Robertson, Pat

Baptist church, resigned his ordination in 1986 in order to make a bid for the presidency of the United States. As a result of Robertson's actions, CBN lost nearly 40 percent of its gift income in 1988, but upon Robertson's return to The 700 Club in 1988, finances were restored. Robertson's conservative political commentaries became an ever more important aspect of his program.

Robertson can claim to have built the popularity of the religious talk show format, a format that has proved consistently popular for more than 30 years. The 2002 version of The 700 Club talk show remains a mixture of news; in-depth feature reports on current ethical and moral issues such as school prayer; stories and commentary asserting the agenda of the new Christian right; and Christian evangelism with a charismatic flavor. The program is an important indicator of what evangelicals and Pentecostals believe about current moral and political issues.

In 2002, Pat Robertson retired from the leadership of the Christian Coalition and from active politics, announcing that he intended to spend his remaining years concentrating on the leadership of CBN and Regent University, which he founded in 1978, and which has provided many of his best broadcasting executives. His younger son Gordon is now the principal host of The 700 Club and is expected to continue if and when his father retires.

Andrew Quicke

See also Religion on Television


Television Series
1963—The 700 Club (host)

Publications (selected)
The Secret Kingdom, 1982; revised edition, 1992
Beyond Reason, 1984
Answers to 200 of Life's Most Probing Questions, 1985
Shout It from the Rooftops, 1986
America's Date with Destiny, 1986
The New World Order, 1991
The Turning Tide, 1993
The End of the Age: A Novel, 1995

Further Reading
Straub, Gerard Thomas, Salvation for Sale: An Insider's View of Pat Robertson, Buffalo, New York: Prometheus, 1988

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