Collection Overview:
Title: Projects and Programs of the Moral Majority
Creator: Moral Majority
Dates: 1979 – 1989
Repository: Liberty University Archive
Extent: 1.04 linear feet
Abstract: This Record Group contains the papers of the Moral Majority’s projects including radio programs, the Fundamentalist Journal, and the ‘I Love America’ campaign.

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

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

Administrative Notes:
Access Restrictions: highlighted materials are in the Restricted section of the archives. Access to these materials is strictly monitored and may only be obtained with signed permission from the creating entity.
Use Restrictions: Copyright for Official University records is held by Liberty University; all other copyright is retained by the authors of the materials or their descendents as stipulated by United States copyright law.
Preferred Citation: [folder name, number]; [series name, number]; [sub-group name, number]; Projects and Programs of the Moral Majority, Record Group 2; Moral Majority; Liberty University Archive, Lynchburg VA.
Arrangement: Materials are arranged by subject.
Processing Information: Collection was processed by Abigail Sattler.
Last Updated: This Finding Aid was last updated on March 24, 2014.
Related Materials:
Moral Majority Record Group 1
Moral Majority Record Group 3

Brief Description of the Collection:
MOR 2:1-4 Box 1: Project and Program Restricted Materials
MOR 2:1-4 Box 2: Listen America and Moral Majority Radio Report Materials
MOR 2:1-4 Box 3: Radio Programs, Fundamentalist Journal, ‘I Love America’ Campaign and Miscellaneous Program Materials

**Detailed Description of the Collection:**

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

Sub-Group 1: Radio Programs

Series 1: Listen America Radio Program
   Unit 1: Brochures and Promotionals
   Unit 2: Listen America! Radio Transcripts
      Folder A: 1986 January – March
      Folder B: 1986 April – June
      Folder C: 1986 July – September
      Folder D: 1986 October – December
      Folder E: 1987 January – June
      Folder F: 1987 July – October
      Folder G: 1987 November – December
      Folder H: 1988 January
      Folder I: 1988 March
      Folder J: 1988 April

Series 2: Moral Majority Radio Report
   Unit 1: Transcripts 1983
   Unit 2: Transcripts 1984
      Folder A: January – June
      Folder B: July – December

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

Unit 3: Transcripts 1985
   Folder A: January – June
   Folder B: July – December

Unit 4: 1986
Unit 5: Miscellaneous Materials

Sub-Group 2: Fundamentalist Journal

Series 1: General Materials
Unit 1: Information Packets
Unit 2: Miscellaneous Materials
Unit 3: Surveys of the Fundamentalist Journal
Unit 4: Third Party Publications About the Fundamentalist Journal

Series 2: Publications
Unit 1: Fundamentalist Journal Special Reports
Unit 2: Mass Mailings

MOR 2:1-4 Box 1
Series 3: Official Papers
Unit 1: Possible Writer Applications

MOR 2:1-4 Box 3
Series 4: Dr. Elmer Towns’ Papers Concerning Articles
Unit 1: 1981 – 1982
Unit 2: 1983
Unit 3: 1984
Unit 4: 1985
Unit 5: 1986 – 1989

Sub-Group 3: ‘I Love America’ Campaign
Series 1: General Materials
Unit 1: Brochures and Promotionals
Unit 2: Mass Mailings
Series 2: Publications
Unit 1: Hotline Report Newsletter
    Folder A: Undated
    Folder B: 1979
    Folder C: 1980
    Folder D: 1981
    Folder E: 1982
    Folder F: 1984
    Folder G: 1985
Unit 2: Mass Mailings
Series 3: Issues
   Unit 1: David Finkel’s Article

MOR 2:1-4 Box 1
   Series 4: Financial Materials
   Unit 1: Adjusting Entries 1983

MOR 2:1-4 Box 3
   Sub-Group 4: Miscellaneous Programs
   Series 1: Public Decency
   Unit 1: Clean Up Television Kit