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CBN has a broad range of media properties

CBN has a wide network of properties to disseminate video and written online content, television, radio, and other types of programming. Notable properties include:

- **The 700 Club:** *The 700 Club* is a live TV program that has [aired](#) on weekdays since 1966. CBN founder Pat Robertson is the show's most well-known host, but the program is also co-hosted by Terry Meeuwsen, Gordon Robertson, and Wendy Griffith. In addition to [playing](#) on Trinity Broadcasting Network cable, Family Net satellite, and Freeform, the show is also broadcast on CBN News Channel. *The 700 Club* has [aligned](#) with [President Donald Trump](#) and regularly traffics in [anti-LGBTQ rhetoric](#).
- **CBN News Channel:** CBN [debuted](#) its CBN News Channel, which it described as "the first 24-hour Christian television news channel," in October 2018 in 15 TV markets and for online streaming. The channel features several TV programs, [including](#) *NewsWatch*, *Christian World News*, *Faith Nation*, and *Jerusalem Dateline*.
- **CBN.com's news section:** CBN.com's [news section](#) also features [clips](#) from CBN News' TV programs. The site focuses on U.S. news and Christian world news with sections on Israel, national security, politics, entertainment, and healthy living.
- **CBN Radio:** The CBN Radio app [includes](#) a CBN News station, several online Christian music stations, and a children's music station.
- **Faithwire:** CBN [founded](#) this online publication in 2016 to target people under 40 who get their news online. The [outlet](#) is geared toward younger audiences, with more entertainment and celebrity-related stories pertaining to faith.
- **myCBN:** [myCBN](#) is a Christian social network that connects CBN users in groups and discussion forums, allows users to post [prayer requests](#), and provides users with [resources](#) such as [recipes](#), [lifestyle](#) and [finance](#) tips, and [inspirational quotes](#).
- **Other:** CBN.com also has more niche properties, including lifestyle website [Christian Living](#), [Superbook](#) for [kids](#), a [prayer](#) center, an online [bible](#), and a [ministry](#) program that solicits [donations](#) for international media evangelism and humanitarian aid.

Other evangelical and right-wing media sources rely on CBN

Other conservative evangelical media outlets rely on CBN as an established outlet with access to high-level officials and regularly cite CBN in their own coverage, such as quotes given to CBN from world leaders, Trump-Pence administration officials and advisers, and anti-LGBTQ figures.

The Christian Post

[The Christian Post](#) is a right-wing evangelical news website that earns high engagement and often cites CBN in its content. Its Facebook page has over 675,000 page likes, and Media Matters analysis found that the page earned nearly 1.5 million interactions on more than 6,500 posts from April 1, 2018, through March 31, 2019. It has used quotes that were given to CBN in its own content. Examples include:

- Using [quotes](#) that were given to CBN from evangelical leaders in [content](#) about a meeting with Brazilian President Jair Bolsonaro
- [Reporting](#) on [statements](#) that Trump spiritual adviser Paula White gave to CBN News about Trump's immigration policies
- Using [quotes](#) that Vice President Mike Pence gave CBN in [content](#) about Trump's prayer habits

The Christian Post also often reports on CBN as an institution and on its leaders like Pat Robertson. Several examples include:

- Reporting on Robertson's [hospitalization](#) after a fall, including statements from CBN
- Reporting on Robertson's [stroke](#) using CBN reporting
- Reporting on Robertson [naming](#) his son Gordon as CBN's new CEO
- Reporting on CBN [docu-dramas](#) and [documentaries](#)
- Reporting on [CBN's statement](#) defending Pat Robertson's comments about then-CIA Director David Petraeus' extramarital affair, in which Robertson said the woman "is an extremely good-looking woman" who was "throwing herself at him"
- Reporting on [CBN's statement](#) that a quote from Robertson was fake
- Reporting on [CBN's statement](#) expressing "regret" for Robertson's "comments suggesting that Muslim men beat their wives"
- Reporting on the [launch](#) of CBN News Channel, calling it "the first 24-hour Christian news channel that will broadcast national and international news stories that aren't being reported by the secular mainstream media"

LifeSiteNews

Catholic media outlet [LifeSiteNews](#) is an explicitly anti-abortion outlet that also produces significant amounts of LGBTQ-related content. The outlet often cites CBN News content or interviews in its own reporting. Examples include:

- Using [quotes](#) from Vice President Mike Pence that were given to CBN News' David Brody in [content](#) about Pence's anti-abortion views
- Repeating CBN [quotes](#) from Liberty Counsel's Mat Staver in [content](#) about extreme anti-LGBTQ group Alliance Defending Freedom's *National Institute of Family and Life Advocates v. Becerra* case before the Supreme Court
- Using CBN [quotes](#) from Focus on the Family President Jim Daly in [content](#) about the group's anti-abortion billboard in New York City's Times Square
- Citing CBN [reporting](#) in [content](#) about a federal lawsuit against the Affordable Care Act's contraceptives mandate
- Using [quotes](#) given to CBN News by ADF client Jack Phillips, who refused to bake a cake celebrating a gender transition, in [content](#) about his case
- Repeating Franklin Graham's [statements](#) to CBN News in [content](#) about the Trump administration creating the White House Faith and Opportunity Initiative
- Citing CBN [reporting](#) in [content](#) about Hollywood's criticism of the Trump-Pence administration

American Family Association

The [American Family Association](#) is an extreme anti-LGBTQ group that has a prominent media production arm, including radio network [American Family Radio](#) and online news platform [OneNewsNow](#). OneNewsNow often cites CBN in its reporting. Examples include:

- Citing [quotes](#) that were given to CBN News from Dr. Dobson Family Policy Institute's Jenna Ellis in [content](#) about ADF client Jack Phillips facing another legal battle with the Colorado Civil Rights Commission after refusing to bake a cake for a transgender woman
- Citing CBN [reporting](#) in [content](#) about LGBTQ characters in Netflix shows
- Using [quotes](#) from ADF attorney Greg Baylor in [content](#) about a sweeping anti-LGBTQ religious refusals bill in Texas
- Citing CBN [reporting](#) in [content](#) about pro-LGBTQ bills in Texas
- Using [quotes](#) given to CBN News from Trump spiritual adviser Paula White in [content](#) about the Trump administration's creation of the White House Faith and Opportunity Initiative
- Citing CBN [reporting](#) in [content](#) about Trump's executive order that allows federal contractors to decline certain services to the LGBTQ community

The Stream

The Stream is a right-wing evangelical media outlet [founded](#) by televangelist [James Robison](#) which often uses CBN reporting and interviews in its content. Examples of this include:

- Using [quotes](#) given to CBN News' *Faith Nation* from Focus on the Family President Jim Daly in [content](#) about the group's anti-abortion advertising campaign
- Citing [quotes](#) from CBN News' exclusive interview with Brazilian President Jair Bolsonaro in [content](#) about his meeting with Trump
- Using [quotes](#) given to CBN News from Liberty Counsel's Mat Staver in [content](#) about a California bill that would have categorized conversion therapy as fraud
- Citing CBN [reporting](#) in [content](#) about updates in one of ADF client Jack Phillips' cases

Christianity Today

Christianity Today is an evangelical magazine [created](#) by Billy Graham. The publication has [criticized](#) CBN for joining the 24/7 news cycle, but it has also used CBN reporting and interviews in its own content. Examples of this include:

- Citing [quotes](#) given to CBN News from Paula White, one of Trump's spiritual advisers, in [content](#) about her defense of child separation at immigration detention facilities
- Using [quotes](#) given to CBN News from Guatemalan President Jimmy Morales in [content](#) about Guatemala moving its embassy in Israel to Jerusalem
- Citing CBN [reporting](#) in [content](#) about a Bavarian law that requires all public buildings to display a cross

PJ Media

Right-wing website [PJ Media](#), which is [part](#) of a [network of conservative websites](#), also uses quotes given to CBN News. Examples include:

- Citing [quotes](#) given to CBN News from Pence in [content](#) in which the vice president responded to a book critical of him
- Including Family Policy Alliance of Kansas President Eric Teetsel's [statements](#) to CBN News in [content](#) about anti-LGBTQ adoption bills in Kansas and Oklahoma
- Citing Trump's [statements](#) to CBN's David Brody in [content](#) about the Trump-Pence administration's failure to help persecuted Syrian Christians

Fox News

Fox News uses CBN News' reporting and interviews in its own online content. Examples of this include:

- Using [quotes](#) given to CBN News from Elizabeth Johnston, a right-wing blogger known as The Activist Mommy, in [content](#) about protests in several cities against LGBTQ-inclusive sex education curricula
- Citing an [op-ed](#) Trump spiritual adviser Paula White wrote for CBN in its [content](#) about her support and praise for Trump
- [Reporting](#) on former White House press secretary Sarah Huckabee Sanders' [statements](#) to CBN in which she praised Trump

There are also several evangelical and right-wing media sources that reprint CBN.com posts in full, including, [Charisma News](#), [End Time Headlines](#), [Joy! News](#), [Breaking Christian News](#), and [WND](#).

CBN is a major platform for anti-LGBTQ groups

Extreme anti-LGBTQ groups including [Alliance Defending Freedom](#), [Family Research Council](#), and [Liberty Counsel](#) have used CBN as a source for spreading misinformation and pushing anti-LGBTQ narratives. Although anti-LGBTQ groups have not bylined articles for CBN News, a Media Matters analysis found that CBN.com has mentioned ADF in at least 53 posts and mentioned FRC in at least 37 posts from April 1, 2018, to March 31, 2019.

Alliance Defending Freedom

CBN.com writes often about ADF's cases. In fact, more than half of CBN.com stories covering LGBTQ-related court cases were specifically about ADF cases. Examples of this include:

- Quoting ADF's [press release](#) in [content](#) about its case regarding a university professor who refused to use a trans student's appropriate pronouns
- Quoting ADF's [press release](#) in [content](#) about its case in which filmmakers are suing over a Minnesota LGBTQ-inclusive nondiscrimination law
- Getting [exclusive comments](#) from ADF regarding its *Masterpiece Cakeshop v. Colorado Civil Rights Commission* case, which involved a Colorado baker who refused to bake a cake for a same-sex wedding
- Quoting ADF's press release in [content](#) about the Atlanta city government paying ADF's client, former Atlanta Fire Chief Kelvin Cochran, \$1.2 million after a federal court ruled he was unconstitutionally fired for circulating an [extremely anti-LGBTQ book](#) he wrote to a dozen subordinates
- Quoting ADF attorney Kristen Waggoner (as well as FRC President Tony Perkins) in [content](#) about ADF's case involving a Washington state florist who refused to provide flowers for a same-sex wedding
- Quoting ADF's statement in [content](#) about its case regarding an adoption agency seeking to discriminate against unmarried and same-sex couples
- Getting [exclusive comments](#) from ADF attorney Kate Anderson about ADF's case involving a homeless shelter that turned away a transgender women

CBN's TV programming has also interviewed ADF figures, including:

- ADF's Greg Baylor [appeared](#) on CBN News to discuss ADF's opposition to the Equality Act
- ADF attorney Jeremy Tedesco [appeared](#) on CBN News' *NewsWatch* to discuss the Southern Poverty Law Center labeling ADF as a "hate group"
- Tedesco [appeared](#) on CBN News to discuss ADF's case on behalf of filmmakers suing over a Minnesota LGBTQ-inclusive nondiscrimination law

- ADF attorney Jim Campbell [appeared](#) on CBN News to discuss the U.S. Supreme Court agreeing to hear ADF's case involving a funeral home that fired an employee for being transgender
- Campbell and ADF client Jack Phillips [appeared](#) on CBN News to discuss a case over his refusal to bake a cake celebrating a gender transition
- ADF attorney Matt Sharp [appeared](#) on CBN News' *Faith Nation* to discuss the Do No Harm Act, a bill to [clarify](#) that the 1993 Religious Freedom Restoration Act "should not be interpreted to authorize an exemption from generally applicable law that imposes the religious views, habits, or practices of one party upon another"

Family Research Council

CBN News regularly writes about FRC's activities and policy positions in its content, and it has quoted FRC staff in written content. Examples of this include:

- Covering FRC's annual [Values Voter Summit](#) and its [pastors conference](#), both of which included speeches from key Trump administration officials such as Vice President Mike Pence and Secretary of State Mike Pompeo
- Reporting on FRC President Tony Perkins, including his [appointment](#) to the U.S. Commission on International Religious Freedom and his 2018 [trip](#) to Israel
- Quoting a statement from Perkins in [content](#) after the U.S. Supreme Court declined to hear an ADF case involving a Washington florist who refused to provide flowers for a same-sex wedding
- Quoting FRC's blog and interview with Republican National Committee member Cynthia Dunbar in [content](#) about the RNC resolution against LGBTQ-inclusive sex education curricula
- Getting [comments](#) from FRC Senior Fellow Peter Sprigg about his support for an anti-trans resolution that passed in Kansas in 2018
- Quoting FRC's blog in [content](#) about an "LGBT fair" at a California middle school and protests from anti-LGBTQ parents at the subsequent school board meeting
- Getting [comments](#) from FRC's Mary Beth Waddell about the group's opposition to the Equality Act
- Quoting FRC's blog in [content](#) about Maine Gov. Paul LePage vetoing a bill that would have protected LGBTQ youth from discredited and harmful conversion therapy

CBN's TV programming has also interviewed FRC figures for years. For example:

- FRC's Perkins has appeared on CBN since [at least 2011](#), including at least five times in 2018:
 - Perkins [discussed](#) the Values Voter Summit and how the Trump administration has advanced conservative policies
 - Perkins [discussed](#) the appointment of Justice Brett Kavanaugh to the Supreme Court

- Perkins [discussed](#) moving the U.S. Embassy in Israel to Jerusalem
- Perkins [defended](#) President Donald Trump from reports of an affair with adult film actress Stormy Daniels, saying Trump deserved a “mulligan”
- Perkins [praised](#) the economy under Trump as well as his conservative policy agenda
- FRC’s Sprigg [appeared](#) on *CBN News* to discuss Disney’s inclusion of [fleeting](#) moment of two men dancing together in *Beauty and the Beast*. Sprigg said that “children are being indoctrinated ... to accept these more liberal views of issues like sexuality.”
 - In another CBN appearance, Sprigg [lied](#) that there is a link between pedophilia and homosexuality
- FRC Executive Vice President Jerry Boykin has appeared on CBN News TV programming for over a decade, [discussing faith and the military](#); commenting on foreign policy decisions such as [withdrawing troops](#) from Syria or [overthrowing](#) Syrian dictator Bashar Assad; and criticizing the [Southern Poverty Law Center](#)
- FRC Senior Fellow Ken Blackwell [appeared](#) on CBN News’ *Faith Nation* to discuss the 2018 Florida governor’s race recount

Liberty Counsel

CBN.com often writes about Liberty Counsel and its cases and policy positions. Examples of this include:

- Getting exclusive quotes from Liberty Counsel founder and Chairman Mat Staver and quoting Liberty Counsel’s press release in [multiple](#) pieces of [content](#) about a California bill that would have categorized conversion therapy as fraud
- Quoting Liberty Counsel press releases in multiple [pieces](#) of [content](#) about the group’s lawsuit against a policy in Tampa, Florida, that protects LGBTQ youth from conversion therapy
- Quoting Liberty Counsel press release in [content](#) about ADF’s Perkins and National Day of Prayer Task Force President Ronnie Floyd being subpoenaed to determine their involvement in Trump-Pence administration policies regarding trans people
- Quoting Liberty Counsel press release in [content](#) about the group’s case involving Virginia school’s sex ed curriculum

CBN News’ TV programming has also hosted Liberty Counsel figures. Examples include:

- Staver and his client, county clerk Kim Davis, [appeared](#) on CBN News [several times](#) after she refused to provide a marriage license to a same-sex couple in Kentucky
- Staver [appeared](#) on CBN News in May to discuss his opposition to the Equality Act
- Staver [appeared](#) on CBN News in 2017 to defend Alabama Senate candidate Roy Moore against reports of sexual misconduct
- Staver [appeared](#) on CBN News to discuss the Supreme Court’s ruling in the *Masterpiece Cakeshop* case

- Liberty Counsel Assistant Vice President of Legal Affairs Roger Gannam [went on CBN](#) to spread misinformation about conversion therapy

American College of Pediatricians

The American College of Pediatricians (ACPeds) is a [small and extreme anti-LGBTQ group](#) of physicians who work to discredit trans-affirming science and are often mistaken for the legitimate American Academy of Pediatrics. CBN.com has cited ACPeds and its executive director, Michelle Cretella, when discussing LGBTQ youth. Examples of this include:

- Getting [exclusive quotes](#) from Cretella about a 9-year-old who died by suicide after homophobic bullying
- Quoting Cretella's remarks in a video on The Daily Signal, a right-wing media outlet run by the conservative Heritage Foundation, in [content](#) about parents raising their children gender-neutral
- Getting [quotes](#) from Cretella in content about whether being transgender is a mental health disorder
- Quoting ACPeds' misinformation about gender in [content](#) about parents teaching kids about gender fluidity

CBN News' TV programming has hosted ACPeds' Cretella. Examples include:

- Cretella appeared on CBN News and [parroted](#) an [inaccurate interpretation](#) of a 1995 study, falsely claiming that "over 80%" of trans youth "will come to accept their biological sex by late teenage years."
- Cretella [appeared](#) on CBN News to discuss a case involving a father who might lose custody of his child for refusing to accept her gender identity

CBN.com's content uses anti-LGBTQ language

CBN.com uses language that is often not LGBTQ-inclusive, including language that dehumanizes LGBTQ people or characterizes equality as extreme. Examples of this include:

CBN.com uses language that whitewashes the dangers of conversion therapy and promotes it as effective

The outlet often uses phrases that whitewash the harmful and discredited practice of conversion therapy. Examples include calling it:

- [“So-called ‘gay conversion therapy’”](#)
- [“Therapy for gays who want out”](#)
- [“Sexual orientation change efforts”](#)
- [“Helping gays who want to change”](#)

It has also highlighted people who claim that conversion therapy helped them change their sexual orientation or gender identity. Examples include referring to people as:

- [“Ex-gay”](#)
- [“Ex-LGBTQ”](#)
- [“Once gay”](#)
- [“Ex-trans”](#)

CBN.com puts some LGBTQ-related topics in scare quotes

The outlet has used scare quotes, or unnecessary quotation marks meant to elicit attention or doubt, to refer to several LGBTQ-related topics. Examples include:

- [“Drag queen”](#) and [“baby drag queen”](#)
- [“Anti-LGBT”](#)
- [“Safe spaces”](#)

CBN.com dehumanizes trans people by misgendering them

The outlet frequently misgenders trans people, the disrespectful act of referring to someone as a gender other than the one they identify with. Misgendering is a form of [harassment](#) that [stigmatizes](#) trans folks and also [goes against](#) journalistic standards. Examples from CBN include:

- Referring to transgender women as [“transgender boy,”](#) [“transgender men,”](#) [“biological man,”](#) or [“biological male”](#)
- Using [“woman”](#) and [“her”](#) in scare quotes to refer to trans women
- Using [male pronouns](#) to describe trans women
- Using [female pronouns](#) to describe trans men

CBN.com uses extreme language to imply that supporting transgender rights is out of the mainstream

The outlet has used alarmist language and phrases to refer to LGBTQ issues and rights. Examples of this include:

- Saying trans advocates are pushing for a “[transgender revolution](#)”
- Calling trans advocates “[transgender radicals](#)”
- Referring to LGBTQ-inclusive policies as “[sexual indoctrination](#),” “[transgender indoctrination](#),” or the “[LGBT agenda](#)”
- Claiming there is a “[transgender takeover underway](#)”
- Writing that young people coming out as trans is a “[shocking new trend](#)”
- Claiming that schools were “[forced to fly gay pride flag](#)”
- Writing that a Catholic group had to “[endorse same-sex relationships' OR ELSE](#)”
- Pushing the myth of “[predators targeting women under LGBT ordinances](#)”

CBN.com content frequently pits religion against LGBTQ equality

The outlet regularly pushes a false narrative pitting the faith community against LGBTQ people, a tactic that attempts to scare their audience by framing increasing LGBTQ equality as the loss of rights for religious people. Examples include:

- Using the phrase “[gay rights vs. religious freedom](#)”
- Claiming a court case was “[pitting religious rights against gay rights](#)”
- Questioning whether “religious freedom” was “[a casualty of legal gay marriage](#)”
- Asking “[why LGBT rights override religious rights](#)”
- Writing that the “[religious freedom](#)” and “gay rights battle” had turned “ugly”
- Saying a spate of bills “[exalts LGBTQ ideology over rights of Christians](#)”
- Writing that “[churches fear the new LGBT law](#)”

CBN's social media accounts have millions of followers and earn high engagement

CBN has a bigger presence on Facebook than on Twitter or Instagram, with a total of nearly 8.6 million followers across 10 official Facebook pages.

CBN's seven active Instagram accounts have more than 564,000 followers combined, and its six Twitter accounts have more than 278,000 followers altogether.

Facebook

CBN has at least ten active Facebook accounts for its U.S.-based programming. Media Matters did an analysis of all 10 pages' interactions and average number of posts per day from April 1, 2018, through March 31, 2019.

Overall, CBN's Facebook accounts reached more than 37.7 million total interactions across all pages and posts during the time period studied. Of these pages, [The 700 Club](#) account has the largest following, with more than 2.6 million page likes. It also earned the highest engagement numbers, with more than 16 million interactions on all its posts.

CBN's Facebook pages include:

[CBN News](#)

- Has more than 1 million page likes
- Averaged more than 20 posts per day
- Almost exclusively links to CBN websites and articles
- Posts earned nearly 10 million interactions in total
- Earned an average of more than 1,200 interactions per post
- Had 30 posts with over 20,000 interactions
- Ten of its posts with more than 20,000 interactions included videos from CBN News shows, such as [CBN News](#), [Global Lane](#), and [Studio 5](#)
- Most of its posts with more than 20,000 interactions link to CBN News articles, including articles about [abortion policies](#) and [about President Donald Trump and his administration](#)
- CBN News' Facebook [post](#) with the most engagement, at over 125,000 interactions, was misinformation about abortion



[The 700 Club](#)

- Has more than 2.6 million page likes
- Averaged about nine posts per day
- Posts earned more than 16 million interactions in total
- Earned an average of about 4,700 interactions per post
- Had 143 posts with over 20,000 interactions
- Eight of its posts reached over 40,000 interactions, with the majority of them including [photos](#) with religious or inspirational [quotes](#)
- Only [one](#) of the top five most engaged posts linked to a CBN [article](#), which was about Trump's State of the Union address and included anti-abortion comments
- The 700 Club's [post](#) with the most engagement, at over 60,000 interactions, was a photo with text about Jesus' role in people's lives

[Faithwire](#)

- Has nearly 560,000 page likes
- Averaged about nine posts per day
- Posts earned more than 1.2 million interactions in total
- Earned an average of about 370 interactions per post
- Had only 12 posts with over 5,000 interactions, and [only two](#) of them reached more than 10,000 interactions
- Two of its posts with more than 5,000 interactions were videos originally posted to other accounts: [The Activist Mommy](#) and [11Alive](#)

- Most of its posts with more than 5,000 interactions linked to Faithwire articles about [Trump](#), [officials](#) in his administration, or [other public figures](#)
- Faithwire's [post](#) with the most engagement, at nearly 11,000 interactions, linked to a Faithwire article about abortion



[The Christian Broadcasting Network](#)

- Has nearly 950,000 page likes
- Averaged about five posts per day
- Posts earned more than 700,000 interactions in total
- Earned an average of about 380 interactions per post
- Had 44 posts with over 2,000 interactions, with only six posts reaching over 5,000 interactions and only one post reaching over 10,000 interactions
- Most of its posts with more than 5,000 interactions included photos with religious [quotes](#) or [calls](#) for prayer or [action](#), but [one](#) of them linked to a CBN News article about Franklin Graham being suspended by Facebook
- The Christian Broadcast Network's [post](#) with the most engagement, at over 20,000 interactions, was a photo calling for supporters to sign an anti-abortion petition

CBN The Christian Broadcasting Network
March 4 · 🌐

Laws like the New York Reproductive Health Act and Roe v. Wade dictate that abortion IS legal. But, what does God's law say? Psalm 139:13 says "You knit me together in my mother's womb." This means that #God, our Heavenly Father, created every baby with a plan and purpose for their life. And every baby is part of God's plan for the mother's life, too. Put your #FaithInActionCBN and sign the petition to let Washington know you want them to #ProtectTheUnbornCBN, now: <http://now.CBN.com/evXh50mwvoz>



**IT'S LEGAL,
BUT IS IT RIGHT?**

**PROTECT THE UNBORN.
STAND UP. SPEAK UP. SIGN UP.
CBN.com/ProtectTheUnborn**

LOVE = LIFE

The Christian Broadcasting Network
Nonprofit Organization [Learn More](#)

👍❤️🙏 13K 1K Comments 5.4K Shares

[700 Club Interactive](#)

- Has more than 1 million page likes
- Averaged about five posts per day
- Posts earned more than 6.6 million interactions in total
- Earned an average of about 3,700 interactions per post
- Had 112 posts with over 10,000 interactions
- Most of its posts with more than 10,000 interactions included either photos or videos, and some were originally posted to other accounts, such as [Anne Graham Lotz](#), [Humankind Stories](#), and [Militarykind Stories](#)
- Had 10 posts reach over 20,000 interactions, all of which linked to videos with religious messages or clips from 700 Club Interactive
- 700 Club Interactive's [post](#) with the most engagement, at over 200,000 interactions, was a video with a religious message

Most of CBN's other Facebook accounts -- [Jerusalem Dateline](#), [Christian World News](#), [Orphan's Promise](#), and [CBN Radio - CBN.com/radio](#) -- are much less active and had less than 200,000 page likes each. However, the Facebook page for CBN children's program [Superbook](#) has more

than 1.8 million page likes, and its posts earned more than 2.5 million interactions during the time period studied.

CBN also has international versions of many of its Facebook pages which were not included in analysis. Pages include [Mundo Cristiano](#), [Vida Dura](#), [Club 700 Hoy](#), [The 700 Club Asia](#), [700 Club Canada](#), [700 Club Partners_NG](#), and [The 700 Club Europe](#). Notably, the Filipino version of its children's show, [Batang Superbook](#), has more than 2.4 million followers.

CBN also occasionally spends money on Facebook ads. From May 1, 2018, to October 19, 2019, CBN News' Facebook page spent [almost \\$60,000](#) on ads, most of which [promoted](#) its 24-hour CBN News Channel.

During that same time period, The Christian Broadcasting Network Facebook page spent [more than \\$63,000](#) on ads, which included ads asking for donations to "[help hungry children](#)" and several asking for signatures on anti-abortion petitions. [The 700 Club](#) Facebook page also spent [over \\$16,000](#) on ads linking to video content during this time period.

Twitter

Media Matters did an analysis of CBN's six active U.S.-based Twitter pages, including the pages' interactions and average posts per day from April 1, 2018, through March 31, 2019. Most of these accounts are used to promote content from their specific website, though The 700 Club account's posts usually linked to the CBN or Faithwire websites.

CBN's Twitter accounts include:

[CBN News](#)

- Has 140,200 followers
- Averaged about 50 posts per day
- Posts earned more than 1.6 million interactions in total during the time period studied
- It had 18 tweets with over 1,000 interactions, most of which link to CBN News articles about conservatives and faith leaders, such as Supreme Court Justice [Brett Kavanaugh](#), pastor [Andrew Brunson](#), [Asia Bibi](#), [Franklin Graham](#), and [Anne Graham](#)
- Three of its tweets with more than 1,000 interactions were [clips](#) of [segments](#) from [CBN News](#)
- CBN News' [tweet](#) with the most interactions, at nearly 5,000, was about the anti-abortion film *Unplanned*



'We're Taking on a Monster': New Film Pulls Back the Curtain on America's Ugly Abortion Industry

go.cbn.com/31588

@_AshleyBratcher @UnplannedMovie



'We're Taking on a Monster': New Film Pulls Back the Curtain on America's Ugly Abortion Industry
cbn.com

9:00 AM · Mar 30, 2019 · [SocialNewsDesk](#)

1.4K Retweets 3.3K Likes



[The 700 Club](#)

- Has 83,800 followers
- Averaged about 13 posts per day
- Posts earned more than 670,000 interactions in total during time period studied
- Its only [tweet](#) with over 1,000 interactions was a birthday wish to Pat Robertson

[Faithwire](#)

- Has more than 7,500 followers
- Averaged about two posts per day
- Posts earned over 15,000 interactions in total during time period studied
- Its only [tweet](#) with over 1,000 interactions linked to a Faithwire [article](#) about Tomi Lahren

[CBN Online](#)

- Has 27,000 followers
- Averaged about five posts per day
- Posts earned more than 41,000 interactions during the time period studied
- It had no tweets with over 1,000 interactions
- Only five tweets reached more than 100 interactions

- CBN Online's [tweet](#) with the most interactions, at over 160, was about American evangelical leaders meeting with Brazilian President Jair Bolsonaro



There are also two additional Twitter accounts for CBN TV shows: [700 Club Interactive](#) and [Superbook](#). These accounts typically post photos or short clips promoting their respective shows or sharing religious and Biblical quotes.

Instagram

Media Matters did an analysis of CBN's seven active Instagram accounts for its U.S.-based programming, including the pages' interactions and average posts per day from April 1, 2018, through March 31, 2019. With the exception of The 700 Club account, CBN's Instagram accounts do not reach high engagement on their posts, generally earning less than 2,000 interactions each. Overall, CBN's Instagram accounts earned more than 5.3 million total interactions across all posts during the time period studied.

The analysis found that 747 of the 4,920 Instagram posts across all pages -- or 15% -- earned over 2,000 interactions, nearly all of which were posted by The 700 Club account. Only 10 posts on the CBN News account reached 2,000 interactions. In fact, engagement on The 700 Club page earned over 4.1 million interactions, which accounted for more than 75% of the total

engagement for all the CBN Instagram pages. The 700 Club page's following also accounts for more than 50% of followers for all CBN Instagram accounts.

CBN's Instagram pages include:

[The 700 Club](#)

- Has 308,000 followers
- Averaged about three posts per day
- Posts earned more than 4.1 million interactions in total
- Had 822 posts with over 1,000 interactions
- Had 737 posts with over 2,000 interactions
- Had 390 posts with over 5,000 interactions
- Had three posts with over 10,000 interactions
- Its posts with more than 5,000 interactions were generally photos with religious messages or Biblical quotes
- The 700 Club's [post](#) with the most interactions, at more than [13,000](#), included a religious message

[CBN News](#)

- Has 96,000 followers
- Averaged just over two posts per day
- Posts earned more than 355,000 interactions in total
- Had 70 posts with over 1,000 interactions
- Had 10 posts with over 2,000 interactions
- Most of its posts with more than 1,000 interactions were photos; only five were videos
- All of its posts with more than 2,000 interactions were photos with religious messages
- CBN News' [post](#) with the most interactions, at more than [4,000](#), included an anti-abortion quote from President Donald Trump, saying, "All children born and unborn are made in the holy image of God"



[Christian Broadcasting Network](#)

- Has 59,100 followers
- Averaged about one post per day
- Posts earned nearly 240,000 interactions in total
- Had 29 posts with over 1,000 interactions
- Had no posts that reached 2,000 interactions
- Most of its posts with more than 1,000 interactions are photos that included religious messages or urged people to pray
- Christian Broadcasting Network's [post](#) with the most interactions, at more than [1,700](#), was a religious message about persistence through times of trouble

[700 Club Interactive](#)

- Has 55,100 followers
- Averaged less than one post per day, about five posts per week
- Posts earned more than 237,000 interactions in total
- Had 117 posts with over 1,000 interactions
- Had no posts that reached 2,000 interactions
- Most of its posts with more than 1,000 interactions were photos with Biblical quotes or religious messages
- 700 Club Interactive's [post](#) with the most interactions, at nearly [1,700](#), said, "There is power in the blood of Jesus #Amen"

Other CBN Instagram accounts included in this analysis are [Jerusalem Dateline](#), and [CBN Life-Changers](#).

The Instagram account for CBN's children's show, [Superbook](#), has 26,800 followers, and its posts earned more than 300,000 interactions during the time period studied. Although not included in this analysis, the Filipino version of Superbook, [Batang Superbook](#), has more than 111,000 followers.

The Instagram page for [Faithwire](#) has over 6,100 followers but was not included in the analysis as it only posted 12 times during the time period studied, an average of just one post per month. It has since begun posting more regularly.