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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


- 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

Introduction

Introduction

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
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?