



## Strategic Plan 2015 – 2017



Arab Christians proclaiming the Gospel on TV in the Arab world  
Media for Change

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## Introduction

From the 300,000 books on strategic planning available from Amazon or the 275 million Google hits, there is no single agreed definition of strategic planning. The importance of a strategic plan may well be described by this metaphor: it is like the keel underneath a boat. It is this keel that keeps the boat sailing in a certain direction and not merely pushed sideways by the winds and external environment.

With pleasure Arab Vision presents its own, unique Strategic Plan 2015-2017. We are excited about our vision and mission, which is the heart of our ministry.

Chapter 1 and 2 define our vision and mission. They present the boundaries and the general direction where Arab Vision is heading. Chapter 3 shows a SWOT analysis of the organization. This provides a concrete understanding of our current strengths, our weaknesses, our opportunities and our threats. Without such a corporate self-understanding it is hardly possible to set proper goals for the future. In Chapter 4 the actual strategic goals for the coming three years are presented. These goals are both realistic and ambitious. (They are made even more specific in the yearly Operational Plans of the organization, which have specific goals for all departments). Chapter 5 provides information about our key relationships. That chapter does not provide explicit goals for the coming years, but the relationships are mentioned in this Strategic Plan because they are of vital importance for our existence.

The Netherlands, January 23<sup>rd</sup> 2015

# 1. Vision and Mission Statement Arab Vision

## **Vision Statement**

We envision an Arab World with, in each people group, an increasing number of vibrant churches that play a strategic public role in shaping their societies in accordance with the Gospel of the Lord Jesus Christ.

## **Mission Statement**

Arab Vision is a community of Christians committed to changing individuals and societies through the Gospel of Jesus Christ by producing & distributing effective Christian video programs, using appropriate media for various target audiences in the languages of the peoples of the Arab World.

## 2. Mission Statement: definition of terms

### 2.1 Arab Vision is a community of Christians

Arab and non-Arab Christians throughout the organization work together in an atmosphere of mutual trust and support according to Philippians 2:2-4. In the past 18 years Arab Vision has had a strong focus on this. Christian principles in community and working ethos have always been a core priority.

In the coming years Arab Vision will keep focusing on this Christian community aspect; we will do so by working with small teams of highly committed key personnel, with proven track records, by regularly reviewing and improving internal communication structures, and by supporting both professional and personal development of all staff members.

Basically, the community consists of:

#### **1. Local production teams in the Middle East and North Africa**

Arab Vision has a small video production team working in the Middle East, consisting of (at least) one producer/director, and one editor, supported by administrative staff with a strong commitment to the vision and mission of Arab Vision, besides proven professional skills. Arab Vision has a small video production team working in North Africa as well, consisting of (at least) one producer/director, and one editor. Besides these teams Arab Vision hires freelancers all over the Middle East and North Africa. These freelancers are preferably close to the core community of Arab Vision, and are well-known for their professionalism and integrity.

#### **2. A local follow up team (based in the Middle East)**

Arab Vision has a small but strong team of follow-up workers, led by two or three key-persons with strong pastoral and counseling skills, and/or management and technical skills.

#### **3. An international office team (based in several locations)**

Arab Vision's international office team carries overall responsibility for fundraising and communication, and for financial, personnel, and project management. The International Director is ultimately responsible.

#### **4. National support offices**

The International Director is ultimately responsible for all fundraising activities of Arab Vision. Besides support offices/boards in the Netherlands, the United Kingdom, and the United States, Arab Vision aims to have similar offices/boards in Canada and in Australia.

#### **5. International Board**

The International Board of Arab Vision consists of five to nine elected board-members; although they are a governance board they are committed to be part of the community of Arab Vision.

Arab Vision recruits its personnel from amongst Arab Christians who already work in the media industry in the Middle East and North Africa. If no suitable Arab candidates can be found for certain positions, non-Arab personnel may be recruited and appointed. This approach has led to a well-balanced mix of Arab and non-Arab personnel in the past which we will continue in the coming three years.

### **2.2 Committed to changing individuals and societies through the Gospel of Jesus Christ**

The staff in leadership and management of Arab Vision are committed to a goal and a mission rather than considering their job as any ordinary job. This commitment is driven by the Gospel of Jesus Christ, and its main focus is *change* (2 Corinthians 5:17). Therefore Arab Vision's slogan is *Media for Change*.

We strive to assess continuously whether we impact the lives of individuals and society with the Gospel; do we see change? 'Change' is not easy to measure or to define, but this is our careful attempt: Change often starts with awareness, openness to discuss matters that used to be taboo; sometimes 'change' is more 'tangible change' like people confessing their conversion. Often it is tangible change in people's lives, like starting to look at things differently, changing habits, etc.

### **2.3 Producing and distributing effective Christian video programs**

Arab Vision is a community of Christians committed to changing individuals and societies through the Gospel of Jesus Christ *by producing & distributing effective Christian video programs*

Producing and distributing Christian video programs is Arab Vision's main and core business in order to *serve this goal of change*. By 'Christian' we mean 'according to the Gospel of Jesus Christ' (*please read this in connection with the Arab Vision Ministry document*).

The video programs are effective because their content is focused on the intended audiences, contextual and concrete, combined with high technical quality. They are also effective because Arab Vision seeks to always produce distinct and unique video programs; we want to produce programs that others don't produce, and we don't want to repeat ourselves.

Arab Vision produces video programs, that:

**1: Strengthen the local churches (the Church)**

Christian video programs are programs that strengthen the (identity of the) Church in the Arab World.

**2: Reach Muslims**

Christian video programs are programs that present Jesus Christ and his Church clearly to Muslims in a non-confrontational manner, with an ethos of love and friendliness.

**3: Transform society**

Christian video programs are programs that present the transformational power of the Gospel in all aspects of life, including human rights issues, the position of women, the practice of FGM, standing up for the rights of physically and mentally challenged people, (religious) minorities rights, (domestic) violence, incest, how to advocate social justice, etc. Arab Vision clearly pursues opening up discussions in taboo areas.

## **2.4 Using appropriate media**

Arab Vision is a community of Christians committed to changing individuals and societies through the Gospel of Jesus Christ by producing & distributing effective Christian video programs, using appropriate media

Arab Vision seeks to make use of all types of media that are appropriate for carrying its video programs, with the intended target audience and the desired change in mind. The media landscape is quickly and substantially changing and Arab Vision continuously aims to respond to these changes timely and adequately. The major distribution outlet is (satellite) TV broadcasting, as tens of millions of people in the Arab World have access to satellite TV. Using the internet and mobile telephone for distributing and sharing our programs is growing fast in areas with strong and fast internet connections, among people who can afford having computers and Smartphones.

## **2.5 For various target audiences**

Arab Vision is a community of Christians committed to changing individuals and societies through the Gospel of Jesus Christ by producing & distributing effective Christian video programs, using appropriate media for various target audiences

Target audiences vary from children, teenagers, adolescents, to adults: women/men, Christians/non-Christians. All audiences in all areas (cities, villages, tribal areas) are considered target audiences. The desired balance differs from year to year though. This

balance depends (partly) on external factors (like aspirations of donors and broadcasters, political situations, etc.) and is therefore worked out in the annual Operational Plans.

## **2.6 In the languages of the peoples of the Arab World**

Arab Vision is a community of Christians committed to changing individuals and societies through the Gospel of Jesus Christ by producing & distributing effective Christian video programs, using appropriate media for various target audiences *in the languages of the peoples of the Arab World.*

Arab Vision aims to produce programs in the 17 Arabic languages and the at least 7 non-Arabic languages that are respectively spoken by more than 1 million people. Arab Vision has produced programs in Iraqi, Egyptian, Lebanese, Jordanian, Yemeni, Moroccan, Tunisian, Sudanese, and Algerian Arabic, and in Sourani (Kurdistan), Kabyle and Chaoui (Algeria), and Rif, Mid-Atlas and Tashelhit (Morocco).

### **3. Analysis of the organization**

For the analysis of Arab Vision a SWOT analysis is carried out, which will help us to estimate whether the desired goals for 2015-2017 are actually attainable.

#### **3.1 Strengths**

##### **1. Strong reputation**

Arab Vision was the first producer of quality Christian TV programs in the local languages of the Arab World. The organization is commended for its technical quality, cutting edge themes (taboo-breaking), for its reliability, transparency and integrity.

##### **2. Good reporting**

Arab Vision's reporting is straightforward and transparent, which is evaluated as strong and reliable by donors. Arab Vision aims to keep this standard, and strengthen it.

##### **3. High quality programs**

Arab Vision keeps being commended for its high quality; with limited financial means this standard is being kept.

##### **4. Pioneering in languages, topics, production and approaches**

Arab Vision produces programs in languages that don't have Christian (TV) programs yet. For example, we did that in the Kabyle language of Algeria and in Tunisian Arabic. Also, Arab Vision approaches sensitive topics in a non-aggressive way, such as the practice of FGM, the rights of handicapped people, of minorities, of women victimized by (domestic) violence. Besides that, (although Arab Vision is an international organization) the majority of the programs is produced and presented by local producers and talents. Finally, Arab Vision is pioneering in its approaches. For example, the main goal of Arab Vision's programs is to make people think for themselves, rather than giving all the answers.

#### **3.2 Weaknesses**

##### **1. Lack of management capacity**

Besides the internal fact that in 2010 the founder of the organization left, which was well-known ahead of time and well-prepared, there was an external issue: from 2010 revolutions broke out in the Arab World. This had great impact on our international team as a few strong managers left, and couldn't be replaced. As a consequence of these events/changes, a few people had to carry out management responsibilities (in the area of general operations, project-management, PR and communication), instead of the management team of 7 people we had until 2010.

Arab Vision is still affected by these years of lack of strong management capacity, although the organization is recovering. By the end of 2015 we expect to have regained stability.

## **2. Fundraising and external communication**

For years Arab Vision grew in contacts with donors in a variety of countries. The past few years however showed a decrease of donor contacts (focusing on a rather small circle of key donors), mostly caused by the factors mentioned under point 1, and partly caused by the world-wide economic crisis.

## **3. Lack of resources – human and financial**

Due to the reasons mentioned above - mainly the management/leadership issue, the instability in the region of the Arab World, and the global financial crisis - Arab Vision had another weakness: lack of both financial and human resources (in various disciplines).

## **4. Internal communication**

In times of turmoil (outside and inside the organization), internal communication structures are challenged. Although in former years this was never really a critical issue, the internal communication became a weakness in 2013/2014, especially on the level of the local production team.

### **3.3 Opportunities**

#### **1. New subjects due to recent developments**

Arab Vision has always been pioneering and will always pioneer. Arab Vision has now the potential to take advantage of its history of pioneering and breaking up new grounds. The current political situation and financial restoration around the world gives Arab Vision the potential to quickly come up with new subjects.

#### **2. More openness in the region of the Arab World**

After the Arab Spring that didn't bring the changes people were hoping for, and due to developments in e.g. Syria and Iraq (ISIS), many Muslims are open to exploring new ideas, including Christianity. Also, in the churches of the Arab World especially young people started thinking for themselves, not taking for granted any longer what the priest, the imam or the pastor tells them to believe. Topics that were considered taboo in the past are now discussed in the open. The fast development of social media plays a major role in this (see under point 3).

#### **3. New Media**

The audiences of the programs of Arab Vision tend to use new media more frequently. By developing and implementing a strong new media plan for the coming years, Arab Vision will be able to reach many more people in the Arab World; this also creates tremendous opportunities for growth in our follow-up ministry.

#### **4. Existing donors**

The ties with certain existing donors have been very strong. Mutual trust with a number of organizations has been growing, and is expected to grow even further. These ties have been a great advantage financially, but also in program development and media expertise.

### **3.4 Threats**

#### **1. Political instability**

The Arab World has changed since the beginning of the Arab Spring in December 2010. The commotion has not stopped yet and nobody knows where this will lead. Freedom of opinion and of expression is at stake. As all production is done in the Arab World, this political instability is a serious threat to the organization. Also, donors and potential donors might be hesitant to fund future projects.

#### **2. The rapid development of New Media**

New media developed rapidly in the Arab world during the past three or four years. Those were the years that Arab Vision was in difficult circumstances. Therefore Arab Vision missed a chance to invest heavily in new media opportunities. Serious measures are being taken to catch up, and even taking a lead in these developments.

It can be concluded that, due to (1) the change in leadership (the founder leaving) and (2) the global financial crisis, Arab vision has seen a discontinuity in its growth. With the turmoil from the start of the Arab Spring in Tunisia in December 2010 and all the following instability, it was difficult for Arab Vision to fully regain its strength. However, from 2015 on Arab Vision is expected to pick up its former growth rate, and has now good chances to flourish once again.

### **3.5 Confrontation analysis**

A confrontation analysis looks at the match and mismatch between the strengths and weaknesses on one hand, and the opportunities and threats on the other. The 'confrontation' of each of those four elements (with one another) will give a number of important insights and action points. This leads to (the strengthening of) strategic choices for the organization.

#### **1. Using existing strengths to take advantage of opportunities**

Arab Vision's strong reputation, its close relationship with its key donors, the capacity to create high quality programs, and Arab Vision's pioneering mentality, will have positive effect on the development of new kinds of programs (new topics, new approaches) and the development of new media. Arab Vision enjoys the trust and a good spirit of cooperation with its donors to grow into this new area. Arab Vision will therefore develop a great deal of its new media strategy by strengthening ties even further with its key donors. Next to that, Arab Vision will use this strength to take advantage of the growing openness in the Arab World to address topics that were considered taboo in the past, and are now being discussed in the open. Arab Vision highly values this key set of strengths and opportunities, and will guard and develop it even further the coming (three) years.

## **2. Working on weaknesses to prevent missing out on opportunities**

The weakness that might jeopardize the opportunities that Arab Vision has is mainly the discontinuity in leadership. If the leadership doesn't keep growing in strength and stability, Arab Vision will see the same (or even more) problems in all its business areas. It will miss out on the advantages that it now has in its (still) good relationships with its donors, and it will miss out on the advantages that Arab Vision now has to reach its audience by new media. Arab Vision will have to guard the current re-strengthening of leadership seriously. Arab Vision acknowledges the weight of its (leadership) weakness, is aware of its implications, and will therefore give high priority to have the leadership develop in strength and stability in the (three) years ahead.

## **3. Using existing strengths to reduce the impact of threats**

The two major threats that Arab Vision is facing are the political instability of the region, and the rapid and continuous development of new media. It is mainly the good reputation of Arab Vision that will help reduce these threats. If the political situation becomes too intense, Arab Vision will have the strength to keep producing in relevant (taboo-breaking) areas. Next to that, Arab Vision can keep up its production by increasing activities in other (more stable) Arab nations (using freelancers). The other threat, the rapid development of new media, will also be reduced through its good reputation and good relationship with its key donors. Arab Vision will pursue strong cooperation with its key donors in new media developments. This will give Arab Vision finances, technology and substantial knowledge exchange. Arab Vision is aware of its strengths, and will use these to reduce the impact of its threats.

## **4. Working on weaknesses to prevent threats**

Arab Vision is aware of its weakness in management (since the departure of Arab Vision's founder in 2010). It has experienced a down-size in finance and production. Arab Vision will work on this weakness to prevent the threats of missing out on new media, and not being able to cope with a worsening political situation. Arab Vision understands this weakness very well, and will do its utmost to prevent recurrence. Next to that, turning its weakness in internal communications into a strength will prevent Arab Vision from being overpowered by external circumstances. Arab Vision will do its utmost to be internally cohesive. (More about internal communication can be found in the Operational Plan 2015).

## **4. Strategic Goals 2015 – 2017**

Being aware of its strengths, weaknesses, opportunities and threats, Arab Vision will further implement its mission by achieving the following targets:

### **4.1 Donor Management**

One of the weaknesses of Arab Vision was the lack of sufficient donor management / inconsistent communication with potential donors. That has already been changing significantly the last months. It is of vital importance that Arab Vision will now do all it can to (at least) keep going strong for the coming years, and to find ways to increase it. Therefore, a new donor management plan will be developed the coming years by setting the following targets, which should be all in place by the end of 2016:

- 1) To bring the national support offices to full potential (2015 / 2016);
- 2) To set up two new support boards (2016);
- 3) To implement a (new) Key Donor Management Plan (2015).

One of the things that the SWOT has shown was the necessity of developing relationships with historical and potential donors. Especially a new Key Donor Management Plan will help Arab Vision to take advantage of this potential. Total funding is expected to be \$750.000 in 2017.

### **4.2 Leadership**

In the area of leadership and fundraising efforts two specific goals are targeted.

#### **1. Finding the next International Director**

As one of the weaknesses in the past has been discontinuity in leadership and lack of management capability, Arab Vision does its utmost to prevent this from happening again. By the end of March 2016 the term of the current International Director (ID) will end. Arab Vision has set up a specific plan to find a new director.

#### **2. Finding a new director for Arab Vision Netherlands**

Currently the director of Arab Vision the Netherlands fulfills the position of International Director as well. As soon as this situation can be changed on the basis of success under point 1, the (new) Netherlands director can fully focus on fundraising and communication in the Netherlands again. The new director for Arab Vision Netherlands should start at the end of 2015.

## **4.3 Staff**

### **Production teams**

Arab Vision has a small video production team working in the Middle East. Envisioned growth in productions will be covered by working with some freelancers who share our vision, and other freelancers who will 'just be hired for the job'.

Arab Vision currently works with freelancers in productions for North Africa as well. Arab Vision will create a small video production team on the ground in North Africa in 2015.

### **Freelancers**

Arab Vision has chosen to work with a limited number of key staff, in order to be more flexible and to produce more efficiently. The use of freelancers will be increased. Arab Vision will have a solid freelancer database (a list of preferred suppliers) of 50 people throughout the Middle East and North Africa by the end of 2016.

### **Internal Communication**

One of Arab Vision's weaknesses in the past has been the quality of 'Internal communication'. The ambition of Arab Vision is to tackle this issue in 2015 and 2016. Having an International Operations Director (IOD) back in place has been the first step, as there will be more capacity for internal follow-up and monitoring.

Besides, existing handbooks are being reviewed and re-implemented for all departments. These are targeted to be developed during the first months of 2015 and should be functional by mid-2015. During the second half of 2015 and in 2016 these will be evaluated and adapted where necessary. Further, regular (management) meetings and team building activities will be re-established during the first quarter of 2015.

### **Staff development**

In the last three years Arab Vision did not have the capacity to provide staff with training courses. These are necessary for the staff to keep growing in knowledge and expertise, and for Arab Vision to keep personnel on board (or even, to help people develop themselves for their career outside the company). Arab Vision will provide at least one training course for every staff member during 2016.

## **4.4 Production**

### **1. Production hours**

In the past years Arab Vision grew to a number of over 150 unique TV hours yearly, with a balance between the three areas: strengthening the church, evangelism and social change programs. Because the last five years have been tough, the production has fallen back. From 2015 Arab Vision envisions to get (and keep) it close to 150 hours within three years. Arab Vision is gradually growing to producing much more short content for use on internet and mobile telephones.

## **2. Old and New Media**

As mentioned in the SWOT analysis, developments in new media are considered both a threat and an opportunity. A threat because new media developments have been so fast (and we might slightly have missed out), and an opportunity because there is so much to gain with this new technology. Arab Vision has made a start in producing video content especially suitable for new media; obviously this will be increased substantially.

A 'New Media Plan' will be developed in the first half of 2015, and will be operational in 2015-2017. There will be a main focus on short programs produced for New Media platforms (Facebook, Google+, YouTube, Vimeo, etc.), and on the combination of Old Media (TV) and New Media. This combination is growing in significance, and Arab Vision will have its first program produced by mid-2015. The audience (mostly young people) can watch this program on satellite TV and interact on Facebook (and a mobile app) simultaneously.

## **3. Languages**

In the years ahead we will endeavor to produce more programs in languages that presently are not used in Christian media; we will try to minimize languages already used much by Christian media. People will be more touched if the *language of the heart* is used, presented by their fellow country people. As mentioned above, until now Arab Vision has produced programs in Iraqi, Egyptian, Lebanese, Jordanian, Yemeni, Moroccan, Tunisian, Sudanese, and Algerian Arabic, and in Upper-Egyptian Arabic (dialect of Upper-Egypt), Sourani (Kurdistan), Kabyle and Chaoui (Algeria), and Rif, Mid-Atlas and Tashelhit (Morocco).

In the years ahead Arab Vision aims to add one or two new languages each year. In 2015 we will produce the first Christian program in the Somali language, and a documentary in Palestinian Arabic/Hebrew, which is new to Arab Vision's programming. Research will be done on whether and how many other producers produce in the different languages. This research will determine what languages will get extra attention in the coming years. This research is ongoing but a first draft should be completed by the end of 2015.

## **4.5 Broadcasting and distribution**

Broadcasting of our programs has been mainly via satellite TV in the last decade, besides some broadcasting through national TV, and through streaming video on the internet. By the end of 2015 all (or most) programs will also be found on our YouTube channels. Short clips specifically produced for mobile phones will be added. Over the past 17 years we have built up a vast video-library of hundreds of hours of production, of which we can re-use much of the strong content for the production of short clips. Existing programs that are still relevant are also made available on our YouTube channels.

The distribution of old and new programs will be boosted as well. This depends heavily on the developments and wishes of potential customers, and will be addressed more specifically in the 'Production Plan' (see the Operational Plan 2015).

#### **4.6 Marketing and Campaigning**

Arab Vision started developing marketing capacity to drive audiences to its productions. As marketing and campaigning is acknowledged as very important, this will receive a stronger focus in the coming years. A Marketing Plan (incl. Campaigning) will be developed in the second half of 2015 (see the Operational Plan 2015).

#### **4.7 Follow up work**

Arab Vision acknowledges the strong role that the local churches should play in follow-up ministry. Therefore Arab Vision is developing a growing follow-up team consisting of people with strong skills in the area of new media developments, and in the area of pastoral counseling. Being a partner of an effective global network of follow up workers guarantees that initial activities of our own team will be followed up by dozens of other follow-up teams.

Due to the fast developments in the use of social media as a follow-up tool, our follow up team will see some significant changes in 2015. More specialized people will join the team. The new team will be fully operational by mid-2015. The number of follow-up workers in our own team will be increased in the years ahead, as Arab Vision will start initiating campaigns through Facebook, YouTube and Twitter to make optimal use of the programs we produce.

#### **4.8 Research and development**

From 2015 on Arab Vision will spend more time and effort on Research and Development. A new researcher came on board in the end of 2014, and will do research in aspects like: what are the needs of the audience?, which languages should be served next?, what do the broadcasters want?, what kind of programs do other producers make?, what are the trends?, what are the gaps?, how should those gaps be defined, and to which extent do we see it as our mission to fill the identified gaps?, etc.

The goal of Arab Vision is to see change. Change is not always easily measured. A way to measure change is to continuously follow news on changes: societal change, church growth, the opening of discussions in taboo-areas, and so on.

#### **4.9 External Communication**

Arab Vision's external communication has been very strong throughout the years, with a slight decline since 2012. Lack of manpower caused a decrease of publications and external communication, which consequently decreased Arab Vision's visibility for a while. In 2014 a part-time communications coordinator was appointed, and we are working towards a high

level of visibility again since then. Arab Vision envisions to have regained the high visibility by the end of 2015. This target will also be worked out in the annual plans of the support organizations.

#### **4.10 Serving others**

Arab Vision has always sought to help strengthen other ministries (other production teams, churches, etc.). Arab Vision will keep doing this in the coming years, in two specific areas.

##### **1. Advice and training**

Arab Vision will support other persons and ministries through advice and training to produce similar programs in the languages of the Arab World, at their request. More accurate numbers about this can be found in the Operational Plan 2015.

##### **2. Make our video library available**

Arab Vision will keep providing services to other ministries in the coming (three) years with our video programs to use in other parts of Africa and Asia. We will do dubbing at the request of other ministries. These are paid services, and should preferably be profitable. Sometimes we will provide these services at cost only, as a form of tithing.

## 5. Key relationships

Key relationships of Arab Vision are vital for its existence. There are no targets set for the coming three years, but the management of these relationships are mentioned in the Strategic plan because of the importance to manage and maintain these relationships. Arab Vision pursues good relationships especially with the following parties:

- Good relationships with key persons in at least seven other Arab countries in order to stimulate Arab Vision's video productions and co-productions in those countries; to have good knowledge of the needs, to get new input and ideas for cutting edge programs. This means that we are in regular contact with these key persons, that we support and strengthen each other's ministries where relevant and possible, and always strive to cooperate with other like-minded organizations.
- Good relationships with the Christian and secular broadcasters in the Arab World; key staff focusing on distribution and co-production.
- Good relationships with the churches in the countries of the Arab World; to have good knowledge of the needs, to get new input and ideas
- Good relationships and partnerships with other (media) organizations, resulting in co-productions and other forms of cooperation.
- Good relationships with other Christian organizations, and sending agencies. Besides producing and distributing video programs, Arab Vision also seeks to educate and encourage Christians globally about mission in the Arab World, the churches of the Arab World, and Islam. We continue doing that in partnership with like-minded organizations. Also we continue partnering with sending agencies in order for them to second missionaries to work with Arab Vision in the Arab World.

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“Knowledge comes by taking things apart: analysis.  
But wisdom comes by putting things together.”  
— *John A. Morrison*