



Profile:

ARAB VISION

Arab Christians
Proclaiming the Gospel
on TV in the Arab World

Media for Change

Answering your Questions

Thank you for your interest in partnering with Arab Christians in the proclamation of the Gospel.

In this document, we seek to answer some of the questions that are often asked concerning Arab Vision's purpose, objectives, ethos and mode of operation.

Though detailed in places, this document does not contain all of our operational principles and procedures. Those are described in our *Handbook of Administration*. We hope you will contact us if you have more questions.

Purpose Statement of Arab Vision

Arab Vision is a community of Christians committed to communicating the Gospel of the Lord Jesus Christ in the Arab World. Arab Vision implements its commitment by:

- **Producing** television programs that strengthen the Churches in the Arab World, invite all Arabs to become followers of Christ, and focus on changing society in accordance with the Gospel.
- **Distributing** these programs in the Arab World through satellite television broadcasts, national, regional and local television, and the internet and other new media.
- **Training** Christians from the Arab World who share a similar commitment to produce television programs that proclaim the Gospel.
- **Educating** Christians globally about mission in the Arab World, the Churches of the Arab World, and Islam.

Arab Vision cooperates with the Churches of the Arab World as well as with like-minded organizations in all aspects of its work, from the creation of content for its programs to audience follow-up.

[With the term 'Arab World' we mean the countries of the Arabian Peninsula, the Middle East and North Africa, where Arabic is the official language of the state. We recognize that the Arab World consists of many different people groups, and we hold that these are entitled to hearing the Gospel in their own vernacular.]

Vision Statement

By the year 2015, Arab Vision is the leading independent producer of quality Arabic Christian television programs. These programs are distributed all over the Arab World. They strengthen the Churches of the Arab World and they lead many Arabs to faith in Jesus Christ. They also play a major role in affecting broad societal changes in accordance with the Gospel all over the Arab World.

Arab Christians Proclaiming the Gospel on TV

Some of the first Christian churches were established in the Arab World. Nowadays, there are still millions of Christians in the Middle East and North Africa, but they have become a minority amongst the 270 million Arabs. In spite of their often rather difficult circumstances, many Arab Christians desire to live and proclaim the Word of God in its entirety, in their individual lives, in the life of the church, and in all society.

Almost every Arab family has a television, even though many are extremely poor. Over half of all Arabs have a satellite dish on their roof, in order to be able to see programs that are uncensored by their governments. Christian Arab satellite broadcasts enable millions of people throughout the whole Arab World to watch Christian programs. In many countries, the skyline is mushrooming with satellite dishes. A few Arab countries are also willing to broadcast Christian programs on national television.

While vast numbers of people in the Arab World can now be reached by means of these broadcasts, there is a tremendous lack of Christian programs in the languages of the Arab World. Arab Vision's mandate is to produce these urgently needed programs.

At least half of all people in the Arab World are functionally illiterate. In cultures where literacy is low and reading is not common, television is an excellent tool for communication.

The Distinctiveness of Arab Vision

In recent years, many have recognised the value of using television programs as a tool for the proclamation of the Gospel to the Arabs.

Three factors make Arab Vision's contribution distinctive - its identity, its program content, and its approach to producing.

Identity and Ethos

Arab Vision is a Christian organization aiming to serve all Churches of the Middle East, the Arabian Peninsula and North Africa. Arab Vision accepts the *Lausanne Covenant* and the *Manila Manifesto* as well as the *Grand Rapids Consultation on Evangelism and Social Responsibility* as good descriptions of its Christian commitment. The ethos of Arab Vision and its programming is well described by the *Ethical Standards of the Fellowship of European Broadcasters (FEB)* and by the *Principles of Christian Communication of the World Association for Christian Communication (WACC)*.

Program Content

Arab Vision is committed to supporting Christians in the Arab World, both in their spiritual journey and in their participation in transforming society. It therefore produces educational programs designed to develop mature disciples of Jesus Christ. It tries to do so by bearing witness to the one body of Christ and not to any specific denomination. At the same time, it seeks to reflect the actual life of the churches in its programs.

In its productions, Arab Vision stresses God's transforming power in all areas of human life. The Gospel addresses the whole person and all people. An integral part of discipleship to Jesus Christ is a vision for a just society. This involves a commitment to human rights, to the poor, to minorities, to women, to refugees, to the powerless, and to those with special needs. In its productions, Arab Vision supports the struggle of these people for a dignified life. This entails the right that people have to be approached in their own spoken language.

TV programs can play an important role in prompting Muslims and Christians in the Middle East, the Arab Gulf and North Africa to question the many misunderstandings that have accumulated over centuries of conflict. As the Gospel is for all people, Arab Vision produces culturally sensitive, thought-provoking programs to help all Arab people to better understand and respond to the Christian message. Arab Vision's experience is that there is openness to the Gospel of Jesus Christ amongst people of all backgrounds in the Arab World.

Approach

Arab Vision consists mainly of Arab Christians at every level. Arab Christians know best how to produce programs that speak the Gospel of Jesus Christ to their fellow Arabs. Arab Vision believes that the method of its communication cannot be separated from the content of its message. We cannot communicate the crucified Lord in a crusading manner.

Arab Vision recognises the distressing social and political forces that have often shaped the region and its people's perceptions. That is another reason why the ministry seeks to avoid a crusading approach.

Among other things, this means the avoidance of a style of operating which emphasises the role of the western expert as the dispenser of knowledge and the Arab national as the recipient.

Arab Vision affirms its commitment to partnership and servanthood, both for the strengthening of the Church in the region and in its approach to those outside the Church.

An important aspect of Arab Vision's partnership with the Churches of the Arab World is to stand beside them in creating alternative venues for communication. Mass media in the Arab World are mainly used as tools for keeping people and their thinking subject to the authorities that be.

Arab Vision's programs are aimed at helping people to think for themselves and to take action for the betterment of their own lives. This result can only be achieved through participatory communication. Especially when media are used in the context of the local community, they seem to be the best vehicle for true communication. This entails also a choice for the usage of the mother tongue or dialect of that local community.

As much as possible, Arab Vision seeks to travel light, emphasising the development of creative, indigenous programming over the acquisition of hardware or facilities. The Arab World does not lack studios, but it lacks quality Christian productions. Arab Vision therefore prefers to use existing facilities to produce its programs and only looks for organisational growth in so far as this helps the ministry's purpose.

Organisational Structure & Operation

A Trust in Cyprus

Most personnel of Arab Vision are based in Arab countries. The organisation is registered in Cyprus as a charitable trust. 'Arab Vision Trust Fund' is the formal name.

The organisation is bound by all of the laws and regulations that concern trusts in Cyprus. In addition to these obligations, the ministry is also bound by its own terms of reference as stated in this and other documents published on the website, www.arabvision.org

Media Organisations in the Arab World

Though Arab Vision is legally registered in Cyprus, its International Office is based in the Arab World. Through its International Office, the Board oversees its Media Organizations in the Arab World, while it cooperates with its National Support Offices in the USA and in The Netherlands.

The Media Organizations and the National Support Offices are spiritually and contractually linked together under the Board, for the sole purpose of achieving the stated purpose of Arab Vision.

The Board of Arab Vision

The Board of Arab Vision is made up of volunteers who have set aside their personal interests, giving their time and carrying out their duties for no payment. Arab Vision benefits from the objectivity that the Board brings, as well as from the spirituality, experience and skills of its members.

The Board is composed of a minimum of seven members and a maximum of eleven. All Board members have full voting rights and sit on the Board for three-year terms. Members are entitled to sit on the Board for two consecutive terms but must then step back for at least one year. The International Director attends the Board meetings ex-officio and has no right to vote. The Board meets twice a year for two days.

The Arab Vision Board consists of men and women representing different churches, nationalities, organisations, and trusts. The majority of Board members are Arabs. More information about

the Board and its members can be obtained from the office of Arab Vision.

In general terms, the Board's duty is to ensure that Arab Vision has a clear direction and purpose and a sense of urgency to get on with the work it was established to do. The Board sets objectives, establishes priorities, and safeguards the assets, ensuring that they are used effectively and exclusively to fulfil the mission of Arab Vision.

Day-to-day operations are delegated to the International Director who keeps in close touch with the Managing Directors of the Media Organisations and the Directors of the National Support Offices. The responsibilities and the role of the Board, including its relationship to the International Director, are described in a Governance Manual.

Arab Vision Staff

For legal reasons the 'Arab Vision Trust Fund' is registered in Cyprus, but Arab Vision works in the Arab World, and the staff of its Media Organizations is mainly based in Arab countries.

Recruitment

Arab Vision recruits its personnel from amongst Arab Christians who already work in the media industry in the Middle East and North Africa. However, Arab Vision has a 'no-poaching' policy; it does not recruit its staff from other Christian ministries without first discussing this with the management of those organizations.

If for certain positions no suitable Arab Christians can be found, Arab Vision can sometimes employ people from other nationalities. These non-Arabs will usually be seconded to Arab Vision by one of the mission agencies with which it enjoys relationships. Contracts with these non-Arabs always have a temporary character.

In all its recruitments, Arab Vision has adopted a 'no-poaching' policy; in other words, it will not hire anyone who works in another Christian organization, without the explicit endorsement of that organization's leadership. This is one of the ways that Arab Vision strives to develop and maintain full cooperation with other Christian organizations.

Though all personnel of Arab Vision have contracts spelling out the rights and obligations of the parties, Arab Vision aims to not only be a task-oriented company but also a community of people. These people co-operate in their mutual ministry with love and concern. Arab Vision offers a framework that allows flexibility and space for personal development.

Qualifications

In general, people will only be employed if they have the exact qualifications needed for the job.

Where an Arab with good potential for a role within the ministry is identified, the required qualifications may initially be kept less strictly, with a view to further training being undertaken.

With regard to potential non-Arab personnel, qualifications as laid out in each job description are strictly adhered to.

Appointments and Accountability

Appointment of the International Director is made directly by the Board of Arab Vision. All other appointments are made according to the accountability structure given in the Organisation Charts of the companies and the relevant job descriptions. Accountability of staff members is clearly defined in their job description and contract.

Productions

The Managing Directors of the Media Organisations are responsible for initiating all of Arab Vision's productions and co-productions. They propose new productions to the International Director. Arab Vision's choice of productions occurs in close conjunction to the areas of need in the churches of the Arab World, and in Arab society as a whole.

Usually new productions are initiated at the request of organisations who express an interest in a certain theme or topic. Thus, Arab Vision produces programmes of many different styles and genres, including documentaries, dramas, educational programs, music videos, and talk shows.

Distribution

The focus of Arab Vision's productions is the Middle East, the Arab Gulf, and North Africa. However, Arab Vision's concern is not just to produce TV programs, but that as many people as possible should be given the opportunity to respond to the call of Jesus Christ to follow Him. For this reason, Arab Vision distributes its products throughout the globe wherever they can be used. This is achieved through a network of local distribution agents who also provide feedback and advice on both marketing and future productions.

Follow-up

Arab Vision is vitally concerned that people respond to its productions and follow Christ as Saviour and Lord, both in their beliefs and their behaviour. It therefore invites people to respond to its programs, and ensures good follow-up programs are in place to handle the response properly. Arab Vision refers those who respond to existing churches.

Training

Arab Vision values the training of Arab Christians who are involved in the production of Christian television programs. The focus is on training people who already work in Christian TV ministry on-the-job, rather than on just training as many as possible.

Educational Work

As a community of Christians in the Arab World, Arab Vision is well positioned to write and teach on missiological issues related to Churches and Islam in the Arab World. Staff members of Arab Vision teach at conferences and Churches, and Arab Vision participates with Interserve in the missiological website www.stfrancismagazine.info.

Publications

While Arab Vision is a community of Christians in the Arab World, it also rejoices in having many supportive friends internationally. These friends render support by prayer, advice, and sometimes finances. The website of Arab Vision gives general insight in what the organization is doing. This is www.arabvision.org.

Those who want to be kept updated on Arab Vision and its work, can receive a quarterly newsletter by mail and a digital e-newsletter that appears at least six times per year.

Those who undertake to pray regularly will receive a bi-monthly prayer letter by e-mail.

Organisations or individuals who participate financially in one or more productions are updated regularly on the status of these productions, new productions, audience response, financial issues, and personnel matters. These reports are detailed and give a clear insight into the progress and setbacks of the production. We want to 'walk in the light', as this is the best basis for a long lasting relationship between Arab Vision and its international partners.

Arab Vision also publishes a quarterly missiological magazine on the internet - www.stfrancismagazine.org. It does this in conjunction with the mission organization Interserve.

Funding

As most Christians in the Middle East, the Arab Gulf and North Africa do not have the financial means to fund TV productions, Arab Vision depends on partnership with organisations in Asia, Europe and North America for its funding.

Arab Vision's productions are usually funded as one-off projects. Its day-to-day operating expenses are principally funded from the various productions it undertakes through direct charges, but it also seeks undesignated funds toward its support.

Often Arab Christian broadcasters commission Arab Vision to produce programs for their broadcasts. In such cases, they usually pay for those programs. Often that payment does not cover the total cost of the production.

While Arab Vision raises most of its funds, it does also enter into commercial TV production in order to subsidise its Christian productions. But such activity is not its primary aim and does not take priority over the ministry's stated objectives.

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Cooperating With Us

Arab Vision is looking for international partners who want to join their community and help it fulfil its Purpose Statement in the manner described in this brochure.

As a Christian community Arab Vision likes to think of partnership in terms of cooperation in prayer, advice, friendship, financial support, and other forms of personal involvement.

Arab Vision Addresses and Bank Accounts

Head Office in Cyprus

Arab Vision Trust Fund
PO Box 21258
1505 Nicosia, Cyprus
contact@arabvision.org

Cheques can be made out to 'Arab Vision Trust Fund' and mailed to the above address. Financial support for our work can also be deposited in our Head Office bank accounts in Cyprus:

Arab Vision Trust Fund

GB£ IBAN: CY16-0020-0154-0000-0041-0005-3401
US\$ IBAN: CY09-0020-0154-0000-0041-0005-4206
Euro IBAN: CY83-0020-0154-0000-0041-0005-6948

Bank of Cyprus Limited
54b Demokratias Street
Ayios Eleftherios Branch
Latsia, CYPRUS
Swiftcode: BCYPCY2N010

Arab Vision Inc. in the USA

Checks can be sent directly to the USA office of Arab Vision Inc. Arab Vision Inc. is a 501(c)3 organization.

Arab Vision, Inc.
c/o Trinity Church, 12727 Hillcrest Road
Dallas, Texas 75230, USA
usoffice@arabvision.org

Stichting Arab Vision in The Netherlands

Stichting Arab Vision (The Netherlands)
Mw. Inge Verhoef-Postma
Postbus 70057, 9704 AB Groningen, The Netherlands
+31 (50) 8110031
contact@arabvision.nl

Support for Stichting Arab Vision can be deposited into its bank account:

Stichting Arab Vision
ABN-AMRO Euro account 422992607
IBAN: NL66ABNA0422992607
Groningen, The Netherlands

Canada, United Kingdom, Australia & New Zealand

In these countries, cheques may be sent to Interserve. They should be made out in the name of Interserve, with a covering letter declaring that the money is meant for Arab Vision. Here are the addresses:

Interserve
P.O. Box 10244
Auckland 1030
NEW ZEALAND
Telephone: (09) 6300981

Interserve
10 Huntingdale Blvd
Scarborough, ON M1W 2S5
CANADA
Telephone: (0416) 496 1937

Interserve
P.O. Box 231
Bayswater - Victoria 3153
AUSTRALIA
Telephone: (03) 9729 9611

Interserve
5/6 Walker Avenue
Wolverton Mill
Milton Keynes, MK12 5TW
UNITED KINGDOM
Telephone: (1908) 552 700