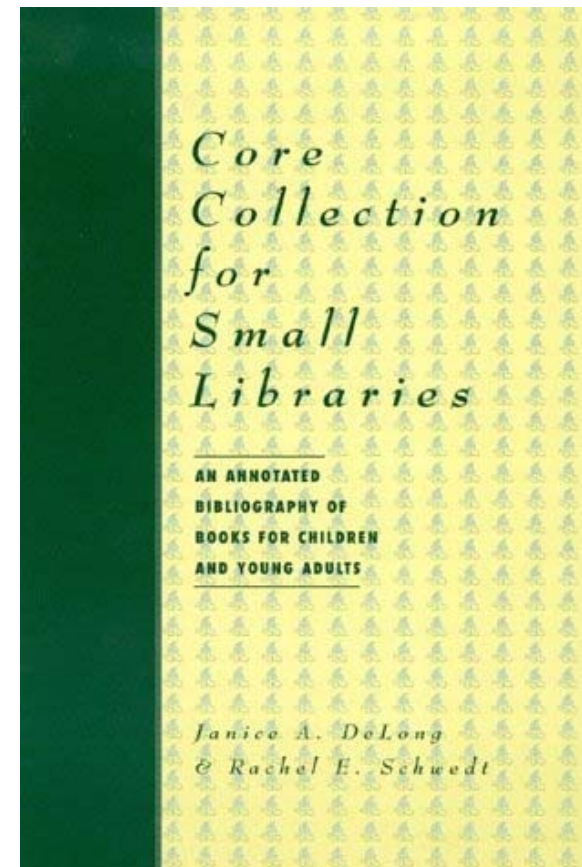
Introduction

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



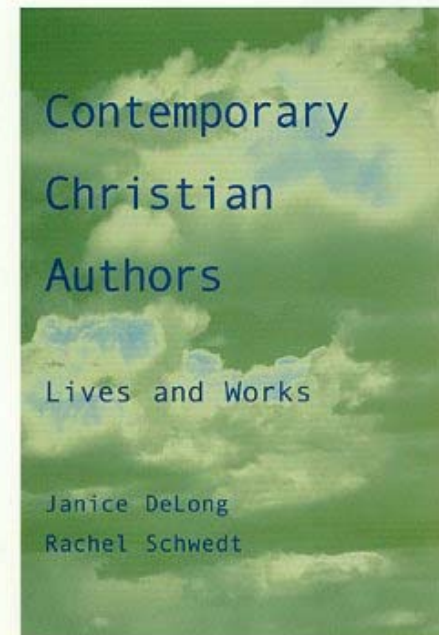
Introduction

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



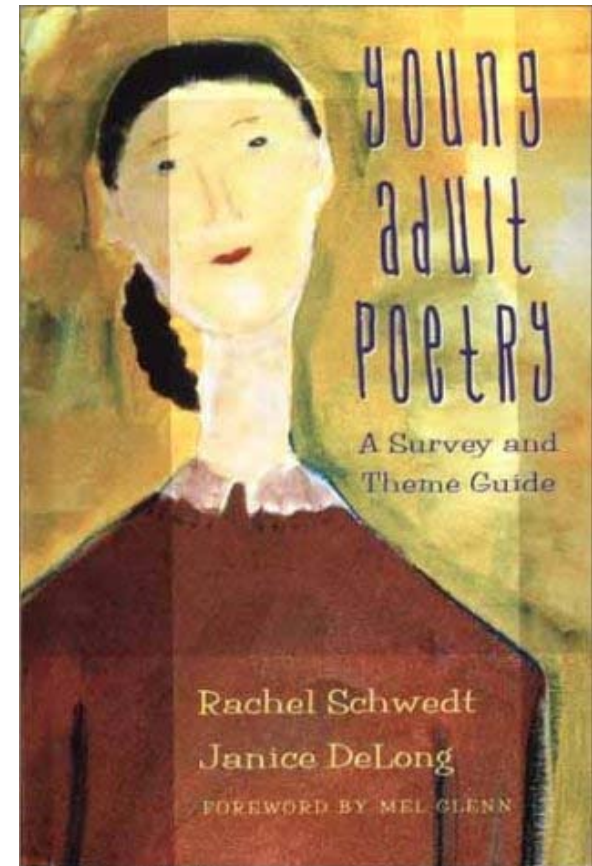
Introduction

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

broader audience

historical bias against
Christian literature

Marketing/Audience

sensitivities of
Christian publishers

marketing to
schools, libraries,
and/or individuals



Issues

size of scholarly market

Pricing

ministry orientation of
Christian presses



Issues

anthologies, bibliographies,
literary works

Nature of the Work

Christian principles vs.
overt evangelism



Issues

potential for
wider distribution

exposing weaknesses
of prevailing views

Different Disciplines

influence of the
party line

power structures in
journal publishing



Issues

high-quality scholarship

Book Reviews

influence despite
negative reviews

paradox:
criticism as praise



Issues

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?