

Liberty University School of Divinity

**How to Impact a Nation:
Leadership Lessons Learned from Jerry Falwell and the Moral Majority**

A Thesis Project Submitted to
The faculty of Liberty University School of Divinity
in Candidacy for the Degree of
Doctor of Ministry

by

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Lynchburg, Virginia

March 2016

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Liberty University School of Divinity

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ABSTRACT**HOW TO IMPACT A NATION
LEADERSHIP LESSONS LEARNED FROM JERRY FALWELL AND THE MORAL MAJORITY**

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Liberty University School of Divinity, 2016

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This project seeks to enhance the leadership development of the next generation by considering the perceived strengths and lessons to be learned from Jerry Falwell and the leadership of the Moral Majority (MM). The commands of Christ call the Christian to engage the culture (Matthew 5:13-16). The trend in church leadership today is too often looking forward without having looked back. Wise church leaders do both and stand on the shoulders of great leaders who have gone before, thus accomplishing “greater things” (John 14:12) for the kingdom of God. Through a survey of current church leaders, and a sampling of Liberty University faculty, along with a review of current research, significant leadership principles will be identified. Local church leaders will be able to analyze the information and consider how their ministry leadership styles and model can be strengthened to impact their sphere of influence to a greater degree.

Word Count: _____

ACKNOWLEDGMENTS

I would like to thank God the Father, Son, and Holy Spirit for life, and life eternal. God continues to give strength, help, and guidance all the way through life...to Heaven.

My wife Michelle has stood with me for nearly 30 years, and she is a constant encouragement and support, I could not do ministry or life without her. God has blessed us with four amazing kids, Nicholas, Nathan, Katie, and Stephen, they bring joy to our lives each day. They also have been a real help to me through this entire journey. My Mom and Dad, Cynthia and Arthur Johnson, have prayed with me daily nearly all of my life. My entire extended family have also been a real blessing. Thank you family for all of your support and encouragement!

Dr. Jerry Falwell, without whom this project would not exist, created a University that nurtured my intellectual development in my early academic years and this has continued throughout my life. I am also grateful for the leadership lessons he continues to teach me. What a legacy he leaves!

My mentor Dr. Charles N. Davidson and my reader Dr. David W. Hirschman have continued to encourage and guide me through this very challenging process. Thank you for 'never giving up'!

Many other godly professors at Liberty University have had and continue to have a profound impact on my life. They include: Dr. W. David Beck, Dr. Elmer L. Towns, Dr. Gary Habermas, Dr. John Morrision, Dr. Ed Dobson (Deceased), and Dr. Terry L. Miethe. I am so grateful for your investment in my life! Editors, Nick, Janet, and Keri, you were invaluable!

Hope Community Baptist Church, in Sterling Heights, Michigan has supported me financially, given me study leave, and encouraged me throughout this program of study, and the 26 years we have served Christ together. Thank you for your love. What a blessing you all are!

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INTRODUCTION

The researcher must first make the disclaimer that he is one of “Jerry’s Kids.” He attended Liberty Baptist College (later named Liberty University during his junior year of College) as an undergrad. One fond memory he has is taking part in a fund-raiser for the Jerry Lewis Telethon by playing volleyball all night. The banner over the gym event read “Jerry’s Kids helping Jerry’s Kids.” The students were very proud to be both! One of the main reasons he decided to transfer from USM (University of Southern Maine) to Liberty was so that he could receive a University education in a more conservative environment within a Christian context. The experience at USM was one of open hostility whenever his more conservative political and religious views were shared. In the first two semesters that the researcher attended USM, of the ten professors he sat under, only one was openly supportive of his development intellectually as a young conservative Christian. Coming to Liberty, he not only found a more accepting and supportive environment to learn and grow, but also was able to have many vast and diverse experiences. While not a perfect institution, he did have far more positive experiences than negative.

Some of the diverse experiences he was able to encounter include both a Washington D.C. internship and Oxford Study Centre experience at the Anglican Seminary in Oxford University. The researcher also had the privilege of hearing Ted Kennedy speak at Liberty and while in D.C. hear Walter Mondale and several other liberal, moderate and conservative perspectives from diverse presenters. He had believed early on in his educational career that the Liberal tradition encouraged an open and honest dialogue from various perspectives. Sadly, today, it seems that true liberal “openness” is no longer the norm.

While he is a Liberty University student and has had a mostly positive experience over

the years, he is not coming into this thesis project as a “homer” who will not consider both sides of the story.

He did not know Jerry Falwell, Sr. personally, although he did meet him on a few occasions. He traveled with him and Macel’s daughter Jeannie to Oxford University in the Summer of 1986 on a study and touring trip. He found her to be extremely polite, grounded, generous, intelligent, and focused. Jerry Falwell, Jr. was a couple of years ahead of him in the University years, and Jonathan Falwell, although he had met him through a common friend, David DeMoss, was not someone he knew personally. The researcher says all of this to affirm that he found the Falwell family to be very genuine and committed to Christ and the ministries of Thomas Road Baptist Church, Liberty University, and the Moral Majority. So many high profile ministry families under closer investigation are found to be frauds or incompetent or both. The researcher believes Jerry Falwell, Sr. along with his late in life friend, Sen. Ted Kennedy, both genuinely believed their very different political philosophies were really the best thing for the country. Although the researcher has had some personal contact with the Falwell family and has great admiration for their lives of service to our Lord and this country and though he may share many of their views on Theology and Politics, this thesis project will be a serious look at the facts. There are a great many strengths of the man and ministries he founded, but there are also some challenge areas, and therefore, key lessons to be learned by the serious and sincere inquirer.

Statement of the Problem

Many leaders today fail to look back and learn lessons from great leaders of the past. This reality often leads to leaders making the same mistakes over and over again. It has been commonly observed that, “Those who don’t learn from history are doomed to repeat it.” This

thesis project will seek to learn from history in a “case history” format, examining the perceived strengths and weaknesses of the late Dr. Jerry Falwell, Sr. with his leadership of the Moral Majority. Leadership is a critical component to the success and long-term impact of any organization, and sharpening those skills and qualities is the goal of this thesis project.

Statement of the Limitations

This thesis project will be limited in scope to the leadership lessons learned from the late Dr. Jerry Falwell, Sr.; particularly as it relates to his leadership of the Moral Majority. The research will be gathered from those willing to participate in the study from four sample groups: Liberty University, the North American Baptist Conference, Everyone a Chance to Hear—Metropolitan Detroit, and Hope Community Baptist Church.

There will also be several sources referenced from Dr. Jerry Falwell, Sr. and those close to him, both friends and (political) enemies, as well as academic reviews. Several issues will be addressed, including the key qualities and characteristics of a leader. Those identified in Scripture and the life of the late Dr. Jerry Falwell, Sr. will be reinforced.

Theoretical Basis

The topic of this thesis project has a direct relationship to the leadership field area of study. There is a strong corresponding connection to both the historical and biblical fields. As a “case study” recent history of the late Dr. Jerry Falwell, Sr., and biblical examples of leadership will be discovered. Key qualities and characteristics of leadership will be exposed and expounded through the research and survey process. As a leadership case study of a Christian leader and a political organization, it clearly has this relationship to the biblical and historical—political fields of study.

Statement of Methodology:

The thesis project is designed as a “case study” and will include the following:

Introduction: overview of the Thesis Project. In this first section a glimpse of the entire project will be laid out. The methods employed and resources used will be explained. This first section of the Thesis project is laid out like a contract, communicating what the researcher will and will not seek to accomplish. The Introduction is also representative of what the entire project will contain, but on a much smaller scale. The basic content is presented in an overview fashion preparing the reader for what is to come. The main sections to be included in the Introduction: Statement of the problem and limitations—These seek to answer question of “what” the heart of the project is, and define key terminology. The Limitations explain what the project may be related to, but what will not be included in the project. Theoretical basis—This connects the relationship between the topic and the biblical, historical, or theological fields of study it may be impacted by. Statement of methodology—This clearly explains how the project will be executed. Leadership Lesson –What does the researcher expect the conclusions of the readings and the research to be? Review of Current Literature—Summaries of the findings in three major resource areas: Books, Journal Articles, and Bible Verses. Bibliography—The detailed list of all of the resources used in some way in the project, including books, and journal articles.

In Chapter One, a foundation will be laid. What does the researcher hope to accomplish? What is the ministry setting in which the researcher functions and plans to have enhanced with this project? What initially led the researcher into this topic? Particular attention will be given to four shaping conversations and experiences Dr. Jerry Falwell Sr. had which the researcher believes significantly impacted his development as a Christian leader: David Brown, a farmhand,

Lump Jones, a mechanic friend, Lewis, a shoe-shine man at Lee Baca's store, and Jonathan Falwell, Jerry's youngest son.

The Bibliography will be cited as key book and article critiques are presented in this section. The centrally relevant books and articles will be examined and conclusions will be made as they relate to Dr. Jerry Falwell, Sr. and the Moral Majority organization. In Appendix C, a more expansive list of books are critiqued. In Appendix D, a more expansive list of journal articles are critiqued. In this chapter, only the closest proponents and opponents of Jerry Falwell and the Moral Majority are examined. A sample of the survey questions will also be included at the close of Chapter One.

In Chapter Two, the reader will be introduced to applied research. Both the survey process will be explained, and seven key leaders in the Bible will be considered. This will include an overview of their key leadership qualities and characteristics. These will be identified and compared to Dr. Jerry Falwell, Sr. and his leadership qualities and characteristics.

Conclusions will be drawn from the text of Scripture and the life and leadership of Dr. Jerry Falwell, Sr.

The biblical leaders and key leadership qualities identified are:

Character	Qualities
Joseph	Integrity
Moses	Listen to trusted advisors and delegate, delegate, delegate
Joshua	When following a great leader, stand on the key principles and priorities
David	Recovering from a fall
Jesus	Mentoring the next generation to carry on the mission
Peter	Being transformed by God's power to do what you cannot do on your own
Paul	Going where no one has gone before

In Chapter Three, surveys from the NABC (North American Baptist Conference), and EACH Everyone a Chance to Hear) Church leaders, HCBC (Hope Community Baptist Church) leaders and members, and Liberty University participants will be shared. These surveys will provide a wide variety of perspective on the perceived strengths and weaknesses of Dr. Jerry Falwell Sr. and the MM. Due to the large amount of survey data collected, they will be included, in their entirety, in Appendix B of the thesis project. A sampling of survey responses will be examined from each respondent area, with observations and connecting comments made by the researcher. This will be a crisp, tight, well-written summary of findings from the large volume of survey research collected.

In Chapter Four, the conclusion and summary of findings will be shared. The researcher will re-focus the attention of the reader on the main findings of the project. What were the leadership lessons learned from Dr. Jerry Falwell, Sr. and the MM? These will be stated with application to the life and leadership of the leader.

It is the goal of the thesis project to gather information from various sources; including: Review of Literature, Surveys, and an Examination of Scripture. In this process, the author will seek to glean leadership principles from the previous generation of Evangelical leaders (Dr. Jerry Falwell Sr., and the Moral Majority organization) to help the next generation of leaders learn and grow. The results will be published and also taught in the pulpit and classroom of the researcher and by any others who find value in this project.

As the researcher considers the thesis project, there are a few Leadership Lessons he anticipates discovering on this journey.

Strengths of Jerry Falwell Sr. and the Moral Majority leadership team and organization:
Jerry Falwell Sr. was an amazing visionary who was successful at casting vision, gathering

supporters, and communicating in the media the Moral Majority message. The leadership team initially gathered gifted individuals from ministry, media, and political circles to get the Moral Majority off the ground. Some of the impact of the Moral Majority in the first few years included the election of candidates who shared their values, and were committed to achieving their common desired ends.

Weaknesses of Jerry Falwell Sr. and the Moral Majority leadership team and organization: The leadership team did not effectively balance their skill set to include experienced grass roots organizers. They also did not effectively replace some of their highly skilled team members as those leaders resigned and left the organization. This dramatically diminished the long-term impact of the MM. The agenda of the Moral Majority became too broad, weakening the organization as more and more people could not support the entire vision. Jerry Falwell Sr. made a commitment to re-focus his attention and energy on Liberty University and Thomas Road Baptist Church. While this may have been a wise decision on his part, it resulted in the Moral Majority being shut down. Many feel today, while ministries like “Focus on the Family” and “The Christian Coalition” may have a national impact and better grass roots organization (as Jerry Falwell stated at the time he ended the MM), we still do need a “national voice” as we had at one time with Jerry Falwell Sr.

Review of Current Literature

Strength for the Journey by Jerry Falwell

Jerry Falwell gives an extensive account of the reasons, personal and national, moral, philosophical, and theological, which led to the founding of the Moral Majority in his

autobiography, *Strength for the Journey*. The key sections developing this story line are found on pp. 361-379, 387–391, and 397–398. For the purposes of this research, only a brief summary of the most pertinent information will be included.

Initially, as Dr. Falwell began to consider starting a political organization that would include all Americans, he struggled with his own background, both religious and regional. Yet, he was convinced there was a “Moral Majority” out there among the 200 million Americans who could rise up and stop the tide of liberalism, and Marxism-Leninism, that was sweeping the country. Dr. Francis Schaeffer was a great mentor and help to Dr. Falwell in this struggle. Dr. Falwell pointed to several of his comments that influenced his thinking and quotes Dr. Schaeffer as often writing and saying publically, “. . . co-belligerents . . . there is no biblical mandate against evangelical Christians joining hands for political and social causes as long as there was no compromise of theological integrity.”¹ Dr. Schaeffer explained that the Bible is full of stories of people coming together from varied backgrounds for good causes and things that pleased God. Dr. Falwell explained that he became increasingly aware of Roman Catholic, Jewish, Mormon, various Protestant, and other religious groups who had shared values. All of the various groups, however, had concerns about “working together.” Once Falwell became convinced in his own mind that he was not violating the Bible, different religious groups and the non-religious could work together on commonly held beliefs, he began to create the Moral Majority.²

Jerry Falwell, His Life and Legacy by Macel Falwell

This is an up close look at the man Jerry Falwell by the closest person to him on planet

¹ Jerry Falwell, *Strength for the Journey*, (New York: Simon and Schuster, 1987), 361.

² Ibid, 362.

earth. Certainly Macel was the closest to Jerry, walking intimately with him throughout their lives together as husband and wife. She gives a loving, yet crystal clear look at the man and leader. Macel observes,

“Jerry was a visionary. His vision for Thomas Road Baptist Church couldn’t be contained in the Donald Duck Bottling Company any more than it could be contained in Lynchburg. With a hunger to reach those who’d never heard that Jesus paid the price for our sins, the ministries of Thomas Road Baptist Church have reached far from Lynchburg to help hurting people around the world.”³

Here Macel identifies perhaps Jerry’s greatest leadership quality, his incredible and driving vision. Jerry not only could see the future, he captured the hearts of his team and followers and took them there together. As a young student at Liberty, I cannot tell you how many times I personally heard Jerry describe Liberty as one day having 50,000 students on a campus sprawling across the hilltops beyond the current campus. At that time (1983-1986) Liberty had a student body of 4,000 on a small campus with army barrack style dorms. Yet, for Jerry, this was already a reality; he saw it so clearly (just like the apostle Paul!)

The Ten Most Influential Churches By Elmer L. Towns

Outside the family of Dr. Falwell, perhaps Dr. Towns is one of the colleagues who worked side-by-side with him from the very founding of LU. Jerry found Dr. Elmer Towns in Winnipeg, Manitoba, Canada, where he was president of a small Canadian Bible College. Jerry was glad to get a prolific writer and administrator on the team as he was launching the college (LBC–Lynchburg Baptist College). With over 35 years of ministry together, Dr. Towns, perhaps knew Jerry better than any other individual outside of his immediate family and life-long friends (Jim Moon, etc.).⁴

³Macel Falwell, *Jerry Falwell, His Life and Legacy*, (New York: Howard Books, 2008), 245.

⁴ Elmer L. Towns, *The Ten Most Influential Churches*, (Shippensburg, PA: Destiny Image Publishers, 2014).

In Chapter ten of Towns' book, *The Ten Most Influential Churches*, he writes, "Using Media and Marketing to Extend the Influence of a Church," Dr. Towns gives an overview of the life, ministry, and impact of Dr. Jerry Falwell, Sr. and Thomas Road Baptist Church.

Walking with Giants By Elmer L. Towns

In the autobiography of Dr. Towns, he includes significant information about his relationship with Dr. Jerry Falwell, Sr., and much of his recollections point to the leadership qualities Falwell possessed.

At the beginning of their relationship, it was Dr. Towns' wife Ruth who first spoke to Jerry on the telephone. She says,

"I liked Jerry Falwell from the first time he talked to me over the phone. He was excited about his new college he wanted to start; it was going to be the "biggest and best" in all of Christianity. I liked the fact that he was a big dreamer, just like Elmer. Then Jerry complimented my husband, saying Elmer had integrity, spirituality, and was a go-getter. Finally, Jerry told me Elmer was the kind of man he needed to start his college.⁵

These early observations of the leadership qualities of Falwell, later proved to be true.

Blinded by Might, Can the Religious Right Save America? By Ed Dobson and Cal Thomas

The heart of the argument in this book is that the Gospel of Jesus Christ is to remain the central mission of the local Church. As Lord Acton said, "Power corrupts and absolute power corrupts absolutely," therefore, getting too close to power can be a dangerous thing for leaders of the religious community in this country. While the motives of Dr. Jerry Falwell, the Moral Majority leadership, and many others in the Christian Right, may have been well intentioned, it is very difficult to maintain this in the realm of politics.

A Christian Manifesto By Francis A. Schaeffer

Dr. Francis Schaeffer became a mentor to Jerry Falwell in the late 1970s. Jerry was

⁵ Elmer Towns, *Walking with Giants*, (Ventura, CA: Regal Books, 2012), 167.

drawn to his writings in Christian Philosophy, his stance against abortion, and concern for the direction the nation was headed. Schaeffer also was impressed with the impact of Jerry Falwell and the Moral Majority. He challenged any critics of Dr. Falwell and the MM, to go out there and do a better job first before criticizing the job Dr. Falwell was doing. Dr. Schaeffer wrote,

“Returning to the Moral Majority . . . they have certainly done one thing right: they have used the freedom we still have in the political arena to stand against the other total entity. They have carried the fact that law is king, law is above the lawmakers, and God is above the law into this area of life where it always should have been. And this is a part of true spirituality.”⁶

Stranger at the Gate: to be Gay and Christian in America By Mel White

Mel White describes the amazing transformation Jerry Falwell made from a racist white southern background to integrating TRBC. This change gave White great hope that Jerry would be the first major Evangelical leader to also embrace Gay Rights. He moved to Lynchburg with his partner, bought a house across the street from Thomas Road Baptist Church and attended the church regularly for a couple of years in hopes of making this happen. While this never materialized, it is an example of the great leadership qualities of Dr. Jerry Falwell. He was a leader who was both willing to change his position when it was understood to be clearly in the wrong; and he was also a leader who stuck with his biblical convictions, though they were increasingly unpopular.

Jerry Falwell Trubute By Larry Flynt

A sexually exploitive parody of Dr. Jerry Falwell appeared in Hustler Magazine, and the fight between Jerry and Larry Flynt began. This battle led all the way to the Supreme Court, with a decision going in favor of “free speech” and the right of Larry Flynt to publish whatever he wanted. Amazingly, these adversaries became friendly toward each other, with Flynt calling Falwell his “pastor.” While Flynt never became a Christian, his respect for Falwell is evident in

⁶ Francis Schaeffer, *A Christian Manifesto*, (Westchester, IL: Crossway Books, 1981), 61.

the article published in the L.A. Times at Falwell's death. A key quality of a leader is their ability to communicate with their enemies. Dr. Jerry Falwell had a genuine charisma, and kind heart that drew people to him, even those who did not agree with him. The full article written by Larry Flynt is quoted in the biography of Jerry Falwell, written by his wife, Macel Falwell entitled "Jerry Falwell, His Life and Legacy," and is found on pp.179–185. It also appears in Appendix A of this thesis project.⁷

The Decision Maker By Dennis Bakke

In this fable, loosely based on the author's own story, he shows how the ideas that transformed AES and Image School can transform any organization. Dennis has demonstrated what Dr. Jerry Falwell understood many years ago, "people are your capital." Dennis believes in giving real people both freedom and responsibility. That was certainly the way Dr. Jerry Falwell led, he could not have been involved with the MM, LU, and TRBC, along with many other smaller ministries without empowering very capable leaders to carry on the mission below him in the organization. Dennis Bakke emphasizes that change can begin in any organization, it can occur any time, and can start with just one individual committed to the change process.⁸

Reagan, The Next Four Years Pub By Congressional Quarterly, Inc.

Since Dr. Jerry Falwell, Sr. and the Moral Majority had a significant impact on the election of Ronald Reagan to the Presidency in both 1980 and 1984, the expected achievements of this second term are a worthwhile consideration. The writers at the Congressional Quarterly Inc. compiled this book using analyses gathered by CQ editors from expert reports in the Congressional Quarterly Weekly Report, from the forthcoming edition of CQ's Congress and the Nation, which covered President Reagan's first term, and from special Editorial Research Report

⁷ Falwell, *Jerry Falwell, His Life and Legacy*, 179-185.

⁸ Dennis Bakke, *The Decision Maker*, (Seattle, WA: Pear Press, 2013), 10-11.

essays.⁹

The last section of this resource book is of particular interest to the researcher as it focuses on the appointments President Reagan made to his cabinet and white house staff positions. On the list of cabinet appointments are several conservative individuals who the Religious Right certainly approved of, including: James A. Baker, Elizabeth Dole, William J. Bennett, and Donald P. Hodel, to name a few. It is a critical part of the political process, that appointments follow loyal support during the campaign phase. Certainly Jerry Falwell, Sr. and the Religious Right understood this and were rewarded with some of their people given places of service in the government. Jerry Falwell had a direct line to the white house, yet felt strongly that this relationship should not be abused.

Whatever Happened to the Human Race? By Francis A. Schaeffer, and C. Everett Koop

Both Dr. Schaeffer and Dr. Koop collaborated on this book, calling out the nation in a time of moral collapse. Dr. Jerry Falwell was significantly influenced by Dr. Schaeffer and found a path to move forward in cooperation with a diverse group of conservatives with the council of Dr. Schaeffer. This relationship and the key issue Dr. Falwell struggled with will be explored in greater detail in this project.

God's Politics By Jim Wallis

In his book, "God's Politics," author Jim Wallis describes his perspective of the religious right and the socially concerned left. In Chapter 5, "How Should Your Faith Influence Your Politics" he takes on Jerry Falwell, the MM, and the religious right directly. He compares the black-church-led civil rights movement of the 1950s and 1960s with the religious right movement of the 1980s and 1990s. This later movement he describes as "... exemplified by

⁹Congressional Quarterly, *Reagan, The Next Four Years*, (Washington, D.C.: Congressional Quarterly Inc., 1985), ix.

Jerry Falwell's Moral Majority . . ."10 He cites heavily Cal Thomas and Ed Dobson from their book "Blinded by Might," in which he explains, ". . . the Moral Majority and their movement had been seduced by power . . ."11 He also goes on to critique the strategy of the MM, explaining that they tried to go for political power right away rather than build up from the grassroots level based on their moral principles. The civil rights movement, however, operated out of its spiritual strength and allowed its political influence to flow from its moral influence, in his opinion.¹²

Living Faith By Jimmy Carter

In this book, former President Jimmy Carter emphasizes his disappointment, shared with his wife Roslyn, after losing his second term election to Ronald Reagan.¹³ Jimmy Carter was one of the first presidents in American history to use the term "born again" to describe his own spiritual life, ironically, it was in an interview with Playboy Magazine. Many Evangelical Christians participated in the election of 1976, voting for Carter over Ford due to his public confession of faith. Interestingly, four short years later, with the birth of the Moral Majority and leadership of Dr. Jerry Falwell, Sr. and others, a large majority of Evangelical Christian voters switched parties, especially in the South, and voted for Ronald Reagan, the Republican candidate. While Jimmy Carter was a born-again Christian, and personally opposed abortion, his support for the rights of a woman to choose did not sit well with a majority of Evangelical Christians. The leadership of Dr. Jerry Falwell, at this unique time in history was significant.

The American President By Robert E. DeClerico

In this book, the author compares all of the U.S. Presidents. At the end of the book the

¹⁰ Jim Wallis, *God's Politics*, (New York: Harper Collins, 2005), 62.

¹¹ Ibid.

¹² Ibid.

¹³ Jimmy Carter, *Living Faith*, (New York: Times Books, a Division of Random House, 1996), 161-162.

contrast between President Jimmy Carter and President Ronald Reagan is helpful to the previous discussion of how Dr. Jerry Falwell, Sr. with the Moral Majority was able to help unseat an incumbent. DeClerico observes some of the shortcomings of President Jimmy Carter, “. . . lack of experience . . . in the federal government . . . he surrounded himself with aides who were just as deficient as he was in this respect . . . Carter never really developed a strategic political sense . . . he never succeeded in conveying a clear sense of direction. . . Carter does good things badly.”¹⁴ In stark contrast, the author observes that President Ronald Reagan, while easy-going in his personality, was much more effective as a leader. He writes,

He was the more relaxed chairman of the board, placing complete faith in subordinates to whom he delegated authority. In the course of only one year in office, he has ordered a freeze on federal hiring, moved to reduce government regulations, and secured the most extensive budget and tax cuts in the nation's' history—all designed to revitalize the economy and reduce the role of the federal government. In the same span of time, he has reoriented our foreign policy by taking a harder line toward the Soviet Union, increasing military spending, and de-emphasizing both arms control negotiations and human rights. While the wisdom of these domestic and foreign policies may be vigorously disputed, the fact remains that no president in this century has placed his imprint on government policy more quickly and emphatically.¹⁵

Clearly Dr. Jerry Falwell, Sr. not only saw a potential president in Ronald Reagan that he lined up more closely with on the issues, he also saw a superior leader who would rally the nation around the issues that were near and dear to the heart of a majority of Evangelical Christians. While some have been critical of Dr. Jerry Falwell, Sr. for opposing the Southern Baptist, Evangelical and self-described born-again Christian, President Jimmy Carter, in the 1980 election, supporting the nominal attendee to a Presbyterian church, former Governor, Ronald Reagan, the researcher is not surprised. He recalls the quote attributed to Martin Luther, “I would rather have a smart Turk than a stupid Christian. . . .” While Jimmy Carter was anything

¹⁴ Robert E. DiClerico, *The American President*, (New York: Prentice-Hall, 1983), 322.

¹⁵ *Ibid*, 316.

but stupid, he did not always work smart. Dr. Jerry Falwell, Sr. identified a strong candidate in Ronald Reagan, who he believed would lead the Country into a better place, and he did.

Undeniable—The Survey of Hostility to Religion in America By Kelly Shakelford

In this amazing resource, the author identifies four key areas that secularism is attacking religion in America today. First, in the public arena; second, in the schoolhouse; third, against Churches and ministries; and fourth, attacks against military and veterans. This resource is a good example of the struggle continuing for religious freedom long after Dr. Jerry Falwell, Sr. has passed away. The author, Kelly Shakelford explains, “As more and more Americans become aware of the growing attacks on religious liberty and what their rights are, they can stand and turn back the tides of secularism and hostility that have so eroded our religious liberty rights, our first freedom.”¹⁶

Several leaders in the religious right have endorsed this work, including Dr. James Dobson, who said, “You have chosen to devote yourself to the defense of not only religious liberty but the family and righteousness in the culture, and you are a hero of mine.”¹⁷ Tony Perkins, President of the Family Research Council, also endorsed the Liberty Institute and called people of faith to support the organization.¹⁸

Destiny and Power, The American Odyssey of George Herbert Walker Bush By Jon Meacham

In this well written treatment of George H.W. Bush, and his life, the author brings Jerry Falwell, Sr. and the Moral Majority into the discussion. In one instance, he writes, “The (Republican) platform came out in favor of a pro-life constitutional amendment . . . religious

¹⁶Kelly Shackelford, *Undeniable—The Survey of Hostility to Religion in America*, (Plano, TX: Liberty Institute, 2013), 13.

¹⁷ Ibid, 101.

¹⁸ Ibid, 102.

conservatives . . . felt that, in Reagan and the Republicans, they now had a political ally . . . organizations such as Jerry Falwell’s Moral Majority saw the excesses of the 1960s and ‘70s.”¹⁹ Clearly Jerry Falwell saw something in Ronald Reagan, and George H. W. Bush, as a ticket, this gave him hope for America to be reformed. While Ronald Reagan was more trusted from the beginning, it took some time for the Religious Right, Jerry Falwell, Sr. and the Moral Majority in particular to warm up to George H. W. Bush. He writes, “In the Reagan years, Bush often met with the kinds of conservatives who had been doubtful about him, including the Moral Majority’s Jerry Falwell.”²⁰ Jerry Falwell, Sr. certainly did warm up to George H. W. Bush, even inviting him to speak at Liberty University for commencement. A strong partnership was formed, that extended long past the Reagan years, well into the George W. Bush Presidency.

The Body By Charles Colson

In Chapter ten of this work entitled, “The Flaming Word,” Colson quotes Jerry Falwell, who said, “As God can send a nation or people no greater blessing than to give them faithful, sincere, and upright ministers, so the greatest curse that God can possibly send upon a people in this world is to give them over to blind, unregenerate, carnal, lukewarm and unskilled guides . . .”²¹ While Colson resonated with a lot that Dr. Jerry Falwell, Sr. and the Moral Majority were out to accomplish, he did see areas of concern. He wrote,

“While the Moral Majority and others did awaken many Christians to the fact that involvement in the political process is part of their stewardship, they also led many to naively put all their faith in that process. One prominent Christian leader even warned that there could never be revival until Christian conservatives gained control of Congress.”²²

With this line of reasoning, now that the Republican Party has control of both the house and the

¹⁹Jon Meacham, *Destiny and Power, The American Odyssey of George Herbert Walker Bush*, (New York: Merewether LLC, Random House, 2015), 243.

²⁰ Ibid, 288.

²¹Charles Colson, *The Body*, (Waco, TX: Word Publishing, 1992), 117.

²² Ibid, 238.

Senate, revival must be on the way.

Several of the articles listed below were found to be of great help in getting various perspectives on the Moral Majority as an organization and Dr. Jerry Falwell, Sr. as a leader. Many of these observations and conclusions will be described in Chapter Two.

“Petitioners or Prophets?” By K. Coe, and D. Domke

In this article you find a well written critique of the rise of the Religious Right. It identifies key elements in their ascendancy to prominence in the last part of the twentieth century. This article helps the reader understand the movement from which the Moral Majority arose.

“Who is the Moral Majority: a Composite Profile” By Katie Day,.

This article goes into great detail describing who made up the membership of the MM. This is a very helpful “snapshot” of movement. A lot of data and demographic information is included in this article.

“The Roots of the Moral Majority: Fundamentalism Revisited.” By David Edwin Harrell, Jr.

This article goes into the past and reminds the reader of “where” the Moral Majority comes from. With great historical detail and keen insight, the author digs up significant aspects of fundamentalism. A lot of data and demographic information is included in this article.

“Whose Gold is Behind the Altar? Corporate Ties to Evangelicals.” By D. Huntington, and R. Kaplan

This article uncovers the real contributors behind the movement of the Moral Majority and the Religious Right. It is true that “strange bedfellows” exist in politics, and the Moral Majority was no exception. Some of the corporate ties may seem strange or even hypocritical. As an LU student intern in Washington D.C. in 1984, the researcher was surprised to attend

evening classes at the Heritage Foundation and find that Coors Beer was a major sponsor. At the time, Liberty University and Thomas Road Baptist Church had a strict “no drinking” policy.

“The Church in the World: The New Christian Right.” By E. Jorstad

This article explores the role of the Church in the world we live. The New Christian Right is carrying on what the Christian Left had been doing (although on very different issues) for some time. Becoming increasingly engaged in the political process was certainly a shift for those on the Religious Right. While many of them had been convinced that the political process was evil, the rise of abortion-on-demand following the Roe v. Wade Supreme Court decision was a catalyst to get many more involved in the political process.

“Militarism in Nazi Thought and in the American New Religious Right.” By R. D. Linder

It is a striking contrast to compare Nazism to the Religious Right, but historically accurate to identify common traits. While Nazism was on the rise, both homosexuality and abortion were two issues they addressed, similar to the Religious Right and Moral Majority, as those were two of the main issues they were concerned with. While this article is from a far different perspective than that of the researcher, it is worth reading those with whom you disagree.

“A Force to be Reckoned with. The Anti-Nuclear Revolution and the Reagan Administration.”

By H. Maar

This article goes into detail demonstrating the power of Ronald Reagan and his administration. In a time of great national and international movements for peace, Ronald Reagan pushed for “peace through strength.” Reagan was convinced that you do not achieve or maintain peace through a position of weakness. The popular acronym at the time (MAD—Mutual Assured Destruction) summarizes this political philosophy both East and West pursued. The

Moral Majority and Dr. Jerry Falwell, Sr. also supported this position of peace through strength.

“Politics: Evangelicals vs. The Religious Right.” By L. Miller

In this article the author gets into the details, comparing the differences among Evangelicals, and the Religious Right. It has become much more varied, as a sub-group over the past two decades. While a strong majority of Evangelicals voted for Ronald Reagan in both 1980 and 1984, the gap narrowed significantly in the 2008 and 2012 election for Barack Obama. The Moral Majority and Dr. Jerry Falwell, Sr. certainly played a key role in the two Reagan elections. His presence, and the galvanizing presence of the Moral Majority are certainly missed in the political process today for people on the right.

“Religion and the 1984 Election Campaign.” By R. V. Pierard

The author goes into detail examining the role of Religion, and religious belief in the 1984 election of Ronald Reagan. It is contested that the Religious Right contributed significantly to the election of Ronald Reagan. While the Religious Left made a significant contribution to the civil rights movement in the 1960s, the Religious Right came into the process, primarily motivated by “abortion-on-demand” in the 1980s.

“An unchanging minority: popular support for the Moral Majority, 1980 and 1984.” **By** Lee Sigelman, Clyde Wilcox, and Emmett H. Buell, Jr.

The authors study the stable support of the Moral Majority in the two elections of Ronald Reagan in 1980 and 1984. While the membership of Moral Majority remained fairly constant from 1980 to 1984, it did decline afterward until it was disbanded at the end of the decade. While many on the political left became increasingly agitated and strongly opposed the MM, there remained a core of determined supporters.

“The Moral Majority in Middletown.” By Joseph B. Tamney, and Stephen D. Johnson,

The authors explore the MM, identifying the core demographic of its membership. They describe in some detail “who” they are. This is also helpful information in understanding the membership, largely from more rural America.

“Evangelicals and the Moral Majority.” By Clyde Wilcox

The author explores the role of Evangelicals within the Moral Majority and also identifies places where they vary. While there is much confusion between both the Fundamentalists and Evangelicals within Christianity, the author seeks to address the relationship between Moral Majority and the Evangelicals.

“Jerry Falwell’s Sunbelt Politics: The Regional Origins of the Moral Majority.” By D. K. Williams

The author contests that the Bible belt has a disproportionate presence in the membership of the Moral Majority. Not only do the numbers reflect this, but the style of politics is also quite different from that of the two coasts. While we are increasingly living in two Americas, as recent elections have demonstrated, this author seeks to bring some understanding. Again, several of the most significant articles will be referenced to in Chapter One.

Portions of the Scripture texts below are examined as they relate to the biblical leader they describe. Comparisons will be made by the researcher to the life and leadership of Dr. Jerry Falwell, Sr. in Chapter Three.

Genesis 37–40, Joseph, a man of integrity.

In the life of Joseph, particular focus will be given to the “times of trials” he endured. His integrity was an essential quality that contributed to the high position of leadership to which he rose. Every leader must become a person of integrity if they are to thrive and rise.

Exodus 2–18; Genesis 18; Hebrews 11, Moses listened to wise counsel and learned to delegate authority.

In the life of Moses, the crises' that resulted in his father-in-law speaking words of wisdom into his life and leadership will be examined. Not only his ability to listen, but his ability to heed and implement those things he discovered will be considered. For Moses the main leadership lesson his father-in-law shared was the lesson of “delegating.” This is an essential leadership principle.

Joshua 1, 24; Deuteronomy 6; Matthew 22, Joshua followed a great leader. How he was able to carry on the mission will be considered, once the previous leader, Moses, had died. I don't know if any leader has ever received a more challenging mission from God, than to follow Moses and take the Children of Israel into the Promised Land. Joshua was a great leader, because he stayed focused on the mission he was given. Every leader needs to be a person “on a mission.”

2 Samuel 11 – 12; Psalm 51; Romans 3:23, David repented when confronted and went on to accomplish much for the Lord

In the life of David, the terrible incidents of adultery, murder, and the threatening of the throne will be explored. More than David's horrific sin, his ultimate repentance led this man of God through incredible trials. Every leader sins and makes mistakes. It is critical that each leader commits to a path of forgiveness, healing, and reconciliation. The future of the leader and the organization depend on it. While it may have been challenging for Dr. Jerry Falwell Sr. to admit mistakes, clearly there were significant times of re-adjustment and even reversal. The closing of the Moral Majority organization is certainly one clear example.

Matthew 4, 6; Luke 6, 9–11, Jesus built a great team to carry on the mission when he was gone.

There is simply no other leader like Jesus Christ. To think that nearly two billion people all over the world are still following this leader and are a part of the organization he began is amazing. In the life of Jesus, particular focus will be given to the team he built to carry on the mission through the organization he launched. He had a succession plan unlike any who has ever gone before or come since. Every leader must think about the importance of a “succession plan,” and Jesus did this exceptionally well. The fact that both Liberty University and Thomas Road Baptist Church continue to thrive today, bears witness to the fact that Dr. Jerry Falwell, Sr. worked very hard to develop and implement a succession plan.

Luke 22; John 21; Acts 2, Peter advanced the Church discovering a power beyond that which he possessed.

In the life of Peter, particular focus will be given to his development and growth as a leader. From a frightened follower to a bold proclaimer of the message and mission of the Church of Jesus Christ, Peter is truly transformed through unbelievable events. Every leader must be committed to a “growth process” and the Christian leader must also rely on the Holy Spirit to empower them, just like Peter did. As a Christian Leader, Dr. Jerry Falwell, Sr. recognized this and relied on God for strength and direction daily.

Acts 8, 9, Paul took the gospel to places it had never been before advancing the Church at unprecedented levels.

In the life of Paul, the central mission of “taking the Gospel to the Gentiles” will be explored. His willingness to do what had never been done before will be examined. This is a significant leadership quality, and one that the exceptional leader will “lean into.” Dr. Jerry

Falwell, Sr. was certainly not afraid to do what had never been done before, as history records.

Next, in Chapter One, the foundation of the Thesis Project will be laid. Through a more in-depth analysis of some of the research initially reviewed in the Introduction, along with a glimpse into the ministry setting of the researcher, the goals of this project will be explored. The researcher will focus on four critical shaping experiences in the leadership of Dr. Jerry Falwell.

CHAPTER ONE

THE GROWTH OF A LEADER

This thesis project is designed to examine the leadership of Dr. Jerry Falwell, Sr. particularly as it relates to the Moral Majority organization. The goal is to share real and practical help for the leaders of today and tomorrow as lessons learned from the leadership of Dr. Jerry Falwell, Sr. are revealed. Particular focus will be made to his leadership with the Moral Majority organization, while the other primary ministries of Liberty University and Thomas Road Baptist Church will be referred to. These goals will be accomplished through the use of applied research (surveys) and academic research, with conclusions being drawn from both sources.

The researcher is serving in his twenty-sixth year at a local church in the Metropolitan Detroit area. Prior to serving in pastoral ministry, the researcher did spend some time as an intern with the Moral Majority at the Washington, D.C. Legislative Office in the Fall of 1984. Following graduation from LU, the researcher was a high school teacher, and also worked in Washington D.C. for a six month period in late 1987. In the two experiences living and working in the National Capital, the researcher did have many opportunities to interact with the Moral Majority and its leaders, as well as many at the Committee for the Survival of a Free Congress now simply known as the Free Congress Foundation, started by Paul Weyerich, the RNC-Republican National Committee, and the Heritage Foundation. These first-hand experiences in the height of the Moral Majority Organization's impact, have contributed significantly to the birth of this Thesis Project. Being in the middle of so much of the action at that time places the researcher in a unique position, both from internal motivation, and external experiences, to examine the leadership qualities and long-term impact of the Moral Majority Organization.

In the current ministry placement of the researcher, in a local church (HCBC), as a part of a denomination (NABC), and among a local gathering of churches (EACH), the researcher sees great value in gathering information to help advance leadership at every level. While many leadership resources are available for Church leaders today, the researcher hopes to inspire, challenge, and enhance the development of leaders through this case study of the late Dr. Jerry Falwell, Sr. and the Moral Majority. The data collected through the survey process, and the books and articles critiqued, are the main vehicles for accomplishing this goal. While the Moral Majority organization is the primary focus of the leadership of Dr. Jerry Falwell, Sr. in this project, knowing what shaped him and where he came from is an important first consideration.

The researcher will start with some critical background of Dr. Jerry Falwell, Sr. Four experiences with individuals shaped his life and leadership styles in significant ways, leading to the launching of the Moral Majority.

It is important to share a little background on Jerry Falwell's transition from a preacher of the Gospel to a preacher engaged in the political process. Macel Falwell, in her biography written of her late husband simply entitled "Jerry Falwell—His Life and Legacy," goes into great detail on this important topic. According to Macel, two events, and two significant conversations resulted in major change in his ministry focus; one event with a farmhand, another with a mechanic friend, a conversation with an older black shoeshine man, and a conversation with his youngest son, Jonathan Falwell.¹

While Jerry Falwell was raised in the southern part of Virginia, early on he had a love for an older black man, David Brown, who worked on their family farm. This man as he aged was unable to work in the fields any longer and the family reassigned him to work in their home.

¹ Falwell, *Strength for the Journey*, 44-45.

David was a nurse–caregiver to Jerry and his twin brother Gene. One day David did not show up for work, this was highly unusual; after school Jerry and Gene went around town looking for him. Two days later, their older brother Lewis found David in the hallway of a hospital where he was left untreated. Lewis was arguing with the hospital demanding that they treat him when Helen, Jerry’s mother, Gene, and Jerry arrived. To think that a black man in the south could go for three days without receiving treatment after being nearly beaten to death is unimaginable today. Jerry never forgot this tragedy. While the hospital finally treated Mr. David Brown, the severe blows to his head made him much slower in processing information and his speech was now slurred.²

Another friend of Jerry Falwell’s, Lump Jones, was a mechanic who worked on the families cars. As younger boys, Jerry would play, climb trees, fish, and ride bikes all summer with many black friends. When school would start, however, it was just understood that they would go to different schools. Jerry maintained these friendships and one day after school he took Lump for a ride in his English Austin Convertible. Lump had been working on the car and had it running top notch. As Jerry was driving around a corner a boy crossed the road on a bicycle and as he swerved to miss the boy the car flipped over. Both Jerry and Lump were dragged through the gravel at this point. While Jerry lay in the hospital emergency room, realizing that everyone was covering for him, he overheard a conversation he would never forget. Although Jerry was responsible for Lump’s injuries, while he was being treated, Lump was not because he was black. Jerry heard Lump ask for a mirror and the response sent chills down Jerry’s injured back, “shut up n-----! You’re not going to Hollywood.” This terrible comment and treatment of his friend Lump was frozen in Jerry’s memory. It was only after Jerry’s older

²Ibid.

brother Lewis offered to pay for the treatment that Lump received any care at all.³

Another significant encounter in the formation of Jerry Falwell's concern for equality was with a shoeshine man. God had been clearly working in Jerry's life from the very beginning . . . David Brown, later Lump Jones, the many non-white brothers and sisters in Christ he had ministered alongside in preaching trips to Puerto Rico, Jamaica, Haiti, and the Dominican Republic; yes, God exposed Jerry to a big world of Christ followers from many backgrounds and races. Jerry was very troubled that Thomas Road Baptist Church had only white folks worshipping and praying, no dark skinned brothers and sisters came.⁴

On Saturday mornings, Jerry would go down to Lee Baca's shoe shine store and around 10 AM an older black man named Lewis would shine his best shoes. Lewis was also a Christian and would tell Jerry how much he liked his most recent sermon he had heard on the radio. They would always get into spiritual conversations and thoroughly enjoyed their times together. One day Lewis whispered a question he had not dared to speak allowed, "Say, Reverend, when will I be allowed to join that Church of yours over on Thomas Road?"⁵ Jerry was speechless, as his wife Macel tells it, for the first time in his life. Several black families were hearing him on the radio and seeing him on television. Many had started attending TRBC, but none had asked to become members. Lewis continued, "I don't want to cause you trouble, Reverend, but I sure do like the way you preach and one day I would like to join Thomas Road myself."⁶ Jerry sat in silence as Lewis allowed him to wrestle with this himself. Macel tells how the Lord continued to impress upon Jerry that right is right and wrong is wrong no matter what anybody says about it.⁷

³ Ibid.

⁴ Falwell, *Jerry Falwell, His Life and Legacy*, 102–103.

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

Macel explains that soon after the assassination of Martin Luther King in 1968 the first black family applied for membership at Thomas Road. The board voted unanimously to accept them. Just a short time later a black man came for baptism at the close of a service. This was a great honor for Jerry to baptize him and the church stood behind him. Jerry could hardly wait to slip into the shoeshine chair the next Saturday and tell Lewis that they had baptized a black man and accepted his entire family into church membership. Lewis' eyes were brimming with tears as he said, "I know, I know, I guess it's time for me to come visit too"⁸ It is hard to calculate the significance of these three friendships and the many other experiences--internationally--the Lord used in the shaping of the man, Jerry Falwell.

Jonathan Falwell was another significant voice that the Lord used to shape Jerry Falwell and lead him into the political arena, he was his youngest son. This one is interesting when you think of the way the Lord was already working in Jerry's life. Although he firmly believed that right is right and wrong is wrong, no matter what or who may think differently; he also did not think that a preacher should be involved in marches and in the political process. Jerry gave a sermon just eight years earlier, entitled: "Ministers and Marches," where he said, "Government can be trusted to correct its own ills."⁹ Jerry understood that the Christian lived in two different worlds: one material, physical and visible, the kingdom of this earth and one invisible, literally God's kingdom. Jerry had been taught to segregate himself from this world and serve Christ and His kingdom alone. To find out if this was a true position, Jerry went to the Bible. As he discovered Matthew 22:17, the question the Pharisees asked Jesus struck him. Trying to trap Jesus, they

⁸ Ibid,113.

⁹ Ibid.

asked, “Is it right to pay taxes to Caesar or not?”¹⁰ Either way Jesus answered, he was in trouble. If he said no, the Romans would arrest him and if he said yes, the Jews would hate him. Wisely, in Matthew 22:20, Jesus answered, “Whose portrait is this?”¹¹ “Caesar’s”¹² they answered. Then Jesus said, “Give unto Caesar what belongs to Caesar and give unto God what belongs to God.”¹³ Jerry was convinced that he was to be a good citizen of both the kingdom of Heaven and the kingdom of this world.¹⁴

Understanding that any public stand Jerry would take would also impact the whole family, he not only discussed this struggle with his wife but also with their three children. At family devotions one night while they were sitting around the fire, Jerry explained in very simple terms what abortion was. Jeannie asked questions and Macel and Jerry answered them. Jonathan was only seven at that time. He walked over to Jerry and knelt in front of his dad with his lips quivering and eyes brimming with tears. He asked a question Macel says that changed their lives forever. Jonathan said, “Daddy, why don’t you do something about it?”¹⁵ While Jerry didn’t go out immediately and jump into an organization to fight abortion, he did continue to pray and search the Scriptures. One verse God used to touch his heart is found in 2 Chronicles 7:14, “If my people who are called by my name will humble themselves, and pray and seek my face, and turn from their wicked ways, then I will hear from heaven, and will forgive their sin and heal

¹⁰ Holy Bible, New International Version (NIV), (Colorado Springs, CO: International Bible Society, 1984), 980.

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

¹⁴ Falwell, *Jerry Falwell, His Life and Legacy*, 113-114.

¹⁵ Ibid.

their land.”¹⁶

That summer of 1973 Jerry traveled with the Liberty Baptist College Chorale across America, in a revival mode, calling people to repent. A few years later he sent musical teams across America with the message, “America, you’re too young to die.” In 1979, Jerry led another campaign entitled, “I Love America!” and along with musical teams they toured 44 states. Interestingly, on the capitol steps in Little Rock, Arkansas, a young Bill Clinton stood beside them. While many noticed these campaigns, still one and a half million babies were being aborted annually in America. Something more must be done.¹⁷ The Moral Majority is born.¹⁸

Jerry Falwell gives an extensive account of the reasons, personal and national, moral, philosophical, and theological, which led to the founding of the Moral Majority in his autobiography, *Strength for the Journey*. The key sections developing this story line are found on pp. 361-379, 387–391, and 397–398. For the purposes of this research, only a brief summary of the most pertinent information will be included.

Initially, as Dr. Falwell began to consider starting a political organization that would include all Americans, he struggled with his own background, both religious and regional. Yet he was convinced that there was a Moral Majority out there among the 200 million Americans who could rise up and stop the tide of liberalism, and Marxism-Leninism, that was sweeping the country. Dr. Francis Schaeffer was a great mentor, and help to Dr. Falwell in this struggle. Dr. Falwell pointed to several of his comments that influenced his thinking and quotes Dr. Schaeffer as defining in writing and often saying publically, “. . . co-belligerents . . . there is no biblical

¹⁶ *Holy Bible, New International Version (NIV)*, (Colorado Springs, CO.: International Bible Society, . C. 1984), 431.

¹⁷Falwell, *Jerry Falwell, His Life and Legacy*, 114.

¹⁸Ibid, 115.

mandate against evangelical Christians joining hands for political and social causes as long as there was no compromise of theological integrity.”¹⁹ Dr. Schaeffer explained that the Bible is full of stories of people coming together from varied backgrounds for good causes and things that pleased God. Dr. Falwell explained that he became increasingly aware of Roman Catholic, Jewish, Mormon, various Protestant, and other religious groups who had shared values. All of the various groups, however, had concerns about “working together.” Once Falwell became convinced in his own mind that he was not violating the Bible, different religious groups and the non-religious could work together on commonly held beliefs, he began to create the Moral Majority.²⁰

In the remainder of the chapter, the researcher will highlight a few of those sources which have a favorable view of the life and leadership of Dr. Jerry Falwell, Sr. and those that take a more critical view. For further investigation, extensive book and article critiques can be found in Appendix C and Appendix D respectively, at the end of this Thesis Project. This now is an opportunity to cite the Bibliography and expose the reader to some of the research conducted by the author.

Falwell Supporters

Certainly the wife of Dr. Jerry Falwell, Sr., who shared nearly 50 years of marriage with him, has perhaps the most up close view of the man. It is worth considering what this life-long partner has observed. Macel writes, “Jerry left a hard-won legacy to this nation. He had opened the door for conservatives, including Christian conservatives, to have a voice in government. In the process, he created what is called the Religious Right. He offered a fearless example of how to be a citizen of both worlds-the kingdom of God and the kingdom of earth. Through the Moral

¹⁹Falwell, *Strength for the Journey*, 361.

²⁰ Ibid, 362.

Majority, Jerry helped catapult Ronald Reagan into the White House. Many historians have credited President Reagan with the collapse of the Communist bloc of the former Soviet Union. That is a legacy which President Reagan left to the world, and one in which Jerry played a part.²¹ While there were certainly other key leaders in the forming and nurturing of “The Religious Right,” Jerry was undoubtedly a central figure. So too, as many factors led to the election of President Reagan, even secular news outlets made the same observation as Macel, Jerry was an integral part, helping to mobilize 8-10 million fundamentalist and evangelical Christians back into the political process. His get-out-the-vote efforts were enormous, and contributed significantly to this election. In this section, Macel identifies another key leadership quality Jerry possessed: fearlessness. Jerry was unafraid (by all outside observance) to charge in where angels fear to tread. If it was a cause he believed to have biblical justification, he went all in. This is clearly seen in the progression of Jerry’s philosophy of pastoral engagement. The Roe v. Wade Supreme Court decision in 1973 led him into a time of introspection, prayer, and study of God’s Word. Macel identifies this time in Jerry’s life as transformational. Once he was convinced that God not only allowed him as a Christian minister to engage the culture (especially on this issue of legalized abortion), but required him to be involved, all bets were off. Jerry went fearlessly into the fray of American politics, determined to make a difference. That the abortion issue was central to his heart and a critical life-long area of focus, was evidenced by the baby feet pin he wore on his lapel for the rest of his life.²² Yes, Jerry epitomized fearlessness more than any other Christian leader the researcher has ever known.

In this very personal look at the life of Dr. Jerry Falwell, Sr., his wife Macel observes several leadership qualities, including his vision, fearlessness, integrity, and devotion to family,

²¹Falwell, *Jerry Falwell, His Life and Legacy*, 245.

²² Ibid.

in which he excelled.

Outside the family of Dr. Falwell, perhaps Dr. Towns is one of the colleagues who worked the closest with him from the very founding of LU, right up to the end of Falwell's life. In his evaluation of the life and impact of Dr. Jerry Falwell, Sr., Dr. Towns clearly identifies prayer, hard work, and learning, as some of the marks of Falwell's success. Towns' writes, "Each afternoon, for the remainder of the year, Jerry went and prayed from 1:00 – 5:00 PM . . . Jerry realized that if he were unfaithful in little things, God would never bless him with big things."²³ Towns also observed the unusual faith Falwell possessed. Jerry would simply asked God for things, like he would talk with a friend, and he believed God for them. He possessed a faith unlike anyone else I have ever met or known."²⁴ In the critique of the megachurch Towns gives on pp. 169 – 171, under strengths of the movement, some of Jerry's leadership qualities and characteristics come through.²⁵

In this book, Dr. Towns writes of the time his wife, Ruth, spoke with Jerry Falwell on the phone prior to his hire. She observed many important leadership qualities in her short phone call with Dr. Falwell. He was a man of big dreams; Dr. Falwell had great vision and could see what others did not yet see. This may be the most significant leadership quality. Not only could he see down the road, he could share the vision with others and help them catch it and go on the journey with him to see it fulfilled together. The growth and on-going impact of TRBC, LU, and decade-long impact of the Moral Majority certainly attest to this fact. Ruth Towns also observed the integrity, spirituality, and determination of Dr. Falwell. He was a go-getter, and this impressed

²³Towns, *The Ten Most Influential Churches*, 167.

²⁴ Ibid.

²⁵ Ibid, 169-171.

her very much.²⁶

In his critique of the MM, Dr. Schaeffer explained that, “The Moral Majority has drawn a line between the one total view of reality and the other total view of reality and the results this brings forth in government and law. And if you personally do not like some of the details of what they have done, do it better. But you must understand that all Christians have got to do the same kind of thing or you are simply not showing the Lordship of Christ in the totality of life.”²⁷

One of the real strengths of a good leader is the ability to surround themselves with other leaders who can speak into their lives. Dr. Falwell found a great mentor in Dr. Francis Schaeffer, along with many other high-caliber leaders, like E. V. Hill, B. R. Lakin, and many others outside the circle of the organization; and Ron Godwin, Cal Thomas, Ed Dobson, Elmer Towns, and many others within the circle of the organization.

Just prior to the organization of the MM, two doctors, one of Theology and one of Medicine, Francis Schaeffer, and C. Everett Koop, respectively, authored a book that raised a lot of attention among Christian people—“Whatever Happened to the Human Race?” Dr. Schaeffer’s son, Franky Schaeffer, also produced this into a movie. Many churches across America played that movie and the book sold very well. Dr. Jerry Falwell, Sr. had been cultivating a relationship with Dr. Francis Schaeffer, and this book and film had a significant influence on the Evangelical church, softening it up to get engaged in the political process. Certainly abortion-on-demand was a central issue for Dr. Jerry Falwell, Sr. as well, perhaps pushing him “over the brink” to get engaged in American politics and eventually launching the MM. Schaeffer and Koop stress that

²⁶ Ibid, 167.

²⁷Francis Schaeffer, *A Christian Manifesto*, (Westchester, IL: Crossway Books, A Division of Good News Publishers, 1981), 61.

your basic worldview matters, and challenged Americans to wake up before it is too late.²⁸

²⁸Francis Schaeffer, Everett C. Koop, M.D., *Whatever Happened to the Human Race?*, (Old Tappan, NJ: Fleming H. Revell Co., 1979), 112.

Falwell Critics

Colson explores the work of God in the Eastern European countries where so much change came and commented, “They had no Moral Majority, no carefully designed church-growth strategies. Their strength derived not from what they did, but from who they were--the Church.”²⁹ Clearly Colson has mixed feelings about the success of the movement, perhaps leaning more in the direction both Cal Thomas and Ed Dobson would take a few years later in their book, “Blinded by Might.” The church needs to keep the work of the Gospel the main thing.

Both Cal Thomas and Ed Dobson worked personally with Dr. Jerry Falwell Sr. for many years. They had involvement directly with the Moral Majority organization, in various roles. Cal Thomas, as the V.P. of Communications, and Ed Dobson served in an editorial–consultant role. Despite their personal connection to Jerry Falwell, Sr. and direct involvement in the Moral Majority, they felt a need to express some areas of concern. While the Church is to have a positive influence on the culture, they contest that the main mission must be the salvation of the lost. Both men have a great deal of respect for Dr. Falwell personally, yet call the Church back to its main mission.

Wallis’ critique of Dr. Jerry Falwell, again, based solely on the Thomas and Dobson book, *Blinded by Might*, suggests that Dr. Jerry Falwell, and the other Moral Majority and religious right leaders, became intoxicated with power. They did not fully achieve their initial goals (i.e., abortion outlawed, school prayer, etc.) but rather were seduced by power. Maintaining power, or a close proximity to power, is a very seductive draw. Wallis writes, “Thomas and Dobson were as excited as everyone else at the post-election celebration at Jerry Falwell’s Liberty Baptist College in Lynchburg, Virginia. The ecstatic crowd, so proud of their pastor, who had now become a major national figure, leaped to their feet when Falwell strode

²⁹Charles, Colson, *The Body*, (Waco, TX: Word Publishing, 1992), 281.

into a packed auditorium as a band struck up “Hail to the Chief.”³⁰ This seems unbelievable knowing the historical and national significance of that song. Wallis continues, “Hail to the Chief”? . . . it was almost as if Jerry Falwell had been elected president.”³¹ While Jim Wallis gives one perspective in his critique of the religious right, through the eyes of Thomas and Dobson, he seems to give a glossed view of the players of the civil rights movement. While Dr. Martin Luther King, Jr. accomplished much, his own personal moral life has come into significant question. Not just the stories of his physical abuse and sexual exploits, but even the reports of plagiarism on his doctoral project at Boston University significantly challenge the moral fabric of the man. While all people are sinners, fall short of the glory of God, and stand in need of forgiveness, the sins of the right seem to be described in much greater detail, while the sins of the left seem to be minimized in this book.

Mel explains the struggle he had between the kind and sincere heart of Jerry Falwell and some of his ideas, particularly related to homosexuality, that were potentially dangerous. He writes, “There was no way for me to understand in those days that Jerry might be dangerous. He was just beginning to exercise his political muscle. He still dedicated most of his television sermons to the life, death, and resurrection of Jesus with only the occasional foray into politics.”³² White goes on to describe the struggle he felt, “And though I felt restless and sometimes angry when he launched into his new political rhetoric, I still believed that in his heart, Jerry loved Jesus and wanted to make Him known to the nation. And though I was confused by his occasional tirades against homosexuality and homosexuals, they didn’t really

³⁰Wallis, “God’s Politics”, 62.

³¹ Ibid.

³² Mel White, *Stranger at the Gate--To Be Gay and Christian in America*, (New York: The Penguin Group, 1994), 143.

offend me. In those days, homosexuality was still on my own list of primary “sins” as well. It never crossed my mind to oppose him, let alone to see his words as dangerous and misleading.”³³

White was clearly in a struggle of his own, and yet, something about the authenticity of Jerry Falwell stood out so clearly and strongly to him.

White continues to explain the birth of the MM,

“In 1979, Jerry Falwell called a group of conservative leaders to meet in his office in Lynchburg, Virginia, to draw up a plan to save America. At a lunch break, Paul Weyrich, a public relations and mass mailing genius, looked across the table and said, “Jerry, there is in America a moral majority that agrees about the basic issues. But they aren’t organized. They don’t have a platform. The media ignores them. Somebody’s got to get that moral majority together.”³⁴

Jerry understood the powerful possibilities of bringing this moral majority together.

There was a real struggle, however, within the heart of Jerry Falwell, Mel explains, related to his own fundamentalist background and biblical understanding of “not being unequally yoked together with unbelievers” and the political reality of calling together this moral majority. How could Jerry call together with his own fundamentalist group those from Evangelical, Charismatic, mainline Protestant, Roman Catholic, and Orthodox, along with non-practicing Jews, Mormons, and Agnostics?³⁵

Mel White gives quite an affirmation of the leadership qualities, integrity, and the heart of Jerry Falwell, Sr. and background on the formation process of the Moral Majority organization. It is significant to note that he is now writing from the other side politically and theologically. He also acknowledges the role that Dr. Francis Schaeffer played in helping Jerry overcome this obstacle of including so many varied people in the Moral Majority organization.

³³ Ibid.

³⁴ Ibid.

³⁵ Ibid.

Mel also includes his concern that Falwell was becoming dangerous in his views toward homosexuals.

The authors Joseph B. Tamney and Stephen D. Johnson, in their article “The Moral Majority in Middletown”, outline their key focus in the opening paragraph. They seek to explore “. . . why people have a favorable attitude toward the moral majority.”³⁶ They predicted three things of moral majority members: a Christian Right orientation, opposed to change, and they watch religious television.³⁷

They assumed that these characteristics would be negatively related to modernity. The data came from a random sample of residents in Muncie, Indiana (N = 281). The survey found that the moral majority had three sources of support: religious television, a cultural fundamentalist attitude, and a Christian Right perspective³⁸

Two of the three factors negatively related to modernity. They concluded that there would be a long-term decline in the moral majority.³⁹

The support of the moral majority has three independent sources: persuasion via religious television by moral majority advocates (i.e., Jerry Falwell, Cal Thomas, Ed Dobson, etc.); a cultural fundamentalist attitude . . . that desires a continuation of the status quo, resulting in support of the traditionalist dogma of the moral majority; appealing to those with a Christian Right perspective which calls for the domination of politics by their version of Christianity⁴⁰

The authors suggest a long-term decline in support for the movement (resulting in fewer

³⁶Joseph B. Tamney and Stephen D. Johnson, “The Moral Majority in Middletown,” *Journal for the Scientific Study of Religion* 22, no. 2, (June 1, 1983), 145.

³⁷ Ibid.

³⁸ Ibid.

³⁹ Ibid.

⁴⁰ Ibid, 155.

people accepting either the Christian Right Index or the Status Quo Orientation). This assumes a continued progression toward a more educated and cosmopolitan public. However, they acknowledge that if education or cosmopolitanism declines, an increase in support can be expected (they doubt there would be significant political increase in this case). They conclude that neither this study nor previous studies have been able to demonstrate that the moral majority is able to mobilize its members for political purposes. They believe it is the diversity of reasons for supporting the movement (i.e., Abortion, School Prayer, Strong Defense, Traditional Marriage and Family, State of Israel, etc.) which makes unified action a difficult goal.⁴¹

In summary, the authors were convinced in this article that Falwell was too out of touch with the massive and diverse population in America for any long-term impact. They also felt that the wide range of topics the Moral Majority addressed would dilute the impact of the organization. Liberty University participant # 3 agreed with that second conclusion as will be seen in Chapter Three, where the survey results are summarized.

In their opening statement, Lee Sigelman, Clyde Wilcox, and Emmett H. Buell, Jr. lay out the source of their articles, “An Unchanging Minority: Popular Support for the Moral Majority 1980, and 1984” conclusion. They gathered data from the 1980 and 1984 U.S. national elections to identify what level of change there may have been or not been in regards to popular support for the Moral Majority. Their findings were in contrast to the dominant view that the movement which had strong support was weakening. As they analyzed the data they found overwhelming stability in the level of support for the Moral Majority.⁴²

In the body of the article they mention the major (and alarming to many) development in U.S. politics of this birth of the Moral Majority. Both opponents and supporters alike credit them

⁴¹ Ibid. 156.

⁴² Sigelman, Wilcox, and Buell. “An Unchanging Minority,” 876.

with the mobilization of millions of evangelicals and fundamentalists (they acknowledge many differences between those two groups but do not identify them). Fundamentalists tend to be narrow and less inclusive, legalistic even, in their approach to Christianity. Evangelicals tend to focus on “evangelizing” the lost by sharing the Gospel. Evangel means to “go and tell” the story of Jesus’ death for sin, burial, and resurrection. Evangelicals are not as narrow and also more inclusive in their approach to Christianity. It is amazing that Dr. Jerry Falwell, Sr. and his team were able to mobilize these two groups, but he did it by trumpeting causes they both resonated strongly with (abortion, school prayer, taking on the homosexual agenda, ERA, and other liberal issues).⁴³

Initial studies (Simpson, 1983) concluded that 72 percent of the U.S. public subscribed to most of the Moral Majority platform.⁴⁴ There were several elements in their platform that marshaled broad support, including: stopping abortion-on-demand, getting prayer back in school, opposing global Communism with a strong national defense, and supporting traditional marriage.⁴⁵

However, the authors found that more recent studies with restrictive measures of support have not confirmed the earlier sweeping claims. Gallup (Gallup opinion index, 1981; Gallup report, 1982) found 8 and 12 percent approval of the Moral Majority in two nationwide polls, and a 5 percent willingness to join in the later survey.⁴⁶ Other subsequent surveys also verified the Gallup findings. Two researchers (Buell and Singleman, 1985) argued that agreeing with some of the stands of the Moral Majority organization should not be confused with support of the

⁴³ Ibid.

⁴⁴ Ibid.

⁴⁵ Ibid.

⁴⁶ Ibid.

Moral Majority.⁴⁷

The reasons for this discrepancy between both earlier and later data and also the divide between the claims of the Moral Majority and the evidence the later data demonstrated are unclear. The Moral Majority was not named specifically in Klepner (cited in Boaz, 1986:116) who gives a somewhat plausible, if partial explanation, even though organizations like the Moral Majority often arise in U.S. politics as reactions against social change, they generally repel more people than they attract by advocating public coercion rather than private conversion.⁴⁸

In summary, the authors conclude that Falwell and the Moral Majority organization had much support from a majority of Americans on the general issues, but only a small percentage of the population were willing to join or support the MM. There was clearly a growing negative attitude toward Falwell and the Moral Majority as time went on.

In Chapter Two, the reader will be introduced to the applied research process. The survey recruitment and completion steps will be explained. Seven leaders in the Bible will also be considered. This will include an overview of their key leadership qualities and characteristics. These will be identified and compared to Dr. Jerry Falwell, Sr. and his leadership qualities and characteristics. Conclusions will be drawn from the biblical leaders, and the life and leadership of Dr. Jerry Falwell, Sr.

⁴⁷ Ibid.

⁴⁸ Ibid.

CHAPTER TWO

SURVEY PROCESS AND LEADERS IN THE BIBLE

The researcher was struck with the way God took a man from a small town in rural southern Virginia and impacted an entire nation. The researcher decided to investigate the perceived leadership qualities and lessons to be learned from this leader, Dr. Jerry Falwell, Sr. and the Moral Majority organization he led. In addition to the academic research conducted, the author developed a survey to gather data. The survey process took a sample of respondents from three main categories:

NABC (North American Baptist Conference). This is the denomination the author has been in association with for nearly 26 years. The local church he serves is a member of this Conference of Churches in North America gathered primarily for local and foreign Mission cooperation. The author has served in a variety of roles within the Conference, including Youth Pastor Representative, Vice Moderator, Moderator, and currently Secretary of the Leadership Team of the GLA (Great Lakes Association) of the NABC. Having had much involvement in this denomination, the author intends the research gathered from within this group to demonstrate the qualities of leadership they value. This information will be beneficial in training leaders now and in the future of the organization. The author also intends the research gathered to show the issues the denomination considers as important for its leaders to be addressing now and into the future. The researcher emailed invitations to the entire denomination, its leadership, and spoke in person at the Metropolitan Detroit Cluster Group he is a part of, recruiting participants for the study. Six surveys have been submitted to date, and all submissions are available, in their entirety, in Appendix B of this Thesis Project.

HCBC (Hope Community Baptist Church) is the local church the researcher has been serving for nearly 26 years. He has held a few positions within the church, including: Youth Pastor, Associate Pastor, and now Senior Pastor. For the entire time of service, the researcher has been a member of the lead committee's and boards of the church. Similarly to the goals for the denomination mentioned above, the author intends to use the information gathered to help the local Church understand essential leadership qualities. This will assist the Church in the development of their future leaders. The issues that are identified as vital will also inform the local Church about the areas they need to be addressing. The researcher spoke with the entire congregation, before select committees and boards, explaining the survey process, and emailed them to the interested parties. Five surveys have been completed at this date and other information will be gathered and added to the Appendix B of this Thesis Project as it is submitted.

LU is the school Dr. Jerry Falwell, Sr. started in 1971. The researcher considered this sample as a critically important group to survey. The unique perspective that so many within the organization have of Dr. Jerry Falwell, Sr. and his leadership was considered significant and invaluable to this Thesis Project. While many email contacts were made, and professors and leaders within the University were contacted to help recruit participants in the study, only three surveys have been received. While there was a limited number of surveys received, the quality of the responses was significant. The three surveys represent over 100 years of direct service with Dr. Jerry Falwell, Sr. These individuals had an up close and personal working relationship with Falwell. Therefore, the responses they give shed much light on the subject of Falwell's leadership qualities. It is the intention that these leadership lessons learned strengthen the

University in their ongoing leadership development process. Three surveys have been submitted to date, and any other submissions are found in Appendix B.

Here is a sample of the Survey, with the questions that were completed by the above mentioned respondents:

Thesis Survey Questions:

NUMBER	QUESTION
1	What were the key leadership qualities of Dr. Jerry Falwell Sr. and the leaders of the Moral Majority that contributed the most to the success of the organization?
2	What leadership qualities were most lacking and limited the long-term impact of the organization?
3	What issues of the day were most relevant to the central mission of the organization?
4	What issues of the day diluted the focus of the organization and hindered its overall effectiveness?
5	What leadership qualities for today's Christian leaders would you identify as the most important?
6	What leadership qualities for today's Christian leaders would you identify as the most important?
7	What three leaders in History most stand out to you? Why? What key leadership qualities did they cultivate or possess?
8	Do you have any other helpful insights, lessons learned, or tips for the leaders of tomorrow?
9	What three leaders in Biblical History most stand out to you? Why? What key leadership qualities did they cultivate or possess?

The gathered survey information will be discussed in great detail in Chapter Three.

Now, a central point Macel Falwell describes will be explored leading into a look at seven significant leaders in the Bible. Their leadership qualities and how some of them are shared with

Falwell, will be demonstrated. The researcher sat under the preaching of Falwell during his three years at LU, from 1983–1986. On several occasions at TRBC, in worship services, and at Liberty University in chapel services, Falwell would preach on these biblical characters. They do, in fact, share some common leadership traits.

God has the power to bring good out of our lives despite our sin and struggle with evil in this world. The Apostle Paul, under the inspiration of the Holy Spirit of God wrote, “And we know that in all things God works for the good of those who love him, who have been called according to his purpose”.¹ The verse is recognized for this struggle. Macel Falwell makes this same conclusion about her life with Jerry Falwell, Sr., when she writes, “I was so grateful that God had chosen us—ordinary, flawed people that we were—for just such a time as this in the history of this great nation.”² For most people, much of their suffering is self-inflicted, the result of struggle with sin. While all sin and fall short of God’s glory, according to Romans 3:23, the followers of Jesus must pursue holiness and develop a life of character, and a heart to do what is right, after the Lord’s life and example. The Bible is full of leaders who overcame much sin and struggle and went on to do God’s will. Here are a few examples:

The top leadership principle of integrity is seen very clearly in the biblical character of *Joseph*. Keil – Delitzsch, in their commentary on the Old Testament observe, “This strange and eventful career of Joseph commenced when he was 17 years old . . . was to prepare the way, according to the wonderful counsel of God, for the fulfillment of the divine revelation to Abraham respecting the future history of his seed.”³

¹ Romans 8:28.

² Falwell, *Jerry Falwell, His Life and Legacy*, 129.

³ C.F. Keil and F. Delitzsch, *Commentary on the Old Testament*, (Grand Rapids, MI: William B. Eerdmans Publishing), 334.

Joseph's father gave him a coat of many colors, visibly symbolizing his "favored status". As a young man his older brothers did not appreciate the dreams he shared with them, seeming to picture his greatness, leadership, or possibly even lordship over them. Their hatred grew so strong, they plotted his murder. Seeing a caravan of Ishmaelites traveling from Gilead to Egypt with spices and balm, Judah convinced his brothers to sell Joseph into slavery instead of killing him. Here is where we find two powerful examples of Joseph's integrity:

As Joseph was carried off to Egypt by the caravan, he was sold to Potiphar, an officer of Pharaoh, captain of the guard Gen 39 tells us. Now, the text tells us that "the Lord was with Joseph, and he was a prosperous man . . ." ⁴ How grateful we must be that in our most difficult times, as a Child of God, He remains with us! Now Joseph was noticed by his master and found grace in his sight. The master promoted him to the position of overseer of the entire household. God blessed the household, and the fields of Potiphar because of Joseph. Now Potiphar's wife noticed Joseph and asked him to have sex with her, but Joseph refused her advances and told her, ". . . how then can I do this great wickedness, and sin against God?" ⁵ Now Potiphar's wife was persistent and day after day she pleaded with him. Here is a beautiful picture of integrity, not only did Joseph deny the sexual advances of his boss's wife one time, but over and over again, he continued to do the right thing, no matter the cost. One day he entered the house when no other men were inside, Potiphar's wife grabbed Joseph by his coat and said, "lie with me," he ran out of the house leaving his coat in her hands. Remember, doing the right thing is not always easy or without negative consequences. This was true for Joseph in this case. We do not know if Potiphar's wife was embarrassed, all of this enticing seems to have been done in plain sight of much of the household staff, angry, or just wanting revenge; but she calls the men of the house

⁴ Genesis 39:2.

⁵ Genesis 39:9.

and told them a lie. Yes, she accuses Joseph of attempting to rape her. She then tells the same lie to her husband and Joseph was sent to prison. Remember Genesis 39:2, “. . . the Lord was with Joseph . . .”--this was referring to the time when he was carried off into a foreign land, sold into slavery, and placed in Potiphar’s house. Now, here in Gen 39:21 it states “. . . the Lord was with Joseph, and shewed him mercy, and gave him favor in the sight of the keeper of the prison.”

Wow, what a blessing to know that through all of the challenges, as God’s children, He is with us! For Joseph, wherever he went, he prospered, even in prison. This first example in Joseph’s life clearly shows his integrity. Not only did Joseph do the right thing when no one else was watching, he also did what was right no matter the cost.

Here in the next chapter, Genesis 40, two former employees of Pharaoh both end up in prison with Joseph, the chief butler and the chief baker. It seems that they had offended the King. The keeper of the prison placed these two high profile prisoners in Joseph’s ward, under his supervision. Now, both of these men had similar dreams on the very same night and were quite troubled. Joseph noticed their sad countenance and asked them why they were so sad. They told Joseph that they had these dreams and that no one has been able to explain to them the meaning. Joseph tells them that God is the one who interprets dreams, and asks them to tell them to him. They share the dreams with Joseph and he delivers both the good and the bad news:

Good news for the Chief Butler

He dreamed that he pressed ripe grapes right off a three-branched vine into Pharaoh’s cup and gave him the cup to drink. Joseph explained that in just three days he would be restored to his position serving the King. Joseph only asked that the chief butler remember him by mentioning him to the King (Gen 40:9-15).

The chief baker was encouraged by the good news the chief butler had received and went right on to explain his dream to Joseph. He dreamed that he had three baskets of bread upon his head and the birds came and ate the bread out of the top basket. Joseph explained that in three days Pharaoh will take his head and hang him in a tree. The birds will come and eat his flesh right off his body (Gen 40:16–19). The text goes on to explain that three days later, on Pharaoh's birthday, he had a great feast and restored the chief butler. Sadly, the chief baker was hanged. Both of these dreams came to reality just as the Lord had revealed them to Joseph (Gen 40:20–23). It is also important to note that a full two years passed before the butler remembered Joseph, the interpreter of his dream, in prison. It would take another dream (Gen 41).

Joseph was a man who walked with God. In both of these examples, his faith in God developed an amazing life of character and integrity. Here in this second example, he simply revealed what the Lord showed him, no matter how difficult the message was to the hearer. He also shared this revealed truth and did not receive instant credit for it, or freedom from his unjust prison sentence. Doing what is right may not be rewarded until heaven, but it will be rewarded. Remember, God sees all and will do what is right!

For Dr. Jerry Falwell, there were many trying times, including intense scrutiny by the IRS, the fall of many televangelists, and his attempt to rescue the PTL ministry. Macel Falwell records the events surrounding the PTL scandal in her biography of Jerry Falwell. It was a trying time and yet the Lord brought Jerry Falwell and Thomas Road Baptist Church and Liberty University ministries through it, while the Moral Majority organization ended at this very time. Great leaders know that doing the right thing is always the right thing no matter how difficult it may be.⁶

The biblical character of Moses reveals the importance of a leader listening to the council

⁶ Ibid, 245.

of qualified advisors and learning to delegate responsibility to individuals who are well trained.

Keil and Delitzsch, in their commentary on the Old Testament observe,

By judging or deciding the cases brought before him, Moses made known to the people the ordinances and laws of God. For every decision was based upon some law, which, like all true justice here on earth, emanated first of all from God. Jethro condemned this plan as exhausting, . . . both for Moses and the people. . . Jethro advised him to appoint judges from the people for all the smaller matters in dispute, so that in future only the more difficult cases, which really needed a superior or divine decision, would be brought to him that he might lay them before God.⁷

Moses is an extraordinary character in biblical history. From the remarkable story of his rescue from certain death as a baby to his choice to suffer with the people of God rather than enjoy the spoils of Egypt; the reader sees God's working in Moses' life. The first 40 years he was raised in the house of Pharaoh, and received the greatest education and leadership training in the world at that time. After his killing of the Egyptian taskmaster, he fled into the back side of the desert settling in the land of Midian. He took a wife, and cared for the sheep flock of his father-in-law Jethro, the priest of Midian. It was another 40 years that Moses worked in relative obscurity in this desert place, developing some very important leadership qualities, and networking with individuals that God would later use in significant ways to guide him on his leadership journey. Back in Egypt, God heard the groans of His children, and remembered his promise to the patriarchs. At Mount Horeb, the Mountain of God, the Angel of the Lord appeared to Moses in a flame, the burning bush, miraculously the bush was not consumed. God called Moses to return to Egypt and lead God's children out of slavery toward the Promised land. After this initial miracle, God continued to work through Moses and Aaron in miraculous ways, through the initial ten plagues, the crossing of the red sea, bread, meat, and even water was provided on the wilderness journey.

⁷ C. F. Keil and F. Delitzsch, *Commentary on the Old Testament*, (Grand Rapids, MI.: William B. Eerdmans Publishing), 334.

In Exodus 18:12–16, Moses’ father-in-law arrives and he observes all that Moses is doing as leader of the people of Israel. His conclusion is, “...the thing that you do is not good” (Exod 18:17). Jethro very wisely told Moses that, “...you will surely wear out...you and your people: for the thing is too heavy for you...”⁸ Jethro gives Moses specific instructions on how to train the people in the ways of God. Moses was to teach them the ordinances and laws of the Lord. There were some specific requirements of the kinds of people Moses should select: God fearing people who hate sin. They are to be placed over thousands, hundreds, and fifties. Moses was only to get involved in the cases too difficult for these other leaders to solve. Moses did as his father-in-law counseled. This is a sign of a great leader, the ability to listen to sound advice, select and train a good team, and then delegate responsibilities in an effective manner.

Dr. Jerry Falwell successfully built many organizations during his lifetime, most notably, TRBC, LU, and the MM. As is the case with all great leaders Dr. Falwell attracted many high capacity leaders to his team. He developed these folks, and empowered them to lead the areas of ministry that they had been given charge of. Dr. Falwell also knew the importance of listening to wise mentors and developed many of these relationships. People like Dr. B. R. Lakin, and Dr. Francis Schaeffer significantly impacted his life and ministry.⁹

Outside of the Falwell family, Dr. Elmer L. Towns may well be one of the people who worked the longest and knew Dr. Jerry Falwell, Sr. the best. When Dr. Falwell asked Dr. Towns to come to Lynchburg and help him start a University, he said, “Elmer, you hire the teachers, write the catalogue, and schedule the classes. I’ll recruit the students, raise the money, and construct the buildings. Together we’ll build the biggest evangelical college in the world.”¹⁰

⁸ Exodus 18:18

⁹Towns, *The Ten Most Influential Churches*, 165.

¹⁰ Ibid.

This was not just true on the Liberty University front, both at Thomas Road Baptist Church and at the Moral Majority, Dr. Jerry Falwell Sr. always tried to build a great team of leaders. In his autobiography, Dr. Jerry Falwell, Sr. identifies, “Jim Moon, A. Pierre Guillermin, Don Norman, Elmer Towns, and Sumner Wemp as his special men who helped lead the total ministry for many years . . .”¹¹

There is much to learn from the leadership style and characteristics of Moses. Moses is such a stand out leader in the Bible, literally used of God to bring the Children of Israel out of slavery, toward the Promised land. It is hard to imagine the challenge of following a leader like that. Joshua faced this challenge, head on, and with the help of the Lord, led God’s people all the way into the Promised land.

When following a great leader, the next leader must courageously stand on the key principles and priorities God has established, just like Joshua. Dr. J. Vernon McGee, in his *Thru the Bible Commentary* observes, “Joshua’s name means “Jehovah Saves.” The same word in the New Testament is *Jesus*. Joshua was a man of courage, dependence upon God, faith, leadership, enthusiasm, and fidelity. He is a type of Christ in his name and in his work . . . a man of average ability may become a leader . . .”¹²

Is there any more ominous statement for an individual following a giant of a leader than these words, “Moses my servant is dead . . . as I was with Moses, so I will be with you: I will not fail you, or forsake you.” (Josh 1:2, 5). It is hard to imagine how Joshua felt at this moment in time. The text does show us how encouraging God was to him in this challenging hour. God says to Joshua on several occasions, “be strong and courageous . . .” (Josh 1:7, 9, 18). God also

¹¹Falwell, *Strength for the Journey*, 152-153.

¹² J. Vernon McGee, *Thru the Bible with J. Vernon McGee, Vol. II*, (Nashville, TN: Thomas Nelson Publishers, 1982), 1.

commands Joshua to remain in His word and obey what it says, “This book of the law shall not depart out of your mouth: but you shall meditate on it day and night . . . so that you will take care to act according to everything written in it, than your undertakings will prosper and you will succeed.” (Josh 1:8). Certainly the help of God and His word, if activated in our lives, leads to victor.

In Joshua 24:14–15, we discover the leadership principle that a true follower of God stays focused on and committed to God’s key priorities and principles no matter what the culture is doing. Joshua made the choice crystal clear for God’s People, “choose any of the false gods of Egypt, or those of your Fathers beyond the Euphrates river, or of the Emori, in whose land you are living. But as for me and my house, we will serve the Lord.” There is no question about the choice Joshua, the leader of God’s people, makes: “. . . but as for me and my house, we will serve the Lord” (Josh 24:15). There is no higher principle or priority for a child of God than to “. . . love the Lord your God with all of your heart, and with all of your soul, and with all of your strength” (Deut 6:5). Moses first gave this command from the Lord, and Joshua clearly understood it, and lived it out. Jesus also identifies this command, along with the command to love our neighbor, stated in Leviticus 19:18, as the greatest of all (Matt 22:36-40). A leader simply must come to discover, understand, identify, live, and communicate the key priorities and principles in their organization, Joshua did.

Dr. Jerry Falwell clearly understood this priority to stand on key principles, as all great leaders do. His wife Macel Falwell gives much evidence of this in his biography and it is recognized by even the casual observer. Dr. Jerry Falwell demonstrated an amazing commitment to fight abortion-on-demand at the national level. This commitment of his to stand on essential priorities is also seen at the personal level in the life of Dr. Falwell with the primacy he placed on

his marriage and family.¹³

Another critically important leadership principle is - learning how to recover from a fall. This is seen in the life and leadership of David:

Dr. J. Vernon McGee, in his *Thru the Bible Commentary* observes,

Now David was not just a man; he was the King. And the King can do no wrong; he is above reproach. No one points the finger at the King. But Nathan did. And the very interesting thing is that David confessed. All the great men of God have confessed their sin before God. Augustine wrote his confessions . . . Psalm 51 is one of the greatest confessionals that has ever been written.¹⁴

In 2 Samuel 11–12, a terrible time in King David’s life is described. The opening verse of chapter 11 explains clearly that David was in the wrong place at the wrong time. Springtime was the time when Kings went off to war, and David stayed at home in Jerusalem. David notices Bathsheba bathing on her rooftop, and lust turned into inappropriate sexual relations. Bathsheba conceives a baby and David panics. He brings home her husband Uriah the Hittite, one of David’s most loyal army officers. After two attempts to get Uriah drunk and have him go home and sleep with his wife failed, David sends him back to the front lines carrying a note that sealed his fate. Uriah faithfully hands David’s hand written letter to Joab, the General of the military, and he is sent into the most dangerous section of the battle. Uriah is killed. After Bathsheba went through a time of mourning, she was brought into David’s house and became his wife (2 Sam 11.) Nathan was one of God’s prophets at the time of David and came to the King. Very wisely, he tells David a story about two men. One of the men was very rich and had large herds of sheep. The other man was very poor and only had one precious little lamb. When a traveler came to visit the rich man, he came and stole the little lamb from the poor man. Since David was a

¹³Falwell, *Jerry Falwell, His Life and Legacy*, 245-246.

¹⁴ McGee, *Thru the Bible*, 761-762.

shepherd as a younger man, the story really struck him and he became outraged and demanded that, “as the Lord lives, the man who did this thing shall surely die, and he shall restore the lamb four fold” (2 Sam 12:5-6). Nathan powerfully declared to King David, “You are the man!” (2 Sam 12:7). He goes on to declare God’s judgment on David for the wicked things he had done (2 Sam 12:8). Now it is true that there were significant short-term (the baby dies within one week of his birth), and long-term consequences (David’s entire family is torn apart along with the kingdom, he is limited to live by the sword his entire life and never build the Temple of the Lord). There is a path, through all of this sorrow and suffering, to forgiveness, reconciliation, and healing available with God, and others, for David.

Psalm 51 is a Psalm of David as he prays for the forgiveness of his sins and a true work of sanctification to take place in his life. The superscription to Psalm 51 says, “To the chief Musician, A Psalm of David, when Nathan the prophet came unto him, after he had gone to bed with Bathsheba.” In this Psalm is discovered a critically important pattern for all sinners (Rom 3:23) to follow if they are to be forgiven by God:

Seven aspects of David’s repentance and restoration:

Aspects	Reference
A cry for mercy	Ps 51: 1
A desire to be cleansed from Sin	Ps 51: 2, 7
An honest acknowledgment of wrongdoing	Ps 51: 3
A recognition that he was even conceived in sin	Ps 51: 5-6
A petition for a renewed spirit	Ps 51: 10
A plea for restored joy in his salvation	Ps 51: 12
A hope to return to the work of the Lord	Ps 51: 13

Remarkably, the Lord calls David, “. . . a man after my own heart” (1 Sam 13:14).

Clearly the Lord, who knows the end from the beginning, understood all of David's life, the good, and the bad. Isn't it amazing grace, for David that God accepts and forgives all who call upon his name? (Rom 10:13). A leader must be a person who acknowledges their sin and shortcomings when confronted, and takes clear and decisive steps of repair, just like David.

In the life and ministry of Dr. Jerry Falwell, there were many difficult hours. Perhaps one of the most difficult times was when the SEC filed a lawsuit. Macel gives great detail on this difficult chapter in their life and ministry and describes how the Lord saw them through.¹⁵ Another example of the heart of Jerry Falwell is described by Dr. Elmer Towns. During the financial crisis at Liberty University and the entire ministry following the PTL scandal major changes needed to be made. A 52-million dollar miracle was needed. After two 40-day fasts, with much time devoted to prayer, God worked a miracle, the gift came in and the ministries were spared certain doom.¹⁶ Like David, Dr. Jerry Falwell had a soft enough heart to respond when the Lord used others to clearly show him where he was wrong and what direction he needed to move in.

Jesus – Mentoring, building up the leaders to carry on the mission after you are gone: (Mt. 4:18-22; 8:18-22; 9:35-38; 10:1-11:1). Dr. J. Vernon McGee, in his *Thru the Bible Commentary* observes, “The wonder of it all is that Jesus called men . . . He can use you . . . The body of Christ has many members in it, and they all have different functions to perform.”¹⁷

To seek to highlight the life and ministry of Jesus in just a few short pages is certainly challenging. He has been rightfully called, “the incomparable Christ” and that is recognized by the researcher. It is the goal for the purposes of this thesis project to identify one of his

¹⁵Falwell, *Jerry Falwell, His Life and Legacy*, 92-95.

¹⁶Towns, *The Ten Most Influential Churches*, 167-168.

¹⁷McGee, *Thru the Bible with J. Vernon McGee, Vol. IV*, 25.

leadership qualities, Jesus' ability to mobilize the next generation of leaders to carry on the mission when he is gone. Jesus not only trains and develops his team to accomplish this critical task, but also sets in motion a plan to have this replicated "from generation to generation" until He returns "The Gospel writers capture Jesus' call of his followers; Matthew records, "As Jesus was walking beside the Sea of Galilee, he saw two brothers, Simon called Peter and his brother Andrew. They were casting a net into the lake, for they were fishermen. 'Come, follow me,' Jesus said, 'and I will make you fishers of men.' At once they left their nets and followed him. Going on from there, he saw two other brothers, James son of Zebedee and his brother John. They were in a boat with their father Zebedee, preparing their nets. Jesus called the, and immediately they left the boat and their father and followed him".¹⁸

Dr. Luke records the entire list of the 12 Apostles, "One of those days Jesus went out to a mountainside to pray, and spent the night praying to God. When morning came, he called his disciples to him and chose twelve of them, whom he also designated apostles: Simon (whom he named Peter), his brother Andrew, James, John, Philip, Bartholomew, Matthew, Thomas, James son of Alphaeus, Simon who was called the Zealot, Judas son of James, and Judas Iscariot, who became a traitor."¹⁹

The Gospels describe Jesus' life of prayer in many places. He was often going out to the lonely places, gardens, hillsides, even the desert, to spend time alone with his father. The researcher is convinced that this life of prayer was a hallmark trait of Jesus Christ which enabled him to select, train, and release good and godly men into the work of building the Church. On one occasion a father brought his son who was seized with a spirit. He explained that even

¹⁸ Matthew 4:18-22

¹⁹ Luke 6:12-16.

Jesus' disciples could not cure the boy and asked Jesus to help. The Gospel of Mark includes Jesus' explanation his disciples who asked him later why they could not heal the boy, that, "This kind can come out only by prayer".²⁰ While Jesus possessed many leadership gifts, (arguably more than any other leader who has ever lived), this example and practice of time spent with God, may well have done more to mentor the men who would go on to build His Church than any other practice. A leader in God's Church must be a man who spends time with the Lord. Jesus did.

Dr. Jerry Falwell was certainly a Christian leader who loved and followed Jesus. He specifically followed the Lord in this practice of prayer and time spent with the Lord. The two 40-day fasts Dr. Falwell entered into during the ministry crisis, when a 52-million dollar miracle was needed, his daily practice of prayer and Bible study in the early mornings, and his entire life of faith, at a level few others have attained in his lifetime, all point to this reality. Dr. Jerry Falwell was a leader who loved and followed Jesus. Jesus' example of a life of prayer and time with his father was both a pattern Dr. Falwell followed and a command Dr. Falwell obeyed.²¹

The researcher remembers often hearing Dr. Jerry Falwell call the Liberty University students "Young Champions for Christ" or simply "Young Champions." It is worth remembering that beyond the twelve disciples Jesus called, trained, and sent out to build His Church, he also sent out seventy-two. Dr. Luke records the event,

After this the Lord appointed seventy-two others and sent them two-by-two ahead of him to every town and place where he was about to go. Then he told them, 'The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field. Go! I am sending you out like lambs among wolves. Do not take a purse or bag or sandals; and do not greet anyone on the road. When you enter a house, first say, 'peace to this house.' If a man of peace is there, your peace will rest

²⁰ Mark 9:29.

²¹ Matthew 6:9-13.

on him; if not, it will return to you. Stay in that house, eating and drinking whatever they give you, for the worker deserves his wages. Do not move around from house to house. When you enter a town and are welcomed, eat what is set before you. Heal the sick who are there and tell them, ‘The kingdom of God is near you’²²

Jesus goes on to explain how they should respond in a home or town where they will be rejected. Ultimately Jesus explains, “He who listens to you listens to me; he who rejects you rejects me; but he who rejects me rejects him who sent me”.²³ This account ends with Dr. Luke sharing about the joy the seventy-two experienced healing, ministering, and teaching in Jesus’ name.²⁴

Dr. Jerry Falwell, as a significant leader of the Moral Majority and so many other ministries similarly lived this life of prayer and discipleship. He called, trained, and sent out an inner circle of leaders effectively to lead the Moral Majority and the many other ministries he founded and directed. Liberty University is also a testimony to the fact that he also attracted hundreds of thousands of students who continue to be called, trained, and sent out to serve the Lord, just like the seventy-two.

Peter— Being transformed by God’s power into a fearlessness leader. (Luke 22:31-34; 40-46; 54-62; 21:15-19; Acts 2).

J. Vernon McGee, in his *Thru the Bible Commentary* observes, The Lord knew that Peter would deny him, and yet he said, “I have prayed for thee, that thy faith fail not . . . Peter was later able to strengthen his brethren. The man who has been tested is the man who is really able to help others, even if he has failed and has come back to the Lord.”²⁵

Peter is a remarkable character in the Bible. He is often quick to speak and act before he thinks.

²² Luke 10:1-9.

²³ Luke 10:16.

²⁴ Luke 10:17.

²⁵ McGee, *Thru the Bible.*, 346.

Though he failed famously, he was restored, and loved Jesus with his entire being. From his call to ministry, right at the very beginning of his time with Jesus, Jesus said, “follow me” and he and his brother Andrew immediately left their nets and followed.²⁶ Later, at the end of Jesus’ earthly ministry, Peter does what may seem unbelievable, he denies Jesus three times, just as Jesus had predicted he would.²⁷ Jesus’ love for Peter is on grand display, not only in the crucifixion and resurrection, but also in his restoration of Peter. Jesus meets his followers on the beach by the sea, discouraged, frightened, and not knowing what to do next, Peter says, “I am going fishing” and being the natural leader that he was, the others said, “We are going with you also”²⁸. In all of biblical history, we are revealed images of a seeking God, and here, once again, we find Jesus, the Son of God, seeking out his disoriented and wandering followers. As Jesus calls to them from the shoreline while they are out in the boat, having spent another frustrating “fishless” night, Jesus tells them to cast the net on the other side of the boat, and an amazing miracle happens . . . a net full of fish!. When another disciple declares, “It is the Lord!,” Peter jumps into the sea to swim to shore. They all sat down with Jesus and at breakfast together. It was after breakfast that Jesus has a very intimate conversation with Peter. Three times Jesus asks Peter if he loves him and I am sure the number of times Jesus asked him did not go unnoticed. The last time John records Peter being “. . . grieved because He said to him the third time, ‘Do you love Me?’ And he said to Him, ‘Lord, You know all things; You know that I love You.’ Jesus said to him, ‘Feed My Sheep’”²⁹. Yes, remarkably, Jesus not only forgives and restores Peter, but he calls him to be a pastor.

²⁶ Matthew 4:18-20.

²⁷ Luke 22:24-34.

²⁸ John 21:3.

²⁹ John 21:15-17.

In Church history the rest of the story unfolds, not only does Peter (and hundreds of others) see the risen Christ on several occasions, he is also filled with the Holy Spirit on the day of Pentecost, and we see a transformation in him that can only be explained by God working in his life . . . (Acts 2). This is truly a miraculous transformation from “terrified denier” into a follower of Jesus who, having seen the risen Christ, and upon being filled with the Holy Spirit, boldly declares the Gospel! Peter stands up and declares before the same people, in the same city he had just denied Jesus a few weeks earlier, “. . . this Jesus, whom you crucified, is both Lord and Christ”³⁰. The religious leaders had plotted to kill Jesus and accomplished it. The disciples were truly in danger for their very lives, but now Peter, and the rest are truly, and dramatically changed.

Peter had grown into a fearless leader. There is no doubt about that. According to tradition, Peter was crucified in Rome upside down because he did not feel worthy to die in the same manner as his Lord. All leaders in the Church must also encounter the risen Christ, be filled (and gifted) by the Holy Spirit; then too, they will be able to have a holy boldness to accomplish God’s will in their lives. It is critical that leaders develop a “fearlessness” to accomplish the things God intends for them.

Jerry Falwell, from many early in life examples clearly demonstrated this leadership quality. Jerry Falwell encountered real trouble with his early mentors from BBC (Baptist Bible College, Springfield, MO) when he decided to start Thomas Road Baptist Church in Lynchburg. They advised against this, explaining that the fellowship already had churches established in Lynchburg, he should go somewhere else. Certainly, with the birth of the MM, as Jerry confronted the nation, he also demonstrated an amazing confidence. Jerry Falwell seemed to be a

³⁰ Acts 2:36.

man of fearlessness, a lot like Peter.³¹

Paul - Having the vision to go where no one has ever gone before. (Acts 8:1-4; 9:1-31; 13:1 & ff). J. Vernon McGee in his *Thru the Bible Commentary* observes, “God states two reasons for calling Saul. He was God’s chosen vessel for two things. First, he was to bear the name of Jesus. Notice that he is not called a witness as the disciples were . . . Now he is to bear that name . . . He is to bear that name before three different groups: Gentiles, Kings, and the children of Israel. Gentiles are first on the list . . .”³²

The biblical story of Saul, later named Paul, is dramatic, to say the least. We first learn of Saul as he is present, and perhaps presiding over the first killing of a Christian, after Jesus’ death and resurrection. The Scripture text tells us plainly that Saul was “. . . consenting to his (Stephen’s) death . . .”³³ Saul’s dramatic conversion is described in the very next chapter, Acts 9. Saul was continuing to threaten the Lord’s followers with murder. He went to the high priest and received “letters” to take on his travels, from synagogue to synagogue, in his quest to find and capture any people of “the way.” His plan was to capture these individuals and bring them “bound” back to Jerusalem to stand before the religious leaders and give an account. On this quest, Saul was heading into Damascus, when his life dramatically changed. A light from heaven shone so brightly, that he fell to the ground hearing a voice say, “Saul, Saul, why are you persecuting me?”³⁴ He asked the voice, “who are you Lord?” and he heard the words that would forever change his life, “I am Jesus, whom you are persecuting. It is hard for you to kick against

³¹Falwell, *Jerry Falwell, His Life and Legacy*, 245.

³²McGee, *Thru the Bible with J. Vernon McGee, Vol. IV*, 549.

³³ Acts 8:1.

³⁴ Acts 9:3-4.

the goads”³⁵. While trembling and bewildered, he asked, “Lord, what do you want me to do?” The Lord gives him very detailed instructions of where to go and who he must see. This was a specific message for Saul, as his traveling companions heard a voice, but did not see anyone or anything. Saul was left blind for three days and he did not eat or drink anything for that time, his traveling companions led him into Damascus (Acts 9:8-9). In the town of Damascus was a disciple named Ananias. He also had a vision and was given specific instructions of the location and the individual he was to meet (Saul of Tarsus), he was even told that he would find him there praying at the “street called straight”.³⁶ Ananias had a discussion with the Lord, “Lord, I have heard from many about this man, how much harm he has done to Your saints in Jerusalem. And here he has authority from the chief priests to bind all who call on Your name”.³⁷ The Lord is very direct with Ananias and tells him, “Go, for he is a chosen vessel of Mine to bear My name before Gentiles, Kings, and the children of Israel. For I will show him how many things he must suffer for My name’s sake”.³⁸ And the rest is history, Church history, missionary history . . .

Saul was re-named Paul, even the Jews tried to kill him (Acts 9:23-25), the disciples feared him (Acts 9:26), but Barnabas took him to the Apostles and they heard of his dramatic conversation with the Lord and the mission God was sending him on (Acts 9:26– 28). Paul preached everywhere he went, and he did experience much persecution, and eventually he was executed for his faith in Jesus Christ, and his preaching of the Gospel. Remarkably, through so much opposition in the years ahead, Paul never wavered. He stayed laser-focused on the mission of preaching the Gospel, to Jews and Gentiles, and even to Kings. Paul was a great leader,

³⁵ Acts 9:5.

³⁶ Acts 9:10-11.

³⁷ Acts 9:12-14.

³⁸ Acts 9:15-16.

perhaps the greatest missionary the world has ever known. Notice the importance of listening to the Lord, and following through on the mission the Lord gives. Paul was able to be “vision-focused” throughout his ministry life, no matter how difficult the challenge. The Gentiles had never been “added into the family of God like this before. This was truly “unchartered territory,” and yet, it is clearly what the Lord called him to do, so he struck out, for the rest of his life, to do the impossible, but, what is impossible with man is possible with God!

Jerry Falwell had this leadership quality in large proportion. Think of his great vision to build a church, university, and touch the nation through the MM.³⁹ It is evident, that these many and varied accomplishments demonstrate the Pauline quality of leadership, going where no one has gone before. In a very real sense, Jerry Falwell, Sr. accomplished what hadn’t been done before, he built a world class university that would remain distinctively Christian.⁴⁰ With the Moral Majority organization as well, he mobilized 8-10 million evangelical and fundamentalist Christians, getting them engaged in the political process, many for the very first time.

Through a review of current literature, books and articles, and a biblical overview of key leaders and their leadership qualities, this thesis project has demonstrated many essential leadership traits and qualities Dr. Jerry Falwell Sr. possessed. The Moral Majority organization is a tribute to the national impact, and the scope of his contribution. Thomas Road Baptist Church and Liberty University are further evidences of the ongoing impact of the life of this one man.

In Chapter Three, the researcher will share survey results from a variety of sources looking to identify the strengths and weaknesses of Dr. Jerry Falwell Sr., particularly in his leadership of the Moral Majority organization. Leadership lessons to be learned will be identified in the surveys, and the bibliography will continue to be explored

³⁹ Falwell, *Jerry Falwell, His Life and Legacy*, 245.

⁴⁰ *Ibid*, 133-138.

CHAPTER THREE

SURVEY SUMMARY

Many requests went out to all four of the designated groups identified for the research-surveys: North American Baptist Conference, Everyone a Chance to Hear – Metro Detroit, Hope Community Baptist Church, and Liberty University--current and former employees; only a limited number of participants responded. The highest level of response came from the local church and denomination of which the researcher is a member. Liberty University had three respondents, but they were significant, not only in the number of years (100 cumulative years) the three participants served with Dr. Jerry Falwell, Sr., but also in the content of their responses. Although fewer responses were received than anticipated, both the quality and quantity of the information far exceeded the expectations of the researcher. Due to the large amount of content (over 50 pages), the entire body of the research-surveys will be included in the Appendix B section of the thesis project. Some observations and analysis will be shared here in Chapter Three.

# of Surveys received	Surveyed Group
6	North American Baptist Conference (NABC)
1	Everyone A Chance to Hear – Metro Detroit (EACH)
5	Hope Community Baptist Church (HCBC)
3	Liberty University (LU)

NOTE: Some surveys are still being received and data will be added to the Appendix.

NABC Participants

The general overall perception among the NABC (North American Baptist Conference) participants was favorable to the leadership impact of Dr. Jerry Falwell Sr. and the MM. While there was one significant opponent to both the mission and leadership style, most of the other participants identified many positive contributions and characteristics. Here is a sampling of their responses which clearly demonstrates this fact: Jerry Falwell Sr. possessed, “vision, insight into the American culture, organizational skill, charisma”¹ They also identified the central issues the Moral Majority addressed as, “The sexual revolution, breakdown of the family, abortion.”² This is seen repeatedly in the survey results. Another responder explained it this way, “They seemed to have an intentional focus on their overall goal and purpose, were resilient when attacked or criticized, had strong convictions about the importance of their effort and kept the big picture in mind while celebrating the small steps that encouraged those who were a part of their team.”³

Some of the survey responses that gave a healthy critique of things both Jerry Falwell Sr. and the Moral Majority could have done more proficiency, include: “Getting side-tracked with church politics,” “We have always done it that way mentality, and “Having a Christian consumer mentality, not a kingdom mindset.”⁴ Another respondent stated, “I believe the organization was generally out of touch with the way most Americans who did not live in the ‘Bible Belt’ were living their lives, and therefore they were not able to successfully reach them with God’s Good News. In fact, I believe this huge blind spot actually turned more people off to the Good News

¹ NABC Participant # 1.

²Ibid.

³NABC Participant # 4.

⁴NABC Participant # 5.

than on to it in many areas of the world.”⁵ A more supportive responder explained, “Perhaps the absence of a vision for succession of leadership. The limited long-term impact may be more due to the changing spiritual landscape in America than to some leadership deficiency.”⁶

There were also many examples of issues the leaders of today need to be focusing on and who they felt some of the great leaders of the past were, including: “Bring our country back to Christ starting from the top (revival). Ronald Reagan, MLK JR., Jerry Falwell.”⁷ Another stated, “Marriage, Male/Female identity, Racial harmony, Abortion, and Freedom of Religion. Martin Luther, Abraham Lincoln, Winston Churchill. All of these leaders possessed ability to absorb criticism without being distracted from their mission. They had a courageous and contagious conviction as well as a keen vision regarding the future.”⁸

There was general agreement that leaders of today need to be people of character and integrity. Here is a sampling of the responses: “Constantly be aware that when in a position of leadership, your actions, attitude, words, and reactions are being watched and evaluated. Integrity is a must, and it comes from such things as honesty, trust, humility, and accountability. If married, a leader's’ relationship to their spouse is a very telling trait, and if they are a parent, so is their relationship with their children. Communicate, communicate, communicate. Find a person to pass your passion and vision onto, and pour yourself into them.”⁹

Another wrote, “Stay humble & biblical, really, really pray! -- people don't care how much you know until they know how much you care. Remember, apart from Jesus you can do

⁵NABC Participant # 3.

⁶NABC Participant # 7.

⁷NABC Participant # 1.

⁸NABC Participant # 2.

⁹NABC Participant # 4.

nothing.”¹⁰ A third concluded, “The Bible is the fountain from which all insights and wisdom and passion flows. A good leader must be saturated with the content, and consequently, the God of the Bible. The only assessment that ultimately matters is the judgment of God. Therefore, we must not be too taken in by the praise of men nor by their disapproval.”¹¹

EACH Participants

The second category in the research–survey was EACH (Everyone A Chance to Hear–Metropolitan Detroit). EACH is a loose coalition of more than 500 Churches in the Metropolitan Detroit area working together for evangelism and community enrichment. While the researcher had one of the key leaders of the movement email the survey to the membership, and he was allowed to present at one of the monthly meetings, very few showed interest in participating (8-10 inquired) in the survey, and only one was completed. Since this category has only one participant, I will make a few observations.

While the researcher desired to have greater participation from this category, this was a well-written and significant contribution. EACH participant # 1 clearly articulated the strengths of Dr. Jerry Falwell, Sr., identifying both his great vision, and urgent call to the task. The responder noted that the Gospel is to be the main focus of the Church as we move forward. He identified several leaders in history that were exceptional, including: George Washington, Winston Churchill, and Irenaeus. The three biblical characters that he identified were: Joseph (Son of Jacob – O.T.), Joseph (the earthly father of Jesus – N.T.), and Titus.

¹⁰NABC Participant # 5.

¹¹NABC Participant # 2.

HCBC Participants

The third category in the research—surveys was HCBC (Hope Community Baptist Church), the local church the researcher serves as Senior Pastor. The researcher felt that identifying what this local congregation sensed as mission critical issues and leadership qualities of central importance would be a relevant and helpful finding. Several participants took part in the research—survey, and many wrote very lengthy and well thought out answers. Again, the entire body of this research appears in Appendix B. A few observations will be reported here.

The participants were mostly positive in their view of the leadership of Dr. Jerry Falwell, Sr. and the contribution of the MM. They also listed similar issues the Moral Majority sought to address. Here are a few of their observations:

Jerry Falwell's most outstanding leadership ability was his natural aptitude for leadership that surpassed his preparatory and academic training at a very young age at several levels. The evidence of his extraordinary capacities: He founded the Thomas Road Baptist Church in Lynchburg, Virginia with 35 members at the age of 22 and grew its membership to 800 within one year. His ability to inspire and motivate those around him, risk taking, vision, (The founding of Liberty University), tenacity and endurance. He remained the pastor of the church that he founded until his death, his influence. He was a role model for pastors throughout the world. His strongest characteristic was his faith and his firm belief that the American moral compass was going off course and he was chosen by God to correct its direction.¹²

In relation to the Moral Majority issues addressed he observed:

“The most prominent issues for which the Moral Majority campaigned were: promotion of a traditional vision of family life, opposition to Equal Rights Amendment, opposition to Strategic Arms Limitation Talks (SALT), opposition of State recognition of homosexual acts, prohibition of abortion, and support for Christian prayers in schools”¹³

Several surveys clearly explained the central issues the Church and leaders need to be addressing

¹²HCBC Participant # 3.

¹³ Ibid.

today along with the central qualities of a leader. These included:

“I believe that the number one leadership quality for today’s Christian leader is integrity. Following integrity, consistent communication, and the ability to WOO (“Win Others Over” - taken from the strengthsfinder assessment tool) the current culture.

I believe that the number one mission critical issue the Church needs to address is same-sex attraction and gay marriage. Though the topics are similar, they are not one and the same. The Church needs to address and communicate a clear view on the difference between orientation, and the practicing of same-sex attraction. When it comes to gay marriage, I believe the Church and the government should agree to remove church’s rights to legally marry, and allow churches to have spiritual ceremonies while the government reserves the right to legally marry. The second mission critical topic the Church needs to focus on is sex-trafficking. The third mission critical topic that needs the Church’s attention is poverty. Lastly, the Church needs to continue to have a strong but gracious approach to abortion.”¹⁴

Another survey outlined several strengths of the leadership qualities of Dr. Falwell this way:

Strength	Explanation
Goal Setting	Plan the work, work the plan
Empathy	Address problems in private with genuine Christian concern
Accountability	Take responsibility for everyone’s performance—especially one’s own
Confidence	Opinions are well-informed on circumstances and needs
Integrity	Always ethical and biblically grounded
Trust	Will not betray confidences and private matters
Humbleness	If not willing to serve—cannot be leader. No one is inferior
Christ-like	Personal life without reproach ¹⁵

Many issues can be broken down to a root cause of people having no moral compass. This is seen in the attitude of right and wrong not being conclusive. For example, ‘It is okay if you are gay or straight as long as it makes you happy.’ ‘It is okay to have an abortion because you should have the right to choose.’ When people have removed themselves from receiving their morality from God and the Bible they use many excuses to justify their choices. If

¹⁴ HCBC Participant # 1.

¹⁵ HCBC Participant # 3.

people truly went back to the Bible and understood the basic commandments of ‘Do not murder,’ ‘Do not steal,’ the sanctity of marriage between one man and one woman, then many of the issues of the day would be resolved because it is black and white. There would not be abortion because morally we know that it is immoral to murder regardless of the geographical location of the baby—whether it is inside or outside of the mother’s body, it is still a baby. These are very simple answers that society is making complex because they are trying to justify their immoral decisions.¹⁶

Clearly at the top of the list of key qualities a leader must cultivate were integrity, trust, and honesty. The issues that the Church and Christian leaders need to engage in our world today were the many moral issues that are so prevalent, including abortion, gay marriage, and gay rights. HCBC, the local church surveyed, was the most comprehensive and detailed sample collected.

Liberty University Participants

The fourth category in the research—survey was Liberty University past and present employees. While the researcher did several methods of recruitment, (email, phone, in person invitations), and solicited the assistance of key Liberty University faculty, only three responses were received. While this was disappointing, the three responses were very well-written and contributed much to the project. The three respondents together have more than 100 years of accumulative experience at Liberty University and had significant involvement with Dr. Jerry Falwell, Sr. It is worth noting that of all of the participants in the research—survey, these three individuals speak with the most authority. They are generally quite favorable to Dr. Jerry Falwell, Sr. and the goals and mission the Moral Majority set out to achieve. There were, however, some lessons learned and cautions shared.

LU Participant # 1 identified Dr. Falwell’s key leadership quality, “Dr. Falwell had a commanding, riveting personality. Further, I have always thought that one of his greatest

¹⁶ HCBC Participant # 4.

strengths was as a motivator.”¹⁷ He went on to describe the Moral Majority’s primary goal, “I would think that the concern for the theme of turning the nation around was a huge goal and gained much traction, as well.”¹⁸ When it comes to the most important topics of engagement he explained, “I would say that the main issues for the Moral Majority at that time were pro-life/anti-abortion and pro-family agendas, along with pro-Israel support. This might involve specific items such as television and movie themes, etc.”¹⁹ In regards to the future, the responder emphasized the leadership priorities of “Today, there is still a real serious need, perhaps like never before, for unwavering convictions... along with refusing to give in to special interest groups, lobbyists, or campaign contributors, all of which require many positive qualities such as perhaps turning down certain gifts to one’s campaign for the sake of principle!”²⁰

LU participant # 2 also had a long time of service with Jerry Falwell at the University, and the Church. In relation to the question of the key qualities of leadership Dr. Falwell possessed, He said, “Dr. Falwell first and foremost was a great man of God who not only knew the heart of God, but understood the commandments found in the Great Commission to preach the gospel to every person and plant a church in every church culture around the world.”²¹ He explained the central issues of concern to Falwell and the Moral Majority,

There were four planks in Moral Majority. I saw many people try to add additional planks to MM, but he resisted them all. I am not sure my memory of the planks are in the same order in which Dr. Falwell gave them, however; first one had to do with the sanctity of life, i.e., the fact that the Moral Majority was against abortion. The second was the biblical nature of marriage, one man, married to one wife for one lifetime. This was a stand against

¹⁷ LU Participant #1.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

²¹ LU Participant # 2

homosexuality. The third had to do with strength and integrity of the nation Israel. Since 1948, establishment of the nation of Israel, there have been all types of threats and challenges to the nation. Dr. Falwell felt America was the only friend of Israel. If Israel collapsed, the peace in the Middle East would collapse. However, this was just not a pragmatic position by Dr. Falwell, he felt that the reestablishment of Israel in the land (in unbelief) was the fulfillment of Ezek. 37 and was God's plan to the future return of Jesus Christ. The fourth plank of the Moral Majority was a strong military. America could not be the moral leader in the world if we did not have a strong military, therefore Dr. Falwell and the Moral Majority stood for a strong military.²²

He also shared some words of challenge to the next generation of leaders, "I would say that those who have been called of God to serve must be committed and surrendered to do God's will, and be prepared and equipped and working on a regular basis to carry out the plans of the New Testament."²³ The issues that seemed to be the most relevant for leaders to focus on today included, "I think the most critical mission issue of the church today is evangelism. Almost no churches are having evangelistic crusades any longer... It seems that church planting has become the culture's way to satisfy the mandate of evangelism. A second mission critical is about those entering foreign mission full time."²⁴ This is vital information for the leaders of today and tomorrow to consider.

LU participant # 3 also served with Dr. Falwell at the University level for over three decades. He observed some of his great qualities of leadership this way, "Aside from his personal spiritual strengths, he was certainly a courageous leader who would let nothing get in the way of doing what he felt God had called him to do. He had the ability to relate to common people and inspire them to follow his leadership."²⁵ In relation to some of the areas of challenge in Falwell's leadership style he observed,

²² Ibid.

²³ Ibid.

²⁴ Ibid.

²⁵ LU Participant # 3.

At times he could be insensitive and insulting to people with whom he disagreed, especially in his use of humor. He also did not make good use of the people who worked in the various ministries, especially the faculty at Liberty University who could have given him good input in politics, economics, psychology, ethics and other areas on which he at times made misleading, careless and even false statements. Maybe most importantly, he was simply too busy. He paid for that by wearing himself out and ending his ministry much too early. This also impacted the time he might have better spent interacting with the people in the ministries he formed, as well as the people of TRBC.²⁶

He also identified the central issues of focus as “These were largely what he saw as the moral decline of the country: the acceptance of abortion, homosexual lifestyle, feminism, and the move toward a more socialist democracy.”²⁷ When it comes to advice for the next generation of leaders he states, “Be well-educated, consult with knowledgeable authorities, speak boldly but lovingly.”²⁸ He adds, “Be able to defend the authority of Scripture in a way that convinces and compels unbelievers, especially the increasing world of atheists and the irreligious.”²⁹

The researcher is grateful for the contribution these three Liberty University participants have made to the project. They, more than any of the other survey participants, knew Jerry Falwell, Sr. personally and intimately. They worked closely and directly with him on many projects. To summarize, in the responses they gave, several qualities of leadership were identified, including: Jerry’s charisma, vision, and strength morally and spiritually. They identified the Abortion issue as a central issue in the Moral Majority movement, and Liberty University participant # 2 also identified the Homosexuality issue. The Liberty University participants also identified some of the characteristics of a leader and issues to be addressed. They include: A firm commitment to the Word of God and the mission of the local Church. The leaders must be people of integrity, deep convictions, and be willing to carry out the plans of the

²⁶ LU Participant # 3.

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

New Testament. The issues remained mostly the same in Liberty University participant # 1's opinion, primarily the Life issue, and Family issues are still a critical focus. He added a few other issues worth attention. There is a need to show some concern for the environment, address terrorism, and develop better immigration policy. Liberty University participant # 2 felt there must be a primary focus on evangelism, and missions. Liberty University participant # 3 felt the Church needs to focus on the Inerrancy and Authority of Scripture. Some of the people that stood out to them include, for Liberty University participant # 1, Jesus, Moses, Paul, Peter, James, and John; for Liberty University participant # 2, John Wesley, and Arthur Flake; Liberty University participant # 3 identified Augustine, Luther, and Jonathan Edwards

These responses, as examined in detail, give great evidence to the tremendous leadership skill of Dr. Jerry Falwell, Sr. and the impact of the Moral Majority. Chief among his qualities of leadership are his great vision and integrity. This, in part, explains why so much of what he started is thriving today (Thomas Road Baptist Church, Liberty University, Liberty Godparent Home, Elim Home for Alcoholics, etc.). There is significantly more detail from all three Liberty University participants in Appendix B of this thesis project.

Some of the journal articles also shed light on Falwell and the Moral Majority. In "The Roots of the Moral Majority: Fundamentalism Revisited," By David Edwin Harrell, Jr., the author shares some significant observations which echo what the surveys revealed and he gives some additional background to the emergence of Dr. Jerry Falwell, Sr. and the Moral Majority organization.

Harrell, a professor of History, does a comprehensive review of the events of the twentieth century leading up to the Moral Majority formation. Included in these roots of the MM, Harrell describes the Scopes Trial of 1925, which many believed would be the end of

fundamentalism.³⁰ During the years 1925–1975, it was primarily the influence of the Dr. Billy Graham alone that drew the American attention back to the Bible. Yes, Bible believing and behaving people strengthened the base of America. Billy Graham not only was seen by more people than any other human being, he had significant influence on some 1.5 million inquirers. He also had significant influence on every American President since Harry Truman. However, when his extremely close relationship with President R. M. Nixon turned sour with Watergate, Dr. Graham backed off a little from his strong political involvement.³¹ Harrell goes on to explain the dichotomy of a first openly “born-again” President, Jimmy Carter, who was also a Baptist Sunday School teacher, yet openly liberal by almost every measure.³² This may well have opened the way for Dr. Jerry Falwell and the Moral Majority to emerge.

While the Moral Majority was initially the brainchild of Paul Weyerich, Richard Viguerie, and Terry Dolan, it was their desire to have Jerry Falwell establish the organization. This coupled with the appointment of Robert Billings as its first Director fueled its early growth. Back in 1976, Richard Viguerie accurately predicted that “the next major growth area for conservative ideology would be among evangelical Christians.”³³ In a meeting in Dallas, Texas on August 21–22, 1980 with 10,000 attendees organized by the Southern Baptist televangelist, James Robison, Ronald Reagan, the only candidate attending the event echoed their belief, “evolution is only a theory” and repeatedly said, “I know you can’t endorse me, but I want you to know that I endorse you.”³⁴

³⁰ Harrell. “The Roots of”. 67-68.

³¹ Ibid,70.

³²Ibid, 71-72.

³³Ibid, 73-74.

³⁴Ibid, 74-75.

The central cast of the most dominant players early on among the televangelists were; Jerry Falwell, James Robison, Jim Baker, and Pat Robertson. The core issues that they held to were: traditional values, anti-evolution, school prayer, private schools, militarism, and inerrancy of Scripture. Many were also pre-millennialists.³⁵

Clearly Dr. Jerry Falwell exhibited amazing gifts as a leader or he would have never been selected by Weyerich, Viguerie, and Dolan in the first place. Some of the qualities he possessed include: his ability to form a great team, and build that team and the followers through a process of coalescing around shared vision, issues, and ideas. Dr. Falwell was truly a stand out among many gifted and talented men of his generation.

In his article, “Evangelicals and the Moral Majority,” Clyde Wilcox gives some keen insight into the Moral Majority base. Here are some highlights taken from this thorough treatment of the Moral Majority Organization.

The author lays out the fact in the abstract that previous studies of the Moral Majority have used national samples, or regional samples of all citizens. The author contests that since the Moral Majority was formed specifically among evangelical and fundamentalist Christians, they constitute a more appropriate population subgroup to examine for support levels.³⁶ This seems to be a good line of reasoning and would lead to more accurate results for any study of the Moral Majority base; however, not all evangelicals or even fundamentalists can be assumed to support the MM. Robert Webber, from Wheaton College was quoted by the author from the Union Seminary Quarterly as saying that only 5% of Wheaton College students supported the Moral Majority at the time of the organization. The author cites Guth and Zwier, describing the target constituency of the New Christian Right as: “Approximately 50 million evangelicals in the

³⁵Ibid, 75-81.

³⁶ Wilcox. “Evangelicals and the”. 400.

country and in particular the fundamentalist wing . . . the aim . . . mobilize a group of people who had . . . avoided politics because they saw it as a dirty, and corrupt business . . . by convincing these people that political involvement was a God-given responsibility.”³⁷ Wilcox concludes that, “The Moral Majority is strongest among those who are fundamentalist or evangelicals, among those who hold conservative positions on social issues, among those who believe religion should be involved in politics, and among those who spend a good deal of time watching televangelists.”³⁸

In her article, “Who is the Moral Majority? A Composite Profile” Donna Day-Lower gives great detail into “who” makes up the Moral Majority Organization. Several points of view have been shared to try and explain the rapid rise in size and influence of the Moral Majority. The author writes, “Since its birth in 1979, the Moral Majority, particularly as represented by the Rev. Jerry Falwell, its leader, spokesperson, mythologizer and major fund-raiser, has elicited passionate responses reserved for few social phenomena or media personalities.”³⁹ The author explains that the ire of a variety of groups has been raised and expressed: women, gays, racial, ethnic and religious minorities, liberals, and libertarians, to mention a few.⁴⁰ Bumper stickers, like the popular, “The Moral Majority is neither” have popped up.⁴¹ It seems to be clear that Jerry Falwell and the Moral Majority were gaining the attention of the nation in a significant way, while much of that attention was negative.

The authors explain that many researchers are studying the Moral Majority, and that it

³⁷Ibid.

³⁸Ibid.

³⁹ Day. “Who is”. 335.

⁴⁰ Ibid.

⁴¹ Ibid.

doesn't fit neatly into any one category; it is partly a social, political, and religious organization. The organization has undergone the scrutiny of and is being analyzed by a variety of disciplines. Robert Wuthnow, a sociologist from Princeton University, has a list that is still growing, of 47 researchers from around the country who are studying the Moral Majority and the new Religious Right.⁴²

It is often the case that great leaders get the attention of their supporters and critics, friends and enemies. Jerry Falwell felt that being attacked by both the far right and far left may mean that he was in the well balanced center and that was a good place to be. The author cites Daniel Yankelovich from *Psychology Today*, who points out that the major attraction of the Moral Majority is its concern for children. Parents are drawn in as they are increasingly uneasy about the influence of the prevailing moral climate of the culture on their children.⁴³ It does seem that this was a reality. The Moral Majority was striking at the heart of a major concern of its adherents. Good leaders identify the target audience and key concerns, and keep hitting that spot. Jerry Falwell was most concerned with the unborn children and dedicated his life to fight for their safety in the wake of the 1973 "Roe v. Wade" Supreme Court decision. .

In the next chapter, the summary and conclusion of the thesis project will explore these findings in more detail. The author will summarize all the major points made throughout the project and make a conclusive statement regarding the solution to the challenges facing the leaders of today.

Nine leadership lessons learned from the life of Jerry Falwell and the Moral Majority organization will be explored. The author will also include a statement regarding opportunities for further development of the project. The author will continue to use and cite the bibliography.

⁴² Ibid.

⁴³ Ibid.

CHAPTER FOUR

SUMMARY AND CONCLUSION:

At the conclusion of this Thesis project it is the intent of the author to return back to the beginning and summarize what was discovered through this research. In the research process many books and articles were read, surveys were completed, and a lot of information was reviewed. What did this information reveal? The conclusion will also re-emphasize some of the central leadership lessons learned in this project from Dr. Jerry Falwell, Sr. and the Moral Majority. The desired next steps in the research process will also be outlined, both for the researcher himself, and other scholars who may have interest in this project--topic. It is the intention of the researcher that both the information in the main body of this Thesis project and the Larry Flynt article, complete survey information, book and article reviews, found in the Appendix section, along with the inspiring story of Dr. Jerry Falwell, Sr. and the Moral Majority, will enhance the leadership capacity of those who read it. The primary responsibility, however, for the growth and development of leaders rests with the leaders themselves.

Leadership Strengths and Challenge Areas

Jerry Falwell Sr. was an amazing visionary who was successful at casting vision, gathering supporters, and communicating in the media the Moral Majority message. The Leadership team initially gathered gifted individuals from ministry, media, and political circles to get the Moral Majority off the ground.

Some of the impact of the Moral Majority in the first few years included the election of candidates who shared their values, and were committed to achieving their commonly held goals, like overturning Roe v. Wade.

Lessons learned from Jerry Falwell Sr. and the Moral Majority leadership team and organization.

The leadership team did not effectively balance their skill-set to include experienced grass roots organizers or effectively replace some of their highly skilled team members as they resigned and left the organization. This dramatically diminished the long-term impact of the Moral Majority. The agenda of the Moral Majority became too broad, weakening the organization as more and more people could not support the entire vision and mission.

Jerry Falwell Sr. made a commitment to re-focus his attention and energy on Liberty University and Thomas Road Baptist Church. While this may have been a wise decision on his part, it resulted in the Moral Majority being shut down. Many feel today, while ministries like Focus on the Family and The Christian Coalition may have a national impact and better grass roots organization (as Jerry Falwell stated at the time he ended the Moral Majority), we do need a national voice as we had at one time with Jerry Falwell Sr.

Dr. Jerry Falwell, Sr. was a great visionary, successfully cast vision, and effectively communicated that vision. This is clearly observed by nearly every measure across the board, from friend to foe. The reader may recall this was emphasized by Macel Falwell. Certainly Macel was the closest to Jerry, walking intimately with him throughout their lives together as husband and wife. She gives a loving, yet crystal clear look at the man and leader. Macel observes,

Jerry was a visionary. His vision for Thomas Road Baptist Church couldn't be contained in the Donald Duck Bottling Company any more than it could be contained in Lynchburg. With a hunger to reach those who'd never heard that Jesus paid the price for our sins, the ministries of Thomas Road Baptist Church have reached far from Lynchburg to help hurting people around the world.¹

Here Macel identifies perhaps Jerry's greatest leadership quality, his incredible and driving

¹Falwell, "Jerry Falwell, His Life and Legacy". 245

vision. Jerry not only could see the future, he captured the hearts of his team and followers and led them there. This great leadership skill was also observed by Liberty University participant # 1 in the Survey:

“Especially in-person, Dr. Falwell had a commanding, riveting personality. Further, I have always thought that one of his greatest strengths was as a motivator. (I know that I regularly felt “revved up” after listening to him!)”²

This great ability to cast vision, and communicate that vision was also recognized by his political enemies. A sexually exploitive parody of Dr. Jerry Falwell, Sr. appeared in *Hustler Magazine*, and the fight between Jerry and Larry Flynt began. This battle led all the way to the Supreme Court, with a decision going in favor of free speech and the right of Larry Flynt to publish whatever he wanted. Amazingly, these adversaries became friendly toward each other, with Flynt calling Falwell his Pastor. While Flynt never became a Christian, his friendship and respect for Falwell is evident in the article published in the *L.A. Times* at Falwell’s death. A key quality of a leader is their ability to communicate with their enemies. Dr. Jerry Falwell had a genuine charisma, and kind heart that drew people to him, even those who did not agree with him. The full article written by Larry Flynt is quoted in the biography of Jerry Falwell, written by his wife, Macel Falwell. It appears in Appendix A of this Thesis Project.³

It is an essential quality of a leader, especially at the national level, to be able to engage with the enemy. Dr. Jerry Falwell, Sr. not only effectively engaged with many of his religious, political, and philosophical foes, he actually befriended them (examples include: Larry Flynt, Ted Kennedy, Mel White, etc.). Not only did Dr. Jerry Falwell, Sr. have the growing admiration

² Liberty University Participant # 1.

³Falwell, “Jerry Falwell, His Life and Legacy”. 179-185.

of some of his critics, some life-long friends and partners in ministry also affirmed the true greatness of the man and his leadership. Dr. Elmer L. Towns in a recent DBI, (Detroit Bible Institute) guest lecture said that, “Dr. Jerry Falwell, Sr. was the man with the greatest faith I have ever known. He was also a man of great vision. This is clearly seen in the birth and growth of Liberty University and TRBC.”⁴

It seems quite clear and can be concluded from the data collected by supporters and opponents of Dr. Jerry Falwell, Sr., he was a man of tremendous faith and vision. A Christian leader must possess and cultivate these leadership traits throughout their lives to maximize their potential and impact.

Jerry Falwell, Sr. gathered a successful team of leaders into the Moral Majority organization. This fact is observed by the quality and caliber of the initial Moral Majority leaders. Cal Thomas, formerly of CBS News and a syndicated columnist came to Lynchburg and became the Moral Majority VP of Communications. Ed Dobson, Liberty University instructor, Dean of Students, and Fundamentalist Journal Editor, completed the Ed. D. at U VA. Several significant leaders were involved with Jerry Falwell, Sr. in the early days of the MM. One Survey, in particular, pointed this out.

Notable people within the movement:

Name	Organization/Contribution
Paul Weyerich	Free Congress Foundation
Richard Viguerie	Pioneer of political direct mail
Robert Billings	Evangelistic Preacher
Tim LaHaye	Evangelical Minister, “Left Behind” fiction writer
Pat Robertson	Founder of Regent University and Christian Broadcasting Network
Jesse Helms	U.S. Senator from North Carolina, Chair of the Foreign Relations Committee
Cal Thomas	NBC news in early 1970s, Fox News contributor and Syndicated columnist
Charles Stanley	Minister First Baptist Church of Atlanta, past President of the SBC
James Robison	Televangelist from Texas, early supporter of the movement

⁴ Elmer Towns, Guest Lecture at DBI (Detroit Bible Institute), February 2, 2016.

Judith A. Reisman	Researcher, Educator, Author
Trent Lott	U. S. Representative from Mississippi, majority whip
Beverly LaHaye	Concerned Women of America, Author and wife of Tim LaHaye
James Kennedy	Televangelist and founder of Knox Theological Seminary
Robert Grant	Pastor and political activist

These individuals' dedicated faith in God, collective leadership talents and experiences, and solid financial backing contributed to the spectacular success of the Moral Majority."⁵

This list could be significantly expanded, but it is clear to the honest observer, Jerry Falwell, Sr. was an incredible high capacity leader who attracted other high capacity leaders to join him to fulfill the Moral Majority mission. A leader at any level, to make a significant impact, must draw and cultivate other leaders. This is what leads to a multiplication of ministries and much greater impact for years to come.

The Moral Majority achieved much in the early years, electing candidates who shared their values and commitment to common desired ends. This is very evident in the Election of President Ronald Reagan in 1980 and 1984. Liberty University Participant # 1 makes this same observation:

“ . . . Additionally, I would think that the concern for the theme of turning the nation around was a huge goal and gained much traction, as well. Additionally, centering much of the emphasis around the leadership of the ever-popular Ronald Reagan did not hurt, either!”⁶

Certainly the strengths of Dr. Jerry Falwell, Sr. and those of the Moral Majority organization were evident as local, state, and national level elections were impacted. The decade of the 1980s saw much shift in the American political landscape. There were, however, areas that needed

⁵ HCBC Participant # 3

⁶ Liberty University Participant # 1.

improvement.

Some of the leadership lessons learned included challenge areas. The leadership team did not effectively balance their skill set to include experienced grassroots organizers. They also did not effectively replace some of their highly skilled team members as those leaders resigned and left the organization. This dramatically diminished the long-term impact of the MM. This is a debatable assumption. While it is true that several of the early leaders in the Moral Majority did move on to other job opportunities (Ron Godwin left the Moral Majority organization and took a high profile job with the Washington Times, launching the business magazine section in the weekend edition. Cal Thomas left the Moral Majority organization and continued to write his syndicated column, eventually landing a role on Fox News as a regular contributor. Ed Dobson left the Moral Majority organization along with LU, and took the Senior Pastor role at Calvary Church, in Grand Rapids, Michigan), other employees were hired to fill the gap. Did the shift in key personnel diminish the long-term impact of the Moral Majority organization or was it more due to the shifting view of the country toward the Moral Majority organization? The researcher is convinced it was some of both, but the shifting view in the country ultimately resulted in the long-term reduction in the Moral Majority impact.

The agenda of the Moral Majority became too broad, weakening the organization as more and more people could not support the entire vision. The data seems to support this claim. While many of the early supporters of Dr. Jerry Falwell, Sr. and the Moral Majority were strongly pro-life, and they supported a more conservative view of the family, as the Moral Majority got further and further into other Republican, and conservative issues, it diluted the focus of the organization. Liberty University Participant # 1 emphasized part of this conclusion:

Since we are discussing an action-oriented agenda of getting people motivated and moving, especially voters, and to have them choose the right direction, I would think that

motivation was probably the primary need. And as I said, that had to be one of Dr. Falwell's greatest strengths. However, many of his critics would say that being too conservative was a large drawback, but that was not the case for me. It attracted me to Lynchburg!⁷

Another response from NABC Participant #3 gave this perspective, "I believe the organization became too politically focused and missed the Kingdom focus they really needed to be effective."⁸

Some of the issues the Moral Majority eventually became involved in included: a pro-Israel stand, nuclear preparedness, balanced budget, and many other conservative Republican positions. The researcher concludes that the broader a single issue movement (pro-life) grows, the more members and potential members the organization will alienate. While the Moral Majority became increasingly perceived as condemnatory and part of the extreme right-wing, its influence and membership (along with dollars raised) diminished.

While it is true that Dr. Jerry Falwell, Sr. felt compelled to initially transition the Moral Majority into the Liberty Federation, in part, seeking to dodge the popular criticism that "the Moral Majority is neither," he eventually disbanded the entire organization, citing some very legitimate reasons. Today there remains a vacuum of national leadership in the religious right. While many other organizations continue to support the pro-life and pro-family causes nationally, and Liberty University and Thomas Road Baptist Church continue to thrive, as Dr. Jerry Falwell, Sr. intended by re-focusing his efforts on those two organizations, the nation needs a national voice calling it back to God and biblical principles.

⁷ Liberty University Participant # 1.

⁸ NABC Participant 3.

Nine Leadership Lessons Learned

Dr. Jerry Falwell, Sr., in his leadership of the Moral Majority, Thomas Road Baptist Church, and Liberty University, clearly demonstrated that he possessed many abilities. Some of his central leadership qualities and practices, along with his leadership challenges identified through the applied and academic research were:

Leadership Lesson	Source
Vision	Towns, LU Participant # 1, NABC Participant # 2, HCBC Participant # 3
Faith	Towns, J. Falwell, LU Participant # 2 and # 3, NABC Participant # 2
Mentoring Relationships	Schaeffer, J. Falwell, Barna, Vantagepoint3, White
Risk Taking	Towns, Schaeffer, HCBC Participant # 3, Barna
Family	Macel Falwell, HCBC Participant # 2,
Succession Plan	Vantagepoint3, Towns, LU Participant #2 and # 3
Staffing	LU Participant # 3, HCBC Participant # 3, White
Mission Focus	Barna, HCBC Participant # 2 and # 3, NABC Participant # 3
Prioritize	J. Falwell, Towns, Dobson and Thomas, HCBC Participant # 3

Vision

George Barna defines vision as “foresight with insight based on hindsight.”⁹ At the top of nearly every book, article, and survey, vision is mentioned as Dr. Jerry Falwell, Sr.’s greatest leadership strength. The ability to see into the future, communicate it, and take people there is the essence of this quality. All great leaders are people of vision. Dr. Elmer L. Towns, perhaps the closest colleague to Dr. Jerry Falwell, Sr. who worked with him for the longest period of time, outside of Falwell’s own family and perhaps the Rev. Jim Moon, identifies this quality as the greatest aspect of Dr. Jerry Falwell’s leadership, along with his tremendous faith in God.

In the Christian context of leadership, it can be argued that leadership is a gift of the Holy

⁹ George Barna, *The Power of Vision*, (Ventura, CA: Regal books, 1992), 28.

Spirit, certainly administration is a gift (Romans 12:8). To the degree that a Christian leader possesses this gift, the individual leader will be able to exercise, nourish, and flourish with it. Dr. Jerry Falwell, Sr. certainly had a large measure of giftedness, and maximized his potential through faithful execution of the vision he discovered from God.

It is imperative that the leader cultivate vision in his own life and the organization he leads. If this is a struggle area, the author strongly suggests reading George Barna's book, "The Power of Vision," This easy-to-read book is a guide to help you discover vision, what it is, how to find it, and communicate it. For the leader and their team this is an essential exercise in their ongoing development. Leaders must make this a top priority in their lives and in the organizations they lead. By scheduling times for visioning into the agenda of the team, the leader will significantly enhance the organization as a whole. This will also force the leader to spend time alone in the visioning process, to be ready to lead the team in this vital exercise. For the Christian leader, vision and faith are a powerful combination. This leads us to the next quality, faith.

Faith

The Bible describes it as the ability to believe in what is not seen (Hebrews 11:1-6). Dr. Jerry Falwell, Sr. writes, "I learned that I not only had to be saved by faith, but live by faith and serve by faith . . . A person's faith is not measured by his internal trust but by the objective truth of the Word of God."¹⁰

Dr. Elmer L. Towns identifies Faith as the other key quality , along with Vision, Dr. Jerry Falwell, Sr. possessed. Dr. Towns does not believe that in his entire lifetime he has met anyone

¹⁰ Jerry Falwell and Elmer Towns, "Stepping out on Faith,"(Wheaton, IL: Tyndale House Publishers, 1984), 15.

else with the same degree of faith that Dr. Jerry Falwell, Sr. possessed. The birth, growth, and development of Liberty University are prime examples of the realization of the faith of Dr. Jerry Falwell, Sr. In the Christian leader, this is also a key quality. Saving faith not only opens the door to salvation, but living faith takes our salvation into flight. Dr. Jerry Falwell, Sr. possessed the gift of faith to a very large degree.

No Christian leader can be all that God has created and gifted him to be apart from a growing, vibrant faith. This must be settled in prayer, in the Word of God, and in the Church. We neglect our faith to our peril as Christian leaders. For the leader that is struggling with faith the author encourages that you contact a trusted local church pastor, or spiritual leader. Billy Graham's book, "Peace with God," Richard Foster's book, "Celebration of Discipline," and Jerry Falwell's book, "Strength for the Journey" would also be helpful resources in the formation of the spiritual life of the reader. The local church is also a critical support to the believer in the journey of faith, you neglect it, by lack of involvement and engagement in it and with it, to your peril. Dr. Jerry Falwell intentionally tied Liberty University and Thomas Road Baptist Church together because of his strong belief in the importance of the local Church. The Christian leader cannot accomplish the vision and mission God has for them apart from faith. As Dr. Falwell lived out his faith through much time in study of God's Word, with fervent, daily prayer, and engagement in the local church; so too, the Christian leader must exercise his faith every day in these ways.

Mentoring Relationships

VantagePoint3 explains, "A successful leader is one who celebrates the potential that

exists in others and is willing to do whatever is possible to help them realize that potential.”¹¹

George Barna challenges leaders to identify “the five spiritual leaders you have known personally whom you would most like to imitate.”¹²

After Vision and Faith, Dr. Jerry Falwell, Sr. demonstrated a willingness to continue to grow, through reading good books, and specifically through mentoring relationships, as he allowed others to speak into his life. The ever growing leader simply must have strong mentoring relationships. For Dr. Falwell, in the early days it was B. R. Lakin. The old country preacher encouraged him to press on when all of his teachers, at BBC (Baptist Bible College-Springfield, MO), had turned on him when he expressed the desire to plant a church in Lynchburg. He also stood with him during other times of crisis when Falwell was under tremendous pressure. Later when Falwell was considering getting involved in politics, and birthing the MM, it was Dr. Francis Schaeffer who guided him through that decision process. The Theological and Philosophical insight of Dr. Schaeffer significantly impacted the thinking and actions of Dr. Falwell. This particularly helped Falwell as he came to understand the term “co-belligerents.” Fundamentalist Christians could work together with others on commonly shared values, and shared goals, he discovered.

Mentors have a critical role in the ongoing development of the leader, and are absolutely essential. For the author, reading biographies was an early way to be mentored in his Christian life. People like Chuck Colson, Billy Graham, and Jerry Falwell strongly influenced his life of faith. All leaders must be readers, Dr. Jerry Falwell, Sr. was, and it significantly impacted his life and leadership. In addition to reading about the lives of significant people, it is vitally important

¹¹ VantagePoint3, “Emerging Leaders: Functional Foundations of Leadership–Stage 4,” (Sioux Falls, S.D, VantagePoint3, 2006), 111.

¹² Barna, “The Power of Vision”, 83.

for the leader to be involved in mentoring relationships directly. Through the material of VantagePoint3, the leader can discover the power of mentoring. Cultivating three levels of mentors is critical. The leader needs to be mentored by someone ahead of them on the spiritual journey, engage a respected peer level mentor, and be mentoring someone coming along behind them with whom they see great potential. Mentoring relationships cannot be forced, but they must be intentionally cultivated. This will significantly enhance the leader's development.

Risk-Taking

George Barna writes that "Risk is a natural and un-avoidable outgrowth of vision."¹³ VantagePoint3 writes, "Leaders can learn a lot by observing those around them who are good risk-takers. Research shows good risk-takers demonstrate a psychological hardiness. There exists a clear attitudinal difference between these risk-takers and others who are more easily overcome by the stress of risk-taking."¹⁴

Dr. Jerry Falwell Sr. and the Moral Majority would not have been all that they were if it were not for risk taking. Every great leader must take risks, and be a person of action. Falwell not only possessed great vision, faith, and cultivated it all with good mentors--he also stepped out in action. One person close to Dr. Falwell observed that many things were tried, and yet, only a few took off. A leader must not be afraid of failing in any particular project; it is only a stepping stone in the process of discovery. Falwell was certainly not afraid to go where no one had gone before, as Liberty University, Thomas Road Baptist Church, and the Moral Majority clearly demonstrate.

Any leader who wants to move their organization ahead must be willing to take risks. It is

¹³ Ibid, 50.

¹⁴ VantagePoint3, "Emerging Leaders: Functional Foundations of Leadership--Stage 4," (Sioux Falls, S.D, VantagePoint3, 2006), 71.

absolutely critical to the growth of the individual leader and the organization. The author does not know of any other way to cultivate this essential leader quality beyond prayer, good counsel from those you trust and respect who also demonstrate ability in this area, and tenacity to move ahead in faith. An iron-clad determination about what God has called the Christian leader to pursue is required.

Family

The greatest contribution you make in your lifetime could be the next generation of leaders you raise in your own home. Yes, the impact you have on your children and grandchildren, if not squandered through neglect, could potentially be your most significant accomplishment.

While not appearing in many of the leadership books or journal articles, clearly in the life of Dr. Jerry Falwell, Sr., Macel, the kids, and later, the grandkids were the center of his life. For a leader to thrive (and survive the toughest of times) in addition to a strong faith, a strong family is critical. The strength you give and receive in these closest of human relationships is vital. It can be argued that the level of success both Liberty University and Thomas Road Baptist Church are having today is in large part due to the mentoring and strong family bonds Dr. Jerry Falwell Sr. developed with his two sons. Dr. Jerry Falwell, Jr. served as the Vice Chancellor under his father for several years before he took the lead role after Jerry died. So too, Dr. Jonathan Falwell served as the Executive Pastor under his father for several years before Jerry died. Although the passing of Dr. Jerry Falwell Sr. was tragic and quite sudden, the family and the institutions were well-prepared to carry on the vision and mission after Jerry was gone.

The primacy of family and the vision and mission they engage in together, are vital in the life of the leader. You neglect this to your peril and potentially the peril of your children as well.

Many resources are available for the Christian leader today to enrich their family life.

Organizations like Focus on the Family, along with a strong and healthy local church will be of great value to the Christian leader and their family. The author has found tremendous blessing for his own family in serving a strong, and loving local church for a long period of time. The faith of his family, along with the vision and mission they have pursued, has been significantly enhanced through this long-term commitment together. This important aspect of leadership, the love, care, and leadership of their family, can significantly enhance the last, and potentially most critical phase of the leader's journey, succession planning. It certainly did for Dr. Jerry Falwell, Sr.

A Succession Plan

Bill Hull writes, “. . . Jesus teaches that multiplication is the natural expression of compassion. In fact, a Pastor shows no greater long-term act of love than that of multiplying his work through others.”¹⁵

One of the main tests to the success of any leader is the long-term impact of the organization(s) they led, once they are no longer in leadership. As both Liberty University and Thomas Road Baptist Church are thriving under the leadership of Dr. Jerry Falwell Sr.'s two sons, Dr. Jerry Falwell, Jr. and Dr. Jonathan Falwell, respectively, the essential quality of having a good succession plan is another area in which Dr. Jerry Falwell, Sr. excelled. Quite a few years before the passing of Dr. Jerry Falwell, Sr. he saw great potential in both of his sons for different aspects of leadership in the two ministries, Liberty University and Thomas Road Baptist

¹⁵ Bill Hull, “The Disciple-Making Pastor,” (Grand Rapids, MI: Baker Books, 1988), 177.

Church. Very intentionally, Dr. Jerry Falwell, Jr. eventually became involved in the leadership of Liberty University, and Dr. Jonathan Falwell became an Associate Pastor at Thomas Road Baptist Church. Under the continued guidance and oversight of their father, both men grew in their unique leadership competencies.

Today both organizations continue to thrive, growing far beyond the scope of impact they have ever had before under the leadership of Dr. Jerry Falwell, Sr. The leader of today would be wise to invest early on in reading good books, having conversations with mentors, and especially with those leaders who have done this well. Seek them out. Include your leadership team in these plans. Adjust as needed, and with God's help, the Christian leaders work will move ahead well beyond his time and generation. As George Barna writes, "Vision usually outlasts the visionary."¹⁶ This important leadership priority, as time has demonstrated, is seen very clearly in the life of Jerry Falwell.

There were many positive leadership qualities seen in Dr. Jerry Falwell, and in the Moral Majority organization, these were only a few of the primary ones discovered in the research process.

There were also many lessons learned from some of the struggles of Dr. Jerry Falwell, Sr. and the Moral Majority organization, including:

¹⁶ Barna, "The Power of Vision", 63.

Staffing

VantagePoint3 writes, “Teams are able to accomplish much more than any one person can do alone . . . Building trust within an organization is a process that must begin with the leader choosing to trust others.”¹⁷

The staffing of the organization is a critical part of the leadership process. Not only does the leader need to have clear vision, be involved in mentoring relationships, but they also must recruit, train, and develop the top tier of the staff. If this is not done by the top leader, they certainly must make sure that it is done. While Falwell initially recruited a top team of leaders, over time much of the talent was recruited away to other organizations (i.e., Cal Thomas, Ed Dobson, and others as was previously demonstrated). This certainly was a challenging area for the Moral Majority organization, negatively impacting the long-term sustainability of the leadership team and the entire organization. Liberty University participant # 3 wrote,

At times he could be insensitive and insulting to people with whom he disagreed, especially in his use of humor. He also did not make good use of the people who worked in the various ministries, especially the faculty at Liberty University who could have given him good input in politics, economics, psychology, ethics and other areas on which he at times made misleading, careless and even false statements. Maybe most importantly, he was simply too busy. He paid for that by wearing himself out and ending his ministry much too early.¹⁸

The leader must pay specific attention to this vital area of staff recruitment, development, and replacement. The author has found both the VantagePoint3 material, and the Strength Finders material to be quite beneficial in the cultivating and growth of leaders in the local church he serves. The leader must research and identify the resources, and personnel needed to carry out this vital function. The leader must also value their team and work together for the good of the

¹⁷VantagePoint3, “Emerging Leaders: Functional Foundations of Leadership–Stage 4,” (Sioux Falls, S.D, VantagePoint3, 2006), 83.

¹⁸ Liberty University participant # 3.

organization. Neglect in this area will limit the success of the leader and the organization.

Mission Focus

George Barna writes, “Mission precedes vision, but without vision, it is empty and incomplete . . . When we address mission for ministry, we are speaking of a broad-based definition of the reason for existence that undergirds everything the church does and stands for.”¹⁹

While vision *is* critical, and it drives *mission*, maintaining a tight, well-focused and defined mission is essential. At the beginning of the Moral Majority both the Pro–Life, Prayer, and Pro–Family causes were the central focus of their mission. Over time the focus of the organization began to expand. The Moral Majority gave greater emphasis to a wide variety of topics, including a strong national defense, an anti–ERA position, and a wide variety of other Republican platform issues. It is very important for each organization and leader to be crystal clear in what the central mission is. This was also a challenging area for the Moral Majority organization. More and more people in the nation were thinking what a popular bumper sticker at the time said, “The moral majority is neither.” This in part, led Dr. Jerry Falwell Sr. to change the name of the organization to the Liberty Federation. While Falwell was very clear on the mission of LU–“Training Champions for Christ,” the Moral Majority organization seemed to become less focused, leading to its eventual termination, the author believes.

The leader needs to continue to work on both the vision and the mission of the organization. George Barna warns leaders not to rush the process, emphasizing that, “God may take more pleasure in our attempt to know his mind than our eventual ability to capture that

¹⁹Barna, “The Power of Vision”. 46.

insight.”²⁰

Leaders must do the hard work here of pressing on through the areas that they may not be naturally good at. Bill Hull suggests that only 5% of Pastors are naturally gifted in many of these areas, 95% of the Christian leaders will need to strategize, read, plan, and continue to grow through the coaching process to become all that God intends for them to be as a leader.²¹ Leaders, you must commit to this lifelong process of wrestling with vision and mission, it is absolutely essential.

Prioritize

There is no doubt, as both Liberty University and Thomas Road Baptist Church have demonstrated, Dr. Jerry Falwell, Sr. was an exceptional leader who accomplished much in his lifetime. As was just stated, one of the main tests to the success of any leader is the long-term impact of the organization(s) they led, once they are no longer in leadership. While the Moral Majority is no longer in existence, both Liberty University and Thomas Road Baptist Church are thriving today. The Moral Majority was one of many risk-taking steps Dr. Falwell took in his extraordinary life of leadership. It certainly was not a failure, as millions of people were recruited into the Democratic process, engaged, trained, and many went on to vote and participate. Dr. Falwell actually demonstrated significant wisdom in the decision to ultimately dismantle the MM. While the Moral Majority clearly had a season of tremendous national impact, that impact waned significantly, and much of the public perception was increasingly negative. The time had come to move on and re-focus. The researcher concludes that the decision of Dr. Jerry Falwell, Sr. to refocus his time and energy on Liberty University and Thomas Road Baptist Church publicly, and on his own growing family personally were the right

²⁰ Ibid, 61.

²¹ Bill Hull, “The Disciple-Making Pastor,” (Grand Rapids, MI: Baker Books, 1988), 29.

decisions, as history has revealed. The successful leader will prioritize and re-prioritize regularly. Be sure to include your most trusted advisors and top leadership team in this vital, ongoing leadership process.

Continuing to learn and grow as a leader is not an option. The author came to understand this from Dr. Jerry Falwell, and enrolled in his new expansion of LUSLLL (Liberty University School of Life-Long Learning), early on in his own life as a leader for this very reason. This thesis project, and the Doctor of Ministry program, is a part of the on-going development of the leadership of the author. Discovering the many leadership lessons in this research process from the life of Dr. Jerry Falwell, Sr., in and through his involvement with the Moral Majority organization, has brought several leadership qualities and principles to light. Leaders will continue to develop as they learn to value vision and mission, engage in the mentoring process, and become risk-takers, focus on their family, and develop a succession plan, don't neglect staff development, remember to prioritize, and for the Christian leader, pursue a life of faith. These practices are essential, they were to Dr. Jerry Falwell, and they are all vital to the development and growth of the leaders of today and tomorrow.

Continued research goals:

It is the goal of the researcher to continue to gather data, through readings, surveys, and interviews of those closest to Dr. Jerry Falwell, Sr., and the Moral Majority organization. This needs to include both supporters and detractors. These materials will be added to the Appendix information for further analysis and study. In addition to the ongoing academic research, the author will continue to gather resources and further develop a plan to help the leadership development process, building on the nine leadership qualities identified in this project. The author desires to assist the leaders of today and tomorrow in this most important process. These

on-going steps for further research and development will have the potential to significantly enhance leadership development. It is the desire of the author, that others who share this burden, to see the next generation of leaders learn from Dr. Jerry Falwell, Sr. and the Moral Majority organization, would join him in this process of continued research and development.

Conclusion

The researcher discovered through the many readings, surveys, and data the overall effectiveness of the leadership of Dr. Jerry Falwell, Sr. and impact of the Moral Majority organization on the Church and the nation. This was found through the investigative process of the thesis project as both supporters and detractors were examined and cited with academic rigor. The nine leadership lessons learned will significantly enhance the quality of leadership and the future impact of the leader. Take time to read through the Appendices and the Bibliography at the conclusion of this project, as there is a plethora of information and supporting data to enhance the main body of work. Here is one final challenge through a glimpse at the method Dr. Jerry Falwell Sr. used in developing leaders. He wrote, "I have never tried to give a complete systematic explanation of faith to the ministry students at Liberty. I believe in what has been called the "hot poker" method of communicating faith... They learn faith by exercising faith. I tell the young ministers at Liberty to "go out and do it better and do it bigger".²²

The author often heard Dr. Jerry Falwell say at commencements and chapels the infamous never give up line of Sir Winston Churchill. Falwell would then go on to say a version of Winston Churchill's famous speech, "Don't quit, don't ever quit, kick the dog if you have to, but don't ever quit!" So, in his spirit and following his example, go out and do it better and bigger, never quit, and start to lead more effectively right where you are.

²²Jerry Falwell and Elmer Towns, "Stepping out on Faith," (Wheaton, IL: Tyndale House Publishers, 1984), 19-20.

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APPENDIX A

LARRY FLYNT ARTICLE – “SEX, LIES AND POLITICS”

This article was published in Macel Falwell's book, “Jerry Falwell – His Life and Legacy,” Howard Books, a Division of Simon & Schuster, NY, 2008, 179-185.

Larry writes,

“The first time the Rev. Jerry Falwell put his hands on me, I was stunned. Not only had we been arch enemies for fifteen years, his beliefs and mine traveling in different solar systems, and not only had he sued me for \$ 50 million (a case I lost repeatedly yet eventually won in the Supreme Court), but now he was hugging me in front of millions on the Larry King show.

It was 1997. My autobiography, “An Unseemly Man,” had just been published, describing my life as a publisher of pornography. The film “The People vs. Larry Flynt” had recently come out, and the country was well aware of the battle that Falwell and I had fought: a battle that had changed the laws governing what the American public can see and hear in the media and that had dramatically strengthened our right to free speech.

King was conducting the interview. It was the first time since the famous 1998 trial that the reverend and I had been in the same room together, and the thought of even breathing the same air with him made me sick. I disagreed with Falwell (who died last week) on absolutely everything he preached, and he looked at me as symbolic of all the social ills that a society can possibly have. But I'd do anything to sell the book and the film, and Falwell would do anything to preach, so King's audience of 8 million viewers was all the incentive either of us needed to bring us together.

But let's start at the beginning and flash back to the late 1970's, when the battle between Falwell, the leader of the Moral Majority, and I first began. I was publishing Hustler magazine, which most people know has been pushing the envelope of taste from the very beginning, and Falwell was blasting me every chance he had. He would talk about how I was a slime dealer responsible for the decay of all morals. He called me every terrible name he could think of – names as bad, in my opinion, as any language used in my magazine.

After several years of listening to him bash me and reading his insults, I decided it was time to start poking some fun at him. So we ran a parody ad in Hustler – a takeoff on the then – current Campari ads in which people were interviewed describing “their first time.” In the ads, it ultimately became clear that the interviewees were describing their first time sipping Campari. But not in our parody. We had Falwell describing his “first time” as having been with his mother, “drunk off our God – fearing [expletive deleted]” in an outhouse.

Apparently, the reverend didn't find the joke funny. He sued us for libel in federal court in Virginia, claiming that the magazine had inflicted emotional stress on him. It was a long and tedious fight, beginning in 1983 and ending in 1988, but Hustler Magazine Inc. vs. Jerry Falwell was without question my most important battle.

We lost in our initial jury trial, and we lost again in federal appeals court. After spending a fortune, everyone's advice to me was to just settle the case and be done, but I wasn't listening; I wasn't about to pay Falwell \$ 200,000.00 for hurting his feelings or, as his lawyers called it, "intentional infliction of emotional distress." We appealed to the U.S. 4th Circuit Court of Appeals, and I lost for a third time.

Everyone was certain this was the end. We never thought the U.S. Supreme Court would agree to hear the case. But it did, and though I felt doomed throughout the trial and was convinced that I was going to lose, we never gave up. As we had moved up the judicial ladder, this case had become much more than just a personal battle between a pornographer and a preacher, because the first Amendment was so much at the heart of the case.

To my amazement, we won. It wasn't until after I won the case and read the justices' unanimous decision in my favor that I realized fully the significance of what had happened. The justices held that a parody of a public figure was protected under the first Amendment even if it was outrageous, even if it was "doubtless gross and repugnant," as they put it, and even if it was designed to inflict emotional distress. In a unanimous decision – written by, of all people, Chief Justice William H. Rehnquist – the court reasoned that if it supported Falwell's lower-court victory, no one would ever have to prove something was false and libelous to win a judgment. All anyone would have to prove is that "he upset me" or "she made me feel bad." The lawsuits would be endless, and that would be the end of free speech.

Everyone was shocked at our victory – and no one more so than Falwell, who on the day of the decision called me a "sleaze merchant" hiding behind the first Amendment. Still, over time, Falwell was forced to publicly come to grips with the reality that this is America, where you can make fun of anyone you want. That hadn't been absolutely clear before our case, but now it's being taught in law schools all over the country, and our case is being hailed as one of the most important free-speech cases of the twentieth century.

No wonder that when he started hugging me and smooching me on television ten years later, I was a bit confused. I hadn't seen him since we'd been in court together, and that night I didn't see him until I came out on the stage. I was expecting (and looking for) a fight, but instead he was putting his hands all over me. I remember thinking, "I spent \$ 3 million taking that case to the Supreme Court, and now this guy wants to put his hand on my leg?"

Soon after that episode, I was in my office in Beverly Hills, and out of nowhere my secretary buzzes me, saying, "Jerry Falwell is here to see you." I was shocked, but I said, "Send him in." We talked for two hours, with the latest issues of *Hustler* neatly stacked on my desk in front of him. He suggested that we go around the country debating, and I agreed. We went to colleges, debating moral issues and first Amendment issues – what's "proper," and what's not and why.

In the years that followed and up until his death, he'd come to see me every time he was in California. We'd have interesting philosophical conversations. We'd exchange personal Christmas cards. He'd show me pictures of his grandchildren. I was with him in Florida once when he complained about his health and his weight, so I suggested that he go on a diet that had worked for me. I faxed a copy to his wife when I got back home.

The truth is, the reverend and I had a lot in common. He was from Virginia, and I was from Kentucky. His father had been a bootlegger, and I had been one too in my twenties before I went into the Navy. We steered our conversations away from politics, but religion was well within bounds. He wanted to save me and was determined to get me out of “the business.”

My mother always told me that no matter how repugnant you find a person, when you meet them face to face you will always find something about them to like. The more I got to know Falwell, the more I began to see that his public portrayals were caricatures of himself. There was a dichotomy between the real Falwell and the one he showed the public.

He was definitely selling brimstone religion and would do anything to add another member to his mailing list. But in the end, I knew what he was selling, and he knew what I was selling, and we found a way to communicate.

I always kicked his [expletive deleted] about his crazy ideas and the things he said. Every time I'd call him, I'd get put right through, and he'd let me berate him about his views. When he was getting blasted for his ridiculous homophobic comments after he wrote his “Tinky Winky” article cautioning parents that the purple Teletubby character was in fact gay, I called him in Florida and yelled at him to “leave the Tinky Winkies alone.”

When he referred to Ellen Degeneres in print as Ellen “Degenerate,” I called him and said, “What are you doing? You don't need to poison the whole lake with your venom.” I could hear him mumbling out of the side of his mouth, “These lesbians just drive me crazy.” I'm sure I never changed his mind about anything, just as he never changed mine.

I'll never admire him for his views or his opinions. To this day, I'm not sure if his television embrace was meant to mend fences, to show himself to the public as a generous and forgiving preacher or merely to make me uneasy, but the ultimate result was one I never expected and was just as shocking a turn to me as was winning that famous Supreme Court case: We became friends.”²³

²³Falwell, Jerry Falwell—His Life and Legacy. 179-185.

Appendix B

Complete Survey Information

“The surveys of a sampling of NABC (North American Baptist Conference) Pastors and leaders globally, EACH (Everyone a Chance to Hear) Christian Leaders here in the Metro Detroit region, HCBC (Hope Community Baptist Church) leaders, and LU (Liberty University) current and former faculty and staff.

I. NABC Participants:

NABC Participant # 1-

Question 1: Key leadership qualities of Dr. Falwell Sr.

Energetic

Commitment to his calling

Rooted in the Word of God...unwavering (strongest quality). Kept his word. A powerful leader who could not be talked down...well respected.

Question 2: Leadership qualities most lacking.

They were unable (in the long run) to successfully unite the Christian organizations across the U.S. to battle and defeat the progressives.

Question 3: Issues most relevant to the mission.

Unity of the Christians was central. Churches are no longer united as they were. Christians are much weaker in their faith today.

Question 4: Issues that diluted the focus of the organization.

The progressive movement (and political correctness) has undermined everything.

Question 5: Leadership qualities most important today.

Unity is lacking. Broad focus is needed as the task at hand is massive. (bring people together, the task demands it).

Question 6: Issues critical today.

Bring our country back to Christ starting from the top. (revival)

Question 7: Three stand out leaders in history.

Ronald Reagan, MLK JR., Jerry Falwell.

Question 8: Helpful insights...tips for the leaders of tomorrow.

I am serious and pray that God will lead me forward in these plans (to bring America back to God), see my website for more details on this at Rydin.2016. He is with me...who can be against me?

NABC Participant # 2:

Question 1: Key leadership qualities of Dr. Jerry Falwell Sr. and the Moral Majority.

Integrity, Authentic love for God, Vision, Insight into the American culture, Organizational Skill, Charisma.

Question 2: Leadership skills most lacking.

Perhaps the absence of a vision for succession of leadership. The limited long-term impact may be more due to the changing spiritual landscape in America than to some leadership deficiency.

Question 3: Issues that were most relevant to the mission.

The sexual revolution, breakdown of the family

Abortion

Evangelicals having a presence in America, humanism and an anti-Christian sentiment in public schools

Question 4: Issues that diluted the focus of the organization.

No opinion.

Question 5: Leadership qualities today that are most important.

Passion for God Purity Integrity Vision Humility Compassion

Ability to express truth clearly and compellingly

Question 6: Issues today that are “mission critical” for the Church to address.

Marriage Male/Female identity Racial harmony Abortion Freedom of Religion

Question 7: Name three leaders in History who most stand out to you (and why).

Martin Luther, Abraham Lincoln, Winston Churchill. All of these leaders possessed ability to absorb criticism without being distracted from their mission. They had a courageous and contagious conviction as well as a keen vision regarding the future.

Question 8: Helpful insights or tips for tomorrow’s leaders.

The Bible is the fountain from which all insights and wisdom and passion flows. A good leader must be saturated with the content, and consequently the God, of the Bible. The only assessment that ultimately matters is the judgment of God. Therefore we must not be too taken in by the praise of men nor by their disapproval.

Bonus Question (B): What three leaders in Biblical History most stand out (why).

John Bunyan, Martyn Lloyd-Jones, and George Whitefield. The same qualities I mentioned above are true of these three. All of these leaders possessed ability to absorb criticism without being distracted from their mission. They had a courageous and contagious conviction as well as a keen vision regarding the future. Their commitment to the Almighty was genuine and deep – seated. They interpreted the present in terms of eternity, giving them clear perspective and a persevering spirit.

NABC Participant # 3:

What were the key leadership qualities of Dr. Jerry Falwell Sr. and the leaders of the Moral

Majority that contributed the most to the success of the organization?

(My response: It depends upon how you define “success”. I don’t necessarily agree that Dr. Falwell or the Moral Majority was “successful” at all. In fact, I wonder if they may have done more harm than good.)

1. What leadership qualities were most lacking and limited the long-term impact of the organization?

(My response: I believe the organization was generally out of touch with the way most Americans who did not live in the “Bible Belt” were living their lives, and therefore they were not able to successfully reach them with God’s Good News. In fact, I believe this huge blind spot actually turned more people off to the Good News than on to it in many areas of the world.)

2. What issues of the day were most relevant to the central mission of the organization?

(My response: It seems as though political issues, particularly those of the extremely conservative wing of politics were the most relevant issues the organization addressed.)

3. What issues of the day diluted the focus of the organization and hindered its overall effectiveness?

(My response: I believe the organization became too politically focused and missed the Kingdom focus they really needed to be effective.)

4. What leadership qualities for today’s Christian leaders, would you identify as the most important?

(My response: There are many, but among the most important I would list: Learning to genuinely listen and ask good questions as well as the ability to discern what God is saying and motivate people to follow His voice.)

5. What current issues today would you identify as “mission critical” for the church to address?

(My response: Learning to love our neighbor as God loves us is absolutely mission critical for the church today.)

6. What three leaders in history most stand out to you? Why? What key leadership qualities did they cultivate or possess?

(Francis of Assisi led well by modeling an alternative lifestyle for people that pushed beyond consumerism; Abraham Lincoln was able to persevere through incredibly challenging leadership terrain; Don Ambrose is my father and he has always modeled what true leadership means by leading by example, loving people well and encouraging them to be their best.)

7. Do you have any other helpful insights, lessons learned, or tips for the leaders of tomorrow?

(My response: Learn to genuinely listen to people well and ask good questions; learn to think non-dually (both/and); be real with people and let them see you struggle alongside them; the best is always the cheapest in the long-run; read less books, but the great ones more often; pray the

prayer of St. Augustine regularly and make it a part of your daily life: “May I know God; may I know myself.”)

NABC Participant # 4 –

1. They seemed to have an intentional focus on their overall goal and purpose, were resilient when attacked or criticized, had strong convictions about the importance of their effort and kept the big picture in mind while celebrating the small steps that encouraged those who were a part of their team.
2. Cannot make an informed response.
3. The Biblical worldview of believers, sanctity of life, and family values.
4. Cannot make an informed response.
5. A solid realization of their salvation, integrity in their personal and public lives, communication skills, respect for their position and those they are leading, accepting responsibility for their actions and humility.
6. Taking Christ into the world in relevant ways (Begin with local neighborhoods.), disciple making across generations (Psalm 78), becoming an active part of communities with a voice that speaks to people’s heart-need and the real issues they face.
7. Billy Graham...his faithful and consistent message, lifestyle and faithfulness to his wife and family, even through some difficult years and circumstances. Abraham Lincoln...persistence in pursuing his goal and dream of holding public office, determination and courage to make decisions, and humility. William Wilberforce...motivated by his faith and a Biblical view of the value of life, he fought not only for Christ and the changed life salvation brings, but also against slavery, sacrificing personal wealth, fortune, and health for a vision and accomplishment greater than himself.
8. Constantly be aware that when in a position of leadership, your actions, attitude, words and reactions are being watched and evaluated. Integrity is a must, and it comes from such things as honesty, trust, humility and accountability. If married, a leader's’ relationship to their spouse is a very telling trait, and if they are a parent, so is their relationship with their children. Communicate, communicate, communicate. Find a person to pass your passion and vision onto, and pour yourself into them.

NAB Participant # 5

1. What issues of the day were most relevant to the central mission of the organization? Keeping the gospel the main thing. Preaching the Word of God faithfully, with a passion to reach the lost, all for the glory of God
2. What issues of the day diluted the focus of the organization and hindered its overall effectiveness? Getting side tracked with church politics, and we have always done it that way mentality. Having a Christian consumer mentality, not a kingdom mindset.

3. What leadership qualities for today's Christian leaders, would you identify as the most important? Humility, boldness, caring, biblical, passionate.
4. What current issues today would you identify as "mission critical" for the Church to address? Having a passionate walk with Jesus & getting outside of the church walls to live out and preach the gospel.
5. What three leaders in History most stand out to you? George Mueller, Rick Warren, John Piper Why? George Mueller- care for people and trust in the Lord- Rick Warren- passion for souls, practical bent with the gospel- has impacted more in the current past history than anyone. John Piper passion for the supremacy of Christ in all things.

What key leadership qualities did they cultivate or possess? They have impacted their world by example and by faithfulness.

Do you have any other helpful insights, lessons learned, or tips for the leaders of tomorrow? Stay humble & biblical, really, really pray! - people don't care how much you know until they know how much you care. Remember, apart from Jesus you can do nothing.

NABC Participant # 6

Thesis Survey Questions:

1. Founders and Detractors:
2. What were the key leadership qualities of Dr. Jerry Falwell Sr. and the leaders of the Moral Majority that contributed the most to the success of the organization?
Vision – the vision that they had in believing that the evangelical church was able to speak into the issues of the culture to make a Biblical impact
3. What leadership qualities were most lacking and limited the long – term impact of the organization?
My perspective as a younger man at the time was interesting because I watched this from afar, so what I saw was how he ended up being portrayed...
As an African American, I didn't know a lot about Jerry Falwell but my perspective on him was that he was not really galvanizing the entire church, but that he was speaking on behalf of the middle class White church. At least that is the view that I had from afar. Therefore his passions, though Biblical, did not necessarily include all of the passions for justice that one might find in the text, including care for the poor, social justice for minorities, etc.
There was also a sense of self-righteousness by declaring themselves the Moral Majority I think the Moral Majority and the movement became too much about Dr. Falwell rather than about the issues he sought to address

4. What issues of the day were most relevant to the central mission of the organization?
The prevalence of abortion
5. What issues of the day diluted the focus of the organization and hindered its overall effectiveness?
Not sure
6. What leadership qualities for today's Christian leaders, would you identify as the most important?
A strong understanding of the Biblical text and how God desires change to occur in the hearts of men
An understanding of the culture around us, too often Christian leaders can approach the issues of today with yesterday's paradigms, we need the enduring text and we need to apply it to the current culture
Character, godly sound character that ensures that for them, the main thing, the gospel, remains the main thing; fame is seductive, wealth is seductive, influence is seductive
Christ-centered spirituality, specifically a deep, profound personal relationship with Jesus Christ
Vision for what the church can be that is rooted in the Bible and not in a caricature of what our nation once was...
The ability to communicate across social, racial and cultural boundaries to show that the message of the cross is not bound by political categories, but is trans-political
The ability to develop leaders who can impact people personally so as not to fall into the "cult of personality" trap that our culture and the media end up creating, leadership development is key
7. What current issues today would you identify as "mission critical" for the Church to address?
Its own methods of discipleship; how are we developing and training Christians?
Righteousness; the church must speak prophetically into all issues and not be bound by political categories; speaking against abortion is important and so is speaking against police brutality against African American men, I believe the church will have more credibility with the culture if the church doesn't conveniently take one side of the political debate, but speaks prophetically into every issue of injustice
The unity of the church across racial and economic boundaries, organized around the person and work of Jesus Christ AND the historical orthodox understanding of the Biblical text
8. What three leaders in History most stand out to you? Why? What key leadership qualities did they cultivate or possess?
Rev. Dr. Martin Luther King, because of the clarity of his vision, he rose to the occasion when the times needed a leader like him, he was an effective communicator, he mobilized people to actually get beaten and not retaliate, training them in basements of churches, he was someone that people followed, he shined a light on what was really going on in the

country, he was an articulate and educated African American when stereotypes of African Americans at the time (and even later) were different than that...

John Wesley, because of his passion for the gospel, because of his “method” of discipleship that spurred a movement that turned into a denomination, he seemed to innovate or at least popularize a critical way of helping people to grow in their faith in a decentralized way, he was an open air preacher who genuinely sought for people to be transformed, he led the way for others like Francis Asbury

Do you have any other helpful insights, lessons learned, or tips for the leaders of tomorrow? I think the leaders of tomorrow must learn how to take lessons from the past but to have clarity about today and even what direction we are headed, to be like the “sons of Issachar” discerning the times

Learning how to interact with and engage people different from you is important, because the Lord calls people different than us to Himself, and Christianity should break down man-made categories

Leadership is not only a gift and a calling, there are skills that can be learned, like how to handle conflict, how to cast vision well, how to develop other leaders

One of the most significant things a leader can do is develop other leaders, I have heard the quote: “All leaders lead, good leaders develop, great leaders deploy”, leaders can be so caught up in their own leadership they can forget that the movement they are leading is bigger than themselves, and to develop future leaders is to take good care of the vision Leaders need mentors, people who can speak into their lives

II. EACH: Everyone A Chance To Hear – Detroit Metropolitan Church's –

Sample.

EACH Participant # 1:

Question 1 –

It felt like there was a clear and compelling vision, coupled with a sense of urgency to the task.

Question 2 –

- a. A perception by the public that MM’s position was “superior”, which was twisted to become, “judgmental” by the detractors.
- b. It did not seem that there was much humility displayed by the leadership.
- c. Those things (and maybe others) meant that the Moral Majority lost connection and traction with the wider society – the very people who the Moral Majority claimed to be representing.

Question 3 –

- a. Sexual ethics.

Question 4 –

- a. Political activism which meant linkage to political conservatism.

Question 5 –

- a. “Authenticity” – integrity, humility, emotional maturity.
- b. Competence – ability to do a significant task.

c. Creativity in vision-casting.

Question 6 –

- a. Gospel – not as mere conversion, but as life transformation.
- b. Centrality and supremacy of Jesus Christ.
- c. Kingdom – cooperating with God in the building of a ‘subversive’ counter-culture of Christ-like-ness.

Question 7 –

- a. George Washington – humility, integrity, talent; a posture of constant learning (always learned from his mistakes), a vision and personal dedication to the goal of independence to create a real democracy.
- b. Winston Churchill – intellectual honesty, discernment of future threats, courage to act, tenacity in the face of significant obstacles, sharp mind, humor.
- c. Bishop Irenaeus – Talented, peacemaking, apparently very aware of his culture and movements, courage to look at a danger that was damaging his ‘flock’ and do hard work to systematically combat it.

Question 8 –

People need to know that their leader is FOR them and doesn’t really want something FROM them except as it will benefit the followers. People want to know that their leader has ‘skin’ in their game – personally committed to the followers success and thriving.

BONUS QUESTION –

Joseph Jacobson – Son of Jacob, assistant to Pharaoh; visionary, talented, strong character formed by difficult circumstances, humility.

Titus – talented, multi-role ministry (utility player), trusted, willing to lead from the ‘second chair’.

The other Joseph Jacobson – husband to Mary, foster parent to Jesus; visionary (several of them!); courage to obey God when it was damaging to his ‘reputation’, strong character, humility; did his job quietly and effectively.

III. Hope Community Baptist Church – Sample.

Hope Church Participant # 1

NOTE: This Participant only answered questions 5 – 7.

5. I believe that the number 1 leadership quality for today's Christian leaders is integrity. Following integrity, consistent communication, and the ability to WOO (taken from the strength finders assessment tool) the current culture.
6. A. I believe that the number 1 mission critical issue the Church needs to address is same sex attraction and gay marriage. Though the topics are similar, they are not one in the same. The Church needs to address and communicate a clear view on the difference between orientation, and the practicing of same sex attraction. When it comes to gay marriage, I believe the Church and the government should agree to remove Church's rights to legally marry, and allow Churches to have spiritual ceremonies while the government reserves the right to legally marry.
- B. The second mission critical topic the Church needs to focus on is sex trafficking.
- C. The third mission critical topic that needs the Church's attention is poverty.
- D. Lastly, the Church needs to continue to have a strong but gracious approach to abortion.
7. (NAB). The 3 leaders in Biblical History who stand out most to me are as follows:
- A. Chuck Colson because of his heart for those in prison, and his ability to leverage his past to speak the Gospel. Prison Fellowship is an organization that he founded which attempts to reform prisons and the justice system in the United States and internationally. I believe that his top leadership quality was probably initiative.
- B. Andy Stanley because of his ability to communicate the Word of God while wooing the current generation. Another leadership quality I see in him is provocativeness.
- C. Thom Rainer for his ability to research current Church trends and secular culture to better equip Churches to reach their communities.

Hope Church Participant # 2

1) WHAT ARE THE KEY LEADERSHIP QUALITIES OF DR. FALWELL SR. AND THE LEADERS OF THE MORAL MAJORITY THAT CONTRIBUTED THE MOST TO THE SUCCESS OF THE ORGANIZATION?

- Chose highly competent people to surround and advise him; were well-known preachers that strongly believed in same conservative values.
- Goal-Setting and all efforts towards obtaining that goal.
- Had many inherent gifts: Perseverance; unlimited energy; good judgment of human psyche, which made him great fundraiser; winsome personality; made good use of modern technology as it became available; intelligent; drive to succeed; delighted in new adventures ; had near-photographic memory; good in math and science; charismatic; learned media skills; exhibited genuine friendliness; entrepreneurial spirit; talent as spokesperson; articulate; entertaining; quick on his feet.
- Was not micro-manager. Saw need to delegate.
- Valued Scripture: Read 3 chapters daily and 5 chapters on Sunday. Read whole Bible yearly.

- Valued his own family and led a personal life without reproach.

2) WHAT LEADERSHIP QUALITIES WERE MOST LACKING AND LIMITED THE LONG –TERM IMPACT OF THE ORGANIZATION?

- Often exhibited simplistic solutions for complex problems.
- Controversies regarding biblical criticism and Social Gospel movements remained “opaque” to Falwell.
 - He was forceful, blunt and rigorous in his opinions, but not intellectually curious, therefore not making him suited for dialog.
 - He was a “sloppy” bookkeeper, which caused him numerous problems.
 - Falwell was a “zealot”. (This is something Billy Graham shied away from.)
 - Vowed to stay out of politics in 1960 and then jumped in 1970’s. Vowed again to stay out in late 1980, but was center of political controversy until his death in 2007.
 - Falwell did not eliminate or blur divide between religion and politics. He jumped over it, bringing millions of voters with him. (*my note – not sure if this is a positive or negative).
 - Moderate Baptists accused Falwell of threatening separation of church and state,
 - His easy acceptance of the idea that one is superior to a fellow human being is morally corrupt, and although he would eventually renounce the idea of racial superiority and his embrace of the Christian faith with its central doctrine of the common brotherhood of man was not enough to bring Falwell to question Jim Crow.
 - In 1958 sermon Falwell is quoted: “The true Negro does not want integration. He realizes his potential is far better among his own.”
 - Falwell blamed Supreme Court and devil for “chaos” and “racial tensions”, because they had boxed God out with recent decision of “Brown vs. Board of Education”, which ended legal segregation.
 - Falwell thought that Billy Graham was insufficiently hostile to liberal Christians.
 - Falwell emerged on national stage as a man of contradictions.
 - He was shrewd, naïve, projected intolerance.
 - His fund-raising letters to constituents were sometimes mean and even hateful towards opposition.
 - Sued Hustler magazine because of slander, never realizing he was doing same thing (slander) to what he objected to - Pornography. (Didn’t understand first amendment – freedom of press).
 - Most difficult criticism came from within Christian community: Perceived as being extremely self-righteous.
 - Criticism from Dobson:
 - “He has tendency to fire first and then aim”.
 - “We are so good being AGAINST something, but not very good being FOR something.”

3) WHAT ISSUES OF THE DAY WERE MOST RELEVANT TO THE CENTRAL MISSION OF THE ORGANIZATION?

- The country was seen as being in a moral decline.

- Science was seen as means for explaining God’s creation, therefore, a “back to the bible” campaign was needed, including social reform such as ban on prostitution, alcohol, and breaking of the Sabbath.
- Other challenges: Darwin’s theory of evolution raised questions and encouraged naturalistic view of humankind.
 - Southern Evangelicals were slow to perceive threats to their faith, being mostly homogeneous and rural. (Not so in the North and Midwest). Southern Evangelicals were mostly insulated from intellectual challenges posed by biblical criticism and new scientific discoveries. Rather than answer challenges, they were ignored and dismissed as the work of evil and Northern theologians.
- Disaster struck with the Scopes Trial. John Scopes taught evolution in violation of state law. The results were seen as complete defeat for Fundamentalism, and they went into exile – creating their own schools.
- Southern Baptists doubled their membership numbers between 1940 and 1960.
- Americans were swept up in patriotic fervor by WWII. Anti-communism kept patriotic juices flowing and provided a religious crusading temperament.
- Fear of nuclear war added apocalyptic hue to Cold War, resulting in high rates of church membership and a fusion of Christian identity and Americanism.
- “Under God” was added to the Pledge of Allegiance.
- Many private schools were started because conservative whites did not want their kids to go to school with blacks.
- Prayer in public schools became unconstitutional (1963), sex education was starting to be taught and curriculum had begun to be too secular.
- Falwell’s bridge into political involvement was his belief that Communism, through the United Nations, would convert American children to totalitarianism. He also believed that his Church could not survive if the current culture continued “to be on a steep moral decline.”
- Falwell believed if politics could bring ruin to moral fiber of America, politics could also help restore it.
- The nation suffered from uncertainty. Falwell was able to bring a sense of certainty to Fundamentalist/Evangelical Christianity.
- MORAL MAJORITY: (Incorporated 6/6/1979)
 - Registered millions of new voters.
 - Generated political activism within Fundamentalists.
 - Lobbied against: Liberal abortion laws and pornography; against gay rights; support for Israel; cutting taxes; defeating Equal Rights Amendment; strong military.
 - Falwell was convinced that if right-minded Christians would organize, they could save America from moral decline and Communism.
- Abortion issue had always been seen as a Catholic issue only. Mainstream churches had supported Roe vs. Wade.
 - F. Schaeffer developed theory of “co-belligerents”; people of different faiths could work together to accomplish God’s purpose to restore America to “Judeo-Christian” tradition. Falwell needed a platform:
 - Anti- Abortion
 - Pro-Family - (against gay rights, defeat Equal Rights amendment)

- Pro-Moral - (no pornography, no drugs)
 - Pro-American – (strong defense against Communism, Pro-Israel, nations would be judged by God by how Israel was treated).
- Falwell had direct influence on nation’s politics. Became the face of Christianity. Made God a Republican.
- It is questioned whether Reagan could have won without millions of Evangelical voters Falwell had energized and organized.
- Falwell felt that in order to stop moral decline of country, Reagan must be voted in. Falwell liked Reagan’s commitment to conservative principles. Reagan seemed an unlikely champion of the Religious Right: Divorced, had a career in Hollywood, had signed liberal abortion law as governor, was not a church-goer.
 - Falwell liked what Reagan stood for: articulated virulent anti-Communism, wanted increase in military strength, opposed Panama Canal, was suspicious of domestic government programs, and more than any other political stance - he had a vision of America as a nation set apart by God and which had been given a divine destiny.
- Moral Majority never represented the view of the majority of Americans, but it has had a lasting impact on political dialogue. Fundamentalists/Evangelicals remain an organized voting bloc. No candidate can hope to win the Republican presidential primaries without their support.
- Some results of Moral Majority:
 - One political party gained significant edge among church-goers.
 - “God Gap”: religiously motivated voters are heavily Republicans and secular voters tend to back Democrats.
 - Falwell correctly perceived political apathy among Christians and anti-Christian bias among political activists.
 - Political landscape was profoundly altered. (Correlation between church attendance and party affiliation emerged for the first time).
 - Emergence of “NONES): If conservative politics was the new face of Christianity, many young Americans decided to opt out.
 - Legacy is mixed: Republican Party was re-made; it was and still is often perceived as too white, too Southern, too conservative, and too “Christian”. - No affiliation is better than Falwell’s brand of conservative Christianity.

4) WHAT ISSUES OF THE DAY DILUTED THE FOCUS OF THE ORGANIZATION AND HINDERED ITS OVERALL EFFECTIVENESS?

- Falwell’s graphic portrayals of perceived moral failings of the nation – knew how to excite the base:
 - Communists wanting to take over country; images of Charles Manson; Atom bombs exploding; young men embracing; fetuses in hospital pans.
- The need to distinguish dogma from morals, in order for it to be accessible to those who didn’t share Baptist’s concern regarding drinking and dancing, brochures were printed to show symptoms of moral decline:

- 3-6 million babies legally murdered.
- Creeping socialism.
- ‘Something for Nothing’ welfare.
- Determined attacks on family, the public school system, and ability to defend the nation.
- Unprecedented lack of leadership (aimed at Carter).
- Danger of capitulation to Soviet Union.
- Danger of monogamous family becoming extinct.
- Humanism, socialism, and moral permissiveness.
- Political gospel Falwell preached was unrecognizable in Catholic tradition.
- His lack of interchange with ambient culture led to inflexibility of ideas and attitude.
- Falwell developed a sense of self-satisfaction.
- His claim that America is “Christian” nation and that Founding Fathers were influenced by their faith was often contentious. He overlooked the fact that founding happened in heyday of “Deism”, and failed to craft synthesis between founding ideals of America and traditional Christianity.
- The term “Christian” nation became problem with Jews – eventually he abandoned the term and “Judeo-Christian” became its substitute.
- Falwell was completely unaware to danger of reducing religion to ethics, casting religion in a utilitarian role as a prop for Americanism.
- With doctrinal claims of his faith, morality would become moralism, one ideology among many, something to be justified at the polls, not confirmed by the dictates of God. (Arguing for morality of lower taxes does not produce conversions).
- Falwell did not recognize “Enlightenment” influence on Constitution and American founding.
- He never understood nature of “Rights” and his alternative understanding would mark his entire career.
- When he spoke about devotion to flag, it seemed almost idolatrous.
- Falwell believed that God had ordained segregation, beginning with God’s selection of the Jews as His chosen people, continuing with the curse of Ham for black race.
- The institution’s political vision was cast in black and white. There was no grey.
- Falwell had issues about being yoked with “unbelievers” (Catholics), -even believed that Pope was the Antichrist - when it came to issue of anti-abortion.
- Among concern about wanting the Moral Majority to be perceived as being non-religious, biblical quotes in the literature were dropped.
- State control of the organization caused varied quality and mistakes made would tar the national organization.
- Falwell acted as America’s prophet sent by God at this time of crisis. (Analogous to Old Testament prophets).
- Falwell concluded that First Amendment was designed to keep government from interfering with religion. (Not other way around).
- He could not come to grips with “Pluralism”. Falwell believed that politics and theology had one answer.
- By casting himself as defender of all of Reagan’s decisions, he was on unfamiliar terrain, often making superficial statements on subjects of enormous gravity.

- “Nuclear Freeze” program – American military being built up, which was opposed to by other nations. Falwell: “Peace through Strength”.
- Conference of Catholic Bishops printed document “The Challenge of Peace – God’s Promise and Our Response”. This stated that conduct of nations must be presumption against use of violence.
- Falwell supported US invasion of Grenada, which was opposed by Catholics.
- Was involved with Iran-Contra Affair scandal with Oliver North.
- American religious leaders were protesting S. African apartheid. Falwell attacked religious credentials of those leading the protests. He defended Botha. This caused him national ridicule.
- When Berlin Wall fell, the fear of Communist takeover was ended.
- Falwell embraced Marcos in Philippines.
- Falwell’s forays into foreign affairs appeared amateurish.
- He became too cozy with power and too enamored of being received abroad as a dignitary.
- Was asked to take over the PTL Ministry after the Jim & Tammy Faye Bakker scandal. The scandal caused enormous damage to all televangelists. This marked the beginning of the end.
- Moral Majority proposed – but then dropped - law to impose capital punishment on homosexuals.
- Many were disturbed with Falwell equating God and country, that group reduced Christianity to prop for Americanism by combining patriotism with religious faith. Others did not share the sense that all political enemies were necessarily enemies of the gospel.
- In setting out to restore Judeo-Christian values to an increasingly secular culture, the Moral Majority would unwittingly invite secularization to the Church itself.

5) WHAT LEADERSHIP QUALITIES FOR TODAY’S CHRISTIAN LEADERS WOULD

YOU IDENTIFY AS MOST IMPORTANT?

- Goal Setting: Focus on what is to be accomplished. Recognize need. (Plan the work, work the plan).
- Empathy: Praise in public and address problems in private with genuine Christian concern.
- Accountability: Take responsibility for everyone’s performance – especially one’s own.
- Confidence: Opinions are well-informed on circumstances and needs.
- Integrity and Honesty: always ethical and biblically grounded.
- Trust: Will not betray confidences and private matters .
- GENUINE humbleness: If not willing to serve – cannot be leader. No one is inferior.
- Personal life without reproach – Christlike.

6) WHAT CURRENT ISSUES TODAY WOULD YOU IDENTIFY AS “MISSION

CRITICAL” FOR THE CHURCH TO ADDRESS?

- Authentic Community - Inclusiveness: People want to express and act out their faith with others. Looking for sense of belonging and acceptance.
- Intergenerational relationships. Young people want to befriend older people.
- Philosophy of teens hanging out only with other teens will leave them untouched by wisdom of their elders. Christians will never out-entertain the world. Older, mature Christians need to take time to get to know young persons.
- Meaningful Action: Ushering, making coffee, playing in the band, etc. has its value, but people want to do more, not less. Want to live out Christ's mission to the lost. "There's nothing for me to do there (the church) that is meaningful".
- Beware of self-righteousness.
- Intelligent and honest dialog: Many find the Church to be dishonest and shallow in how to deal with important issues of the day. Whether it's science, sexuality, problem of evil – don't want plastic answers for difficult questions. For example, if interpretation of Genesis is questioned, - get labeled "evolutionists". They cannot ask questions, discuss or push back against Christianity's pet doctrines (this, of course, does not mean Deity of Christ or salvation by grace). Honest, inquisitive believers feel church is "anti-science".
- Christians should be most gracious, most eager to listen to other viewpoints, most intelligent and well-read conversation partners, and be willing to engage in thoughtful and humble dialogue with other people.

7) WHAT THREE LEADERS IN HISTORY MOST STAND OUT TO YOU? WHY? WHAT KEY LEADERSHIP QUALITIES DID THEY CULTIVATE OR POSSESS?

Jimmy Carter (James Earl Carter, Jr.)

- Setting Goals– Won election to Senate, Georgia Governor, Presidency in 1976.
- Peacemaker – Promoted peace. In 2002 he was awarded the Nobel Peace Prize "for his decades of untiring effort to find peaceful solutions to international conflicts, to advance democracy and human rights, and promote economic and social development."
- Servant-Leader – Started Carter Center in efforts to resolve conflicts, promote democracy, protect human rights, and prevent disease and other afflictions.
- Humble – Not arrogant (after holding most powerful job in the world): Jimmy and Rosalynn Carter volunteer for Habitat for Humanity, which helps needy people in the US and other people build homes for themselves.
- Serving Christ with his talents: Still teaches Sunday School and is deacon for Maranatha Baptist Church.

Nelson Mandela - (1919 – 2013)

- Setting Goal: Fighting for black equality in S. Africa. Is sentenced to life imprisonment in 1964.
- Non-violence: Refusing release from prison offer, stating that burden is on government to renounce violence, end apartheid and to negotiate. Is released in 1990. Peacemaker: Mandela receives Nobel Peace Prize in 1993 and is inaugurated as first black President in S. Africa in 1994.
- Servant-Leader: Retires after one term, but continues to be active in causes promoting world peace, supporting children and fighting AIDS.

- Forgiveness: Mandela sets world-wide example of extraordinary grace and forgiveness.

Dr. Paul Brand – (1914-2003)

- Setting Goal: Correcting deformities to restore the self-respect of patients with Leprosy in order to integrate them back into society.
- Living out Christ’s command to “love your neighbor as yourself”: Gave up lucrative surgical career in US to join Leprosy Sanatorium in Chingleput, India for 20 years.
- Sharing knowledge and education to do God’s work: was pioneer in developing many treatments to prevent and manage disease of Leprosy, thereby helping to dispel its stigma.
- Humbleness: Co-authored several books with Philip Yancey, received many awards and honors, but was happiest living among his leprosy patients.

8) DO YOU HAVE ANY OTHER HELPFUL INSIGHTS, LESSONS LEARNED, OR TIPS FOR THE LEADERS OF TOMORROW?

I would say that the following Scripture verse sums it up well:

Micah 6:8 – “He has showed you, O man, what is good.

And what does the Lord require of you?

To act justly and to love mercy

And to walk humbly with your God.”

9) WHAT THREE LEADERS IN BIBLICAL HISTORY MOST STAND OUT TO YOU? WHY? WHAT KEY LEADERSHIP QUALITIES DID THEY CULTIVATE OR POSSESS?

Abigail – (I Sam. 25)

- Goal-Setting: To protect her family and people from David’s army.
- Courage: Without her husband’s permission or knowledge, she faced David and his men and begged for forgiveness for Nabal’s harsh and disrespectful actions.
- Humbleness: Bowed down and admitted fault.

Nehemiah – (Nehemiah)

- Goal-Setting: Putting together a strategy to rebuild Jerusalem after its destruction and the people’s 70- year captivity in Babylon.
- Recognizing needs: Nehemiah addressed the decayed social conditions of his people.
- Sensitivity and Confidence: He is remembered for implementing a plan of prayer, study, community values, and social justice that effectively restored Jerusalem and the faith of Judaism.

Mordecai – (Esther)

- Goal-Setting: Saving the Jewish race from extinction.
- Empathy: Raised his orphaned cousin Esther from childhood.
- Courage: Refused to bow down to Prime Minister Haman because he felt such an act would be idolatrous.
- Accountability: Esther, based on Mordecai's advice, was able to expose to the king Haman's murderous plot against the Jews and thereby saving their people.

Hope Participant # 3:

A. Founders and Detractors:

1. What were the key leadership qualities of Jerry Falwell?

Jerry Falwell's most outstanding leadership ability was a natural aptitude for leadership that surpassed his preparatory and academic training at a very young age at several levels. The evidence of his extraordinary capacities: He founded the Thomas Road Baptist Church in Lynchburg, Va. with 35 members at the age of 22 and grew its membership to 800 within 2 years.

His ability to inspire and motivate those around him.

Risk taking

Vision (The founding of Liberty University)

Tenacity and endurance. He remained the pastor of the church that he founded until his death.

His influence . He was a role model for pastors throughout the world.

His strongest characteristic was his faith and his firm belief that the American moral compass was going off course and he was chosen by God to correct its direction.

1 b What were the leadership qualities of the other leaders of the Moral Majority that contributed to the success of the organization?

In 1979 Billings invited Jerry Falwell, Paul Weyrich, Howard Phillips, Tim LaHaye and Ed McAteer to a meeting at which the group formed the Moral Majority.

Paul Weyrich, Tim LaHaye, Pat Robertson, Howard Phillips and Ed McAteer, Falwell's fellow founders all had extraordinary organizational and managerial skills, experiences and accomplishments in their own rights.

Like Jerry Falwell, they all shared the faith and dedication to God and used their respective organizations and affiliations to communicate to their constituency and the public their ideas and convictions on current issues.

The founders and other leaders of the organization were heads of established and successful national organizations, individual personalities that had started their own universities, schools and national think tanks and firms with cutting edge technologies. They had national leadership recognition, Spiritual followings, fundraising abilities and other various valuable resources. Their leadership styles varied widely and covered the complexity of the organization very effectively.

This phenomenon also resulted in a very strong financial backing and an amazing success for the Moral Majority organization.

Notable people within the movement:

Paul Heydrich, *Heritage Foundation think tank, founder Free Congress Foundation,*

Richard Viguerie, *Pioneer of political direct mail advertising executive and conservative political writer.*

Robert Billings, *Evangelistic Preacher (whose activities led to the creation of 400 Christian schools,)*

Tim LaHaye, Evangelical Minister, “Left Behind” fiction writer, Creation researcher

Pat Robertson, Founder of Regent University, Media Mogul, Christian Broadcasting Network,

Jesse Helms, Senator of North Carolina and head of the Foreign Relations Committee.

Cal Thomas, NBC news in early 1970s, Fox News contributor and panelist, pundit, Syndicated columnist.

Charles Stanley, Baptist Minister of the First Baptist Church of Northern Atlanta, president of the Southern Baptist Convention in 1984

James Robison, Televangelist from Texas, early supporter of the movement (Reunion Arena)

Judith A. Reisman, Researcher, Educator, Author

Trent Lott, Rep from Mississippi, majority whip

Beverly LaHaye, Concerned Women for America, Author and wife of Tim LaHaye

James Kennedy, Televangelist and founder of Knox Theological Seminary

Robert Grant, Pastor and political activist

These individual’s dedicated faith in God, collective leadership talents & experiences and solid financial backing contributed to the spectacular success of the Moral Majority.

2. What leadership qualities were lacking and limited the long term impact of the organization?

There seems to have been a lack of:

- *Analysis of changing Zeitgeist, analysis of worldwide events and issues and an ongoing analysis of the effectiveness of activities and rhetoric of the organization.*
- *Timing & priorities of issues*
- *Setting achievable goals & limiting number of issues.*
- *Ego in check (As in : “Are you sure this is God’s doing or are you telling God how you want it done?”)*
- *Respect, Dignity Diplomacy (for the opposition, agree to disagree on malleable levels)*
- *A long term vision (Legacy) of how to hand over the leadership to another generation.*
- *Self-critique (Sensitivity to realistic feedback as to how the organization was perceived by the American public.)*
- *These leadership qualities were certainly evident in each of the members personal achievements but in hindsight were lacking in the organization as a whole*

3. What issues of the day were most relevant to the central mission of the organization?

The most prominent issues for which the Moral majority campaigned were:

- *Promotion of a traditional vision of family life*
- *Opposition to Equal Rights Amendment*
- *Opposition to Strategic Arms Limitation Talks*
- *Opposition of State recognition of homosexual acts*
- *Prohibition of abortion*
- *Support for Christian prayers in schools*

The Moral Majority organizational structure consisted of four distinct organizations:

- *Moral Majority Inc. the lobbying division addressing issues on local, state & national levels.*
- *Moral Majority Foundation Political education component and voter registration efforts.*
- *Moral Majority Legal Defense Fund challenging ACLU and secular issues in court.*
- *Moral Majority Political Action Committee supporting political candidates.*

4. What diluted the focus of the of the organization ?

The leaders may have been overcome by their newly found political clout and lost focus of their mission. They failed to realistically analyze the numbers, dedication and spiritual commitment of their grassroots membership.

- *The Presidential Election, Nationalism, Patriotism, Protestantism*
- *The leadership failed to anticipate that Ronald Reagan after the election would be faced with compromises that made him lose enthusiasm for the core issues of the Moral Majority and did not deliver the politically hoped for support.*
- *The Moral Majority organization was totally committed to making Fundamentalist Morality into law and the general church-going population did not want to get that serious and backed off.*

5. What leadership qualities would you identify as most important for today's leaders?

A leader that has an unshakable faith in God and a sense of a divine calling and yet is humble, along with having integrity, respect, competency, credibility and vision almost seems an impossibility.

And yet there are many men and women that possess those qualities to varying degrees. But few ever reach the level of influence and inspirational capacity that Jerry Falwell did.

After all it is God who leads, guides and orchestrates lives and events while still somehow letting mankind keep his free will. The United States and the rest of the world is not as it was in the 1980s.

- *A leadership style with a renewed focus on New Testament teaching of the Sermon on the Mount could be inspirational and helping a new generation to reach out to other nations and cultures in a conciliatory and peaceful way to introduce and understand Christ.*
- *A more inclusive rather than confrontational Leadership style, stressing the things we have in common rather than what separates us as Christians. A leader with a uniting not a dividing spirit.*
- *A leader who does not see theologians and scientists as adversaries but encourages us to open doors of discovery and understanding of this universe that God created*

6. What current issues of today would you identify as mission critical for the Church?

The issues are the issues of the day, but as Christian Church we need to look at them more from a Christian aspect first and then from a political and government perspective.

- *Preserving the future of marriage and family (how to reduce divorce within the Church and giving same sex marriage a lower priority.)*
 - *Treating aspect of Civil rights and gender issues as Church and family issues. Where do people go if they are not welcome in the Church or in their families.*
 - *The humanitarian aspects of immigration, practice compassion, giving razor wire fences and deportation lower priority.*
 - *Preserving the environment, allow science, not corporate greed to lead the way.*
 - *American education needs to keep pace with global scientific education. (Quit science bashing.)*
 - *Strategy expansion of global Christianity Support of Mission Work in China, not making Baptists out of Catholics in Mexico.*
 - *Dealing with the expansion of Islam in a peaceful manner(why do Islamists believe we are hedonists?)*
 - *Balance between more liturgical and less entertainment format of worship.*
2. What three leaders in history most stand out, why and what leadership qualities did they exhibit?

President Nelson Mandela

Nelson Mandela was a peacemaker, a baptized Methodist who said he could not change others until he changed himself. He taught Christianity and the world the meaning of forgiveness when he gained political power and refrained from vengeance. He was pressured by his own people, including his wife, to seek revenge for his long years in captivity.

His leadership qualities included humility, perseverance, patience, a Christ-like concept of mercy and an unshakeable faith in God the Creator.

Rev. Billy Graham

Billy Graham used the evangelist's approach, introducing the gospel and Jesus to the cities and then to countries and to Heads of State. Over the years he fostered political connections with the sitting President to reach as many people as possible. His Crusade traveled to several countries and in 1984 he preached in the Communist USSR during Konstantin Chernenko's regime for which he was widely criticized by the American Christian community.

He crossed denominational lines and at Pope John Paul II's death named him the most influential voice in 100 years.

After the resignation of President Nixon the Rev. Graham took a step back from the White House

His leadership manifested credibility, timing, willing to risk failure, sacrifice, respect, motivation, problem solving.

Pope Francis

Pope Francis is representing 1.2 billion Catholics to the world while emulating Christ and striving to do God's will. His goals are to challenge those in power to work for peace and to create more humane policies and structures for those in need.

Pope Francis stated distress over 3 vices: corruption, exaggerated clerical privilege and indifference to the poor.

Leadership qualities:

Setting an example, (providing dialogue between leaders who have different viewpoints and interests.)

Taking advice seriously(Created a council of 8 Cardinals from around the globe, reactivated the Synod of Bishops)

Ignoring advice when necessary(appointment of Nunzio Galantino)

Do not just hire your friends(the appointment of Australian Cardinal George Bell)

Accessibility (refusal of the Pope Mobile, visiting the poor, calling on victims of recent trauma)

3. Do you have any other helpful insights or lessons or tips for the leaders of tomorrow?

Regarding worship format:

- Christian leaders of tomorrow would be well of to remember Ecclesiastes 7:16: "Do not be over righteous, why destroy yourself." The image of the evangelical community is judgmental and exclusionary rather than loving and welcoming.
- *Balance between more liturgical and less entertainment format of worship.*
- Respect, tolerance and less negativity within the Christian community toward other denominations.

Regarding education:

Christian leaders of tomorrow need to embrace the science community and make college students realize that you do not have to leave your brain at the entrance when you attend church.

Scientists interpret nature and the cosmos, theologians interpret God and his creation. Nature and the cosmos and God's creation are the same and have not changed for thousands of years.

But scientists' and theologians' interpretations have been wrong many times and had to be corrected and adjusted. It is time to bridge the gap and quit making students choose between two "truths" of science and theology. We are all on the same side and in both arenas there are things we know, there are things we think we know and there are things we do not know. And what you learned in church does really not contradict what you are learning in college.

Regarding politics:

Leaders of tomorrow need to interpret Jefferson's Separation of Church and State:

God rules kings and nations, Christian leaders feed His Sheep.

Like fathers equip their sons to be ready to lead their own families, so the Christian leaders should equip individuals to be spiritually ready to hold political office and to manage affairs of state.

The Great Commission is to make disciples of all nations, rather than to aspire to political office and compel the population to become Christian through laws, rules and ordinances.

Three leaders in Biblical History:

1. Joseph

Joseph was totally dedicated to God and certain that he was acting according to the will of God every time he faced a challenge. His competence, empathy, mercy, forgiveness, credibility, honesty, was part of the personal character he received from God. He also exhibited patience required to wait and recognize the timing when it was offered by God.

2. The Apostle Paul

Paul had a dedication to God and a conviction and certainty of what God wanted him to do ever since the Damascus Road encounter.

Decisiveness (pick your fights)

Sacrifice, (whatever it takes to make it happen.)

Tenacity (to the point of death, risk taking,)

Legacy, (I have fought the fight, I have run the race,")

3. Moses

Moses had to be and was everything that a leader could ever be commissioned by God.

His anger and impatience sometimes got in the way and he did not get to the Promised Land but he saw it. God officiated at his funeral personally!

Vision

Motivation

Humility

Accountability

Rewards

Conflict resolution

Tenacity, endurance

Willing to take advice (he took advice from his Father in Law)

Delegation

Risk taking

Legacy, memorials and stories

Participant # 4:

Thesis Survey Questions:

Founders and Detractors:

1. What were the key leadership qualities of Dr. Jerry Falwell Sr. and the leaders of the Moral Majority that contributed the most to the success of the organization? N/A
2. What leadership qualities were most lacking and limited the long – term impact of the organization? N/A
3. What issues of the day were most relevant to the central mission of the organization? N/A
4. What issues of the day diluted the focus of the organization and hindered its overall effectiveness? N/A
5. What leadership qualities for today’s Christian leaders, would you identify as the most important?

Honesty and integrity carry the most weight because people can follow leaders that lead by example. When a leader has the attitude of ‘Do as I say and not as I do’ people will not be passionate about following their direction and will not trust them.

6. What current issues today would you identify as “mission critical” for the Church to address?

Many issues can be broken down to a root cause of people having no moral compass. The attitude of right and wrong not being conclusive. For example, ‘It is ok if you are gay or straight as long as it makes you happy.’ ‘It is ok to have an abortion because you should have the right to choose.’ When people have

removed themselves from receiving their morality from God and the Bible they use many excuses to justify their choices. If people truly went back to the Bible and understood the basic commandments of ‘Do not murder’, ‘Do not steal’, the sanctity of marriage between one man and one woman, then many of the issues of the day would be resolved because it is black and white. There would not be abortion because morally we know that it is immoral to murder regardless of the geographical location of the baby – whether it is inside or outside of the mother’s body, it is still a baby. These are very simple answers that society is making complex because they are trying to justify their immoral decisions.

7. What three leaders in History most stand out to you? Why? What key leadership qualities did they cultivate or possess?

Benjamin Franklin, Thomas Jefferson, & Ronald Reagan. The founders of this country were absolutely amazing men of wisdom. The thought put into the Declaration of Independence and Constitution was unprecedented and in my opinion inspired by the Holy Bible. Much thought was put into the words that were written to make sure that they were truly communicating the correct intent. Things were written clear, concise, and simple. If you were to try and draft the same document today, it would end up being 10,000 pages and no one would have a clue what it said. If you look at the amendments to the Constitution you will find that the Bill of Rights you will see most amendments are less than 50 words. As time went on and more amendments were added you will find that many are several hundred words. The amendments have become more complex and difficult to understand. I think these leaders had a great vision, they had perseverance to execute their vision, they had resolve, and patience.

8. Do you have any other helpful insights, lessons learned, or tips for the leaders of tomorrow?

Make sure to have vision of what you are trying to accomplish. Within that vision you have to determine how you are going to get there, so you need to put in role objectives and targets for you and your group so that you are all pushing in the same direction. From there you need to evaluate yourself and your group to understand if the objectives are being achieved in a timely manner with positive results or if there are poor results. If there are poor results adjustments need to be made to either the plan or the group to ensure that the final goal can be successfully achieved. When leading your team or group you need to lead by example and have the group’s trust. You also need to know how to keep them motivated so that they do not get complacent or burned out.

- A. A sampling of NABC (North American Baptist Conference) Metro Detroit Church Leaders:

Questions same as above, with one additional:

What three leaders in Biblical History most stand out to you? Why? What key leadership qualities did they cultivate or possess? N/A

- B. A sampling of Liberty University faculty and staff, serving the University when Dr. Jerry Falwell Sr. was alive.

Questions same as above, with the one additional question listed in section B.

Hope Participant # 5:

IV. LU (Liberty University) Current and Former Faculty and Staff – Sample:

LU Participant # 1-

Thesis Survey Questions:

Founders and Detractors

1. What were the key leadership qualities of Dr. Jerry Falwell Sr. and the leaders of the Moral Majority that contributed the most to the success of the organization?
Especially in person, Dr. Falwell had a commanding, riveting personality. Further, I have always thought that one of his greatest strengths was as a motivator. (I know that I regularly felt “revved up” after listening to him!) Additionally, I would think that the concern for the theme of turning the nation around was a huge goal and gained much traction, as well. Additionally, centering much of the emphasis around the leadership of the ever-popular Ronald Reagan did not hurt, either!
2. What leadership qualities were most lacking and limited the long – term impact of the organization?

Since we are discussing an action-oriented agenda of getting people motivated and moving, especially voters, and to have them choose the right direction, I would think that motivation was probably the primary need. And as I said, that had to be one of Dr. Falwell’s greatest strengths. However, many of his critics would say that being too conservative was a large drawback, but that was not the case for me. It attracted me to Lynchburg!

3. What issues of the day were most relevant to the central mission of the organization?

I would say that the main issues for the Moral Majority at that time were pro-life/anti-abortion and pro-family agendas, along with pro-Israel support. This might involve specific items such as television and movie themes, etc. Other folks like Roman Catholics, some Mormons, and I think some Jews, too were also attracted to these goals. But we would also have to include championing President Reagan's agenda, and for the Christians in the group, gaining a wider hearing for the Gospel.

4. What issues of the day diluted the focus of the organization and hindered its overall effectiveness?

A huge rallying cry and dispute from the "other side" was the Roe vs. Wade law, women's rights issues, and all the attendant slogans ("Women, not men, have babies," "It's a question of the woman's body and therefore their personal choice," etc.), which were always huge thorns. Rival organizations like the "People for the American Way," "NOW," and the "American Civil Liberties Union" were enormous machines backed by many dollars. Other detractors on the "left" made much use of slogans, such as the many who went after the very name "Moral Majority." A common criticism was expressed in the saying "The Moral Majority is Neither."

5. What leadership qualities for today's Christian leaders, would you identify as the most important?

While the times are different by at least a couple of decades and the conflict of ideas is probably "hotter" today than it was then, many of the leadership qualities still remain the same. Today, there is still a real serious need, perhaps like never before, for unwavering convictions, the willingness to suffer abuse, along with refusing to give in to special interest groups, lobbyists, or campaign contributors, all of which require many positive qualities such as perhaps turning down certain gifts to one's campaign for the sake of principle! It seems to me that the political climate at this time stultifies both Democrats and Republicans alike. It would be exciting, actually, to see how the leaders of the Moral Majority would handle the present climate when most of them were pastors rather than politicians.

6. What current issues today would you identify as "mission critical" for the Church to address?

Key ideas and concerns today remain very similar to many of those during the decade of the Moral Majority, like pro-life issues, family-friendly decisions, and also defending Israel. Further, the Church needs to address the more recent subjects of terrorism, taking refugees into our country (from the Middle East as well as Mexico), the conditions under which fighting a war is or is not moral, environmental care, and so on. Many of the most crucial ones here have to do with morality, which is incredibly important in Scripture.

7. What three leaders in History most stand out to you? Why? What key leadership qualities did they cultivate or possess?

Of course, my mind goes first to Christian leaders, among them heroes like Augustine, Thomas Aquinas, Martin Luther, Jonathan Edwards, Robert E. Lee, and perhaps Ronald Reagan, or Jewish leaders such as Moses, Joshua, King David, and Daniel. I'm sure there were many strong and principled political leaders like George Washington, Abraham Lincoln, Winston Churchill, Margaret Thatcher, Angela Merkel, and so on. The qualities I would most like to see include a Christian testimony and an unwavering stand being taken for major ethical concerns. If I could only choose three leaders from the different categories above, I would of course choose Jesus Christ, and then, perhaps, Moses and Abraham Lincoln.

8. Do you have any other helpful insights, lessons learned, or tips for the leaders of tomorrow?

I'm sure if I talked to someone for hours, they could remind me of little one-liners I dropped here and there that someone in the world might think was a little helpful. But off the top of my head, I'm drawing a bit of a blank here. I do think that wisdom is an under-rated and tremendously crucial prerequisite for a leader of either a church or a nation.

9. What three leaders in Biblical History most stand out to you? Why? What key leadership qualities did they cultivate or possess?

On historical/theological grounds, I think Jesus Christ is easily the most unique person who ever lived. But as far as other totally human, biblical leaders, I think I would consider Moses as the best Old Testament leader. In the New Testament, beyond Jesus, I think I would vote for Paul, Peter, and James the brother of Jesus as the key leaders. From a true sports lover's perspective, the Apostle John gets Honorable Mention!! Why? I consider the five totally human beings I just mentioned as the best combination of spiritual, ethical, and leadership traits. I more clearly value the first two categories (spiritual, then ethical) as the two most important qualities of all. But if that person is to be one who expresses leadership promise, then I guess that is the best threefold combination to exhibit.

LU Participant # 2:

Thesis Survey Questions:

Founders and Detractors:

1. What were the key leadership qualities of Dr. Jerry Falwell Sr. and the leaders of the Moral Majority that contributed the most to the success of the organization?

“Dr. Falwell first and foremost was a great man of God who not only knew the heart of God, but understood the commandments found in the Great Commission to preach the gospel to every person and plant a church in every church culture around the world. That was foremost in his thinking, much more primary than reformation of the United States. However, he founded Moral Majority to bring the national back to its foundation by the early American forefathers. Then the church would have the freedom to carry out the Great Commission to reach the entire world for Jesus Christ. Dr. Falwell felt if we didn’t have freedom for our churches to exist, we would not have the freedom to carry out the Great Commission.”

2. What leadership qualities were most lacking and limited the long – term impact of the organization?

“I think it is difficult to tie any lacking of leadership qualities in Dr. Falwell with Moral Majority. On the other hand, the strength of Dr. Falwell was the strength of Moral Majority. Moral Majority strength was a firm foundation of biblical ethics and morality, plus a commitment to biblical obedience, biblical purity and biblical service.”

3. What issues of the day were most relevant to the central mission of the organization?

“There were four planks in Moral Majority. I saw many people try to add additional planks to MM, but he resisted them all. I am not sure my memory of the planks are in the same order in which Dr. Falwell gave them, however; first one had to do with the sanctity of life, i.e., the fact that the Moral Majority was against abortion. The second was the biblical nature of marriage, one man, married to one wife for one lifetime. This was a stand against homosexuality. The third had to do with strength and integrity of the nation Israel. Since 1948, establishment of the nation of Israel, there have been all types of threats and challenges to the nation. Dr. Falwell felt America was the only friend of Israel. If Israel collapsed, the peace in the Middle East would collapse. However, this was just not a pragmatic position by Dr. Falwell, he felt that the reestablishment of Israel in the land (in unbelief) was the fulfillment of Ezek. 37 and was God’s plan to the future return of Jesus Christ. The fourth plank of the Moral Majority was a strong military. America could not be the moral leader in the world if we did not have a strong military, therefore Dr. Falwell and the Moral Majority stood strong military.”

4. What issues of the day diluted the focus of the organization and hindered its overall effectiveness?

“There were some issues that diluted the effectiveness of MM. I am not sure they are in the correct order, first, was a liberal slanted press and news establishment. The four planks of the Moral Majority are contrary to the presuppositions of the liberal media, therefore the press and television did not support the Moral Majority but rather found issues to criticize and condemn. Second, the liberal Christian church establishment was not supportive of Falwell’s stand on Israel saying that he wrongly interpreted scripture. However, this opposition was more than just against America’s support of Israel. Liberal Christianity also denied a biblical mandate against abortion and homosexuality. Another moving force was America’s addiction to sexuality, i.e., with young girls getting pregnant, many wanted a convent and no embarrassing way to take of

their sexual mistakes, i.e., pregnancies. Therefore those who wanted to help young girls stood against MM. They also looked for every way possible to criticize and undermined the position of MM.”

5. What leadership qualities for today’s Christian leaders, would you identify as the most important?

“I would say that those who have been called of God to serve must be committed and surrendered to do God’s will, and be prepared and equipped and working on a regular bases to carry out the plans of the New Testament.”

6. What current issues today would you identify as “mission critical” for the Church to address?

“I think the most critical mission issues of the church today is evangelism. Almost no churches are having evangelistic crusades any longer. Nor do they have soul winning classes or door to door outreach programs. It seems that church planting has become the culture way to satisfy the mandate of evangelism. A second mission critical is about those entering foreign mission full time. Many churches have substituted short-term mission trips and/or one-two year internships in place of committing oneself to the mission field for their entire life. The third issue is the demise of Sunday school, but not the organization, i.e., dealing with the teaching of the Bible, doctrine, and bases for Christian living. If there is no systematic, comprehensive complete coverage of Scripture offered by the church, how are the people to become grounded in the Christian belief and practices?”

7. What three leaders in History most stand out to you? Why? What key leadership qualities did they cultivate or possess?

“I think John Wesley is the greatest Christian leader since the Apostle Paul. He was known for a strong evangelistic outreach and did so by planting New Testament churches. During the American Revolution there were 243 Methodist churches in the United States, but 35 years later during the War of 1812 there were over 5000 Methodist churches. John Wesley died in 1891, and within a generation, the Methodist church was the largest Christian movement in the world.

The second greatest Christian leaders would be Arthur Flake, president of the Sunday school board Southern Baptist Convention. When he began his work in the 19th century the Southern Baptist were a small regional evangelistic organization of Baptist churches. Flake created what is known as the Flake Formula which involved planting and growing Sunday schools through the use of lay people. Through Sunday school Flake help build the largest denomination in the United States by the 1950s. The Southern Baptist Convention still has the largest number of churches in America, i.e., about 55,000, but there are other denominations that are larger, when their churches around the world are counted.

Third, I wrote the book *The 10 Most Influential Churches in the Past Century*, in that I identified the leaders and churches that were influential in the past 100 years. I would identify the following people in that list. 1. William Seymour, Azusa Street Mission, 19 Pentecostal denominations came out of his influence. 2. Martin Luther King Jr., Ebenezer Baptist Church,

Atlanta, Georgia, he influenced social justice and was the primary influence behind the 1967 civil rights law passed and signed by President Johnson. 3. David Yonggi Cho, Full Gospel Church, Seoul, Korea, built the largest church in history. 4. Dr. W. A. Criswell, First Baptist Church, Dallas, Texas built the largest Sunday school in existence in the 1950s. 5. C. I. Scofield, Scofield Memorial Church, Dallas, TX through his expositional method of pulpit preaching, changed the pulpit presentation from exhortation of 3 points and a poem, to a pulpit Bible teaching ministry. 6. Dr. Bill Hybels, Willow Creek, South Bend, IL built a church for the unsaved. 7. Chuck Smith, Calvary Chapel, Costa Mesa, CA brought youth culture and music into the church and influenced the way Sunday morning church offered ministry. 8. Jerry Falwell, Thomas Road Baptist Church, Lynchburg, VA was a marketing genius, and used contemporary evangelistic methods to build on of the largest churches in America and the largest Christian university in the world.

LU Participant # 3:

Founders and Detractors:

1. What were the key leadership qualities of Dr. Jerry Falwell Sr. and the leaders of the Moral Majority that contributed the most to the success of the organization?

“Aside from his personal spiritual strengths, he was certainly a courageous leader who would let nothing get in the way of doing what he felt God had called him to do. He had the ability to relate to common people and inspire them to follow his leadership.”

2. What leadership qualities were most lacking and limited the long – term impact of the organization?

“At times he could be insensitive and insulting to people with whom he disagreed, especially in his use of humor. He also did not make good use of the people who worked in the various ministries, especially the faculty at Liberty University who could have given him good input in politics, economics, psychology, ethics and other areas on which he at times made misleading, careless and even false statements. Maybe most importantly, he was simply too busy. He paid for that by wearing himself out and ending his ministry much too early. This also impacted the time he might have better spent interacting with the people in the ministries he formed, as well as the people of TRBC.”

3. What issues of the day were most relevant to the central mission of the organization?

These were largely what he saw as the moral decline of the country: the acceptance of abortion, homosexual lifestyle, feminism, and the move toward a more socialist democracy.

4. What issues of the day diluted the focus of the organization and hindered its overall effectiveness?

Here, I would say that the Moral Majority was hindered by a failure to see where his opponents had gotten it right and therefore to properly nuance his statements. This is typical for revolutionaries, Luther is a good example, who need to make bold and exaggerated claims. This might have allowed him to be more effective by forming larger alliances.

5. What leadership qualities for today's Christian leaders, would you identify as the most important?

Be well educated, consult with knowledgeable authorities, speak boldly but lovingly.

6. What current issues today would you identify as "mission critical" for the Church to address?

They shift from time to time but the most critical for the Church today is the issue behind its authority to speak at all, namely the inerrancy and divine authority of Scripture.

7. What three leaders in History most stand out to you? Why? What key leadership qualities did they cultivate or possess?

3 careful thinkers who listened to others, educated themselves well, and were bold in style: Augustine, Luther, Jonathan Edwards.

8. Do you have any other helpful insights, lessons learned, or tips for the leaders of tomorrow?

Be able to defend the authority of Scripture in a way that convinces and compels unbelievers, especially the increasing world of atheists and the irreligious.

November 10, 2015

George A. Johnson
IRB Approval 2346.111015: Leadership Lessons Learned from Dr. Jerry Falwell and
the Moral Majority

Dear George,

We are pleased to inform you that your study has been approved by the Liberty IRB. This approval is extended to you for one year from the date provided above with your protocol number. If data collection proceeds past one year, or if you make changes in the methodology as it pertains to human subjects, you must submit an appropriate update form to the IRB. The forms for these cases were attached to your approval email.

Thank you for your cooperation with the IRB, and we wish you well with your research project.

Sincerely,

G. Michele Baker, MA, CIP
Administrative Chair of Institutional Research
The Graduate School