

Table of Contents

0. Introduction	1
0.1.Problem and Goal	1
0.2. Structure	2
1. The Religious Right and Neo-conservatism in the U.S.A	4
1.1.The Religious Right as a Social Movement	4
1.1.1. The Social Movement of the Religious Right	5
1.1.2. Strategy and Ideology of the Movement	7
1.1.3. The Movement's Strengths	11
1.1.4. Case Study: A Christian Fundamentalist Mother and Her Lifestyle	16
1.1.4.1. Personality	16
1.1.4.2. Background	16
1.1.4.3. Family	17
1.1.4.4. Religious Life	17
1.1.4.5. Home Schooling	17
1.1.4.6. General Life	18

1.2.The Religious Right and Neo-conservatism	19
1.2.1. Neo-conservatism and the New Right	19
1.2.2. Ideology	26
1.2.3. The Religious Right and Education	28
1.2.4. The Religious Right and Governmental Involvement	29
1.2.5. Democratic Values	30
1.2.6. International Politics	31
1.2.7. Shared Values of the New Right and Neo-conservatives	34
 1.3.Aspects of the History of the Religious Right	 38
1.3.1. Early Beginnings	38
1.3.2. Fundamentalism	40
1.3.3. The Third Wave	44
1.3.4. The Robertson Candidacy	46
1.3.5. The Religious Right in the 1990's	49
 2. Structures and Political Influence of the Religious Right	 52
2.1.Organizations of the Religious Right	52
2.2.Organizational Structures of the Religious Right	56
2.2.1. The Christian Coalition	56
2.2.2. Focus On the Family	61
2.2.3. The National Right to Life Committee	65

2.2.4. Concerned Women for America	67
2.2.5. The Promise Keepers	71
2.3. Leaders of the Religious Right	77
2.3.1. Marion “Pat” Robertson	77
2.3.2. Ralph Reed	88
2.3.3. James C. Dobson	90
3. The Campaign	93
3.1. Channels and Mechanisms of Influence	93
3.1.1. Connecting Congregations to Political Processes	93
3.1.2. Faith and Politics	96
3.1.3. Clerical Encouragement	97
3.1.4. Community Outreach	98
3.1.5. White Evangelical Churches	102
3.2. Aspects of the Financing of the 2000 Campaign	103
3.2.1. The Bush Approach	103
3.2.2. The Primaries	105
3.2.3. The Presidential General Election	111
3.3. Media and the 2000 Election	114
3.3.1. Religious Right Usage of the Media	114
3.3.2. Media Distribution via Think Tanks	116
3.3.3. Bush, Gore and the Media	118

3.4. Which Candidates Were of Interest to the Religious Right	121
3.4.1. Leading up to the Primaries	121
3.4.2. The Primary in New Hampshire	123
3.4.3. The South Carolina Primary	124
3.4.4. Michigan	125
3.4.5. Virginia	126
3.4.6. Conclusion	128
3.5. The Image George W. Bush Draws of Himself	129
3.5.1. Bush Presenting Himself in Front of the Media	129
3.5.2. Bush in Speeches	132
3.5.2.1. Videotaped Remarks to the Christian Coalition Road to Victory	134
3.5.2.2. Speech: A New Prosperity: Seats for All at the Welcome Table	137
3.5.3. Conclusion	139
4. Conclusion	141
5. Bibliography	145
6. Appendix	162