

Annual Report 2003



# ARAB VISION

Specializing in the production  
of Arabic television programs  
that proclaim the Gospel  
in the Arab World

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## Foreword of the Chairperson

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The staff of Arab Vision has worked with great zeal in 2003, which has resulted in an impressive number of good television productions. 'Good' for us means programs where the Gospel of Jesus Christ is shared with people, and programs that advocate a just society. In our work we are looking for a balance between testifying to the Name Above All Names, and the righteousness of His Kingdom. Word and deed are intimately bound together.

We are happy to report that during the past year we were able to produce a biblical movie. We have desired to do so for a long time, but only in 2003 did the financial means become available. We are also pleased with a series of programs about the rights of children and a series on women's rights.

The number of hours our productions were broadcast on television stations grew remarkably in 2003. There are many exciting opportunities offered through television. Often we would like to do more than our financial situation allows. The Christian TV stations are generally unable to pay a reasonable amount for our productions, resulting in our continued dependence on financial support. We are very glad that a wide circle of people supports the work of Arab Vision. This support enables us to continue fulfilling our mission.

Gerrit Noort  
Chairperson





## Goals of Arab Vision

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Arab Vision was set up to produce Christian and evangelistic television programs in the languages spoken in the Arab world, in order to prompt change in the lives of people and in society as a whole. The organization combines evangelical convictions with an ecumenical approach.

When Arab Vision was founded in 1997,

there was an expectation that more airtime would become available in the Arab world for broadcasting Christian programs. That expectation was justified. In 2003, the programs of Arab Vision filled 1860 hours of airtime — that is five hours per day — in the Arab world. In 2004, even more airtime is available for programs of Arab Vision.

This is what the Purpose Statement of Arab Vision says: Arab Vision is a community of Christians in the Arab World committed to proclaiming the Gospel and working towards a just society in accordance with the Gospel by:

- **Producing** video programs that strengthen the Church in the Arab World and that proclaim the Gospel and its relevance to all aspects of life
- **Distributing** these programs in the Arab World on videocassette, CD, DVD, on the internet, through local, regional and national television and by satellite broadcast
- **Training** Arab Christians who share this commitment to produce and distribute video programs that proclaim the Gospel and promote a just society
- **Cooperating** with other organizations whose main aims coincide with any one of Arab Vision's objectives.

## Viewers Respond

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Arab Vision produces many different programs, and therefore it receives many different sorts of responses from its audiences. In 2003, programs of Arab Vision were shown on video to groups of women in desparately poor Arabic villages. These programs were created by women from these villages, in their own dialect, filmed in their own environment, about issues deemed important by these women themselves.

Because their government neglects this dialect and these themes, and never shows the poverty of the countryside on television (as it is considered embarrassing), many women were deeply touched when they watched these programs together. For them, this was understood as recognition of their identity.

The *World Alliance of Christian Communicators* (WACC) wrote in one of its magazines that language is ‘one of the essential keys to cultural and personal identity. People construct their identity in the house of their language.’ It is little wonder that the response to these programs was enormous.

The TV stations broadcasting the programs of Arab Vision in 2003, received tens of thousands of letters, telephone calls and emails. The reponse from North Africa has been remarkable. Respect for the identity of the audience has played a major role in their responses. People often write unexpectedly candid letters, and we believe this is related to Arab Vision’s policy to produce programs in the languages and dialects of its audiences. Here some examples of mail we received:

Yusuf from Algeria wrote:

I saw you on television and I did not know you made such good programs. I was surprised, and my wife could not believe her eyes either. We enjoyed what you said, and we now realize that there are Christians in North Africa. In fact, I think that is very good. Isn’t it amazing that you are Christians? This was the first time that I heard someone speak about the Christian faith in a manner that I could understand!

Samuel wrote from Morocco:

A few days ago we found your programs. We enjoyed them enormously and we were deeply touched in our hearts. I am receiving my pension, and I want to dedicate the rest of my life to the Gospel of Christ. Can I help you with anything? I would love to drink a cup of

tea or coffee with you according to Moroccan custom.

Akli from Algeria told us:

Your programs are so good. It is great that you speak about the Christian faith, so that people can choose their own religion. Though I am not a Christian I feel so much closer to you and your faith than to Islam.





## Opening of a New Production Company

The *People's Communication Charter (PCC)* states that all people are entitled to 'express themselves and have access to information in their own language.' In the Arab world many variations of the Arabic language are spoken. In one of the countries where we work, we opened a second company for the production of Christian programs in an important Arabic dialect.

In this new office we purposely hired women only, to give a clear message to the

community: all women, including those in the Arab world, are very able and deserve equal treatment. These women have received training in video production and they are now producing their own videos about issues and topics that they deem important for the development of their own region. The first results of their work have been very encouraging. Whenever these programs are shown in villages, often hundreds of women show up to watch. Often this results in in-depth and sometimes heated discussions about issues these women consider important for the betterment of their own lives. This project is being developed in close coordination with the local churches.

Here is a brief overview of the different sorts of programs we made in 2003.

## Productions

In 2003 Arab Vision produced over 250 television programs. Many of those have also been distributed on VHS. Most of these programs are about 30 minutes long.

- A series of 12 programs advocating children's rights
- A biblical drama series in 12 parts

- A historical, biblical drama 2 hours in length
- 26 Christian music programs for young people
- 13 Christian programs for teenagers
- Dozens of Christian music videos and music concerts
- 60 Christian discussion programs in the language of the Kabyle Berbers of North Africa

- 30 Evangelistic programs in Algerian and Moroccan Arabic
- 60 talkshows in Algerian Arabic
- 31 Christian Variety programs, 1 hour in length
- 3 Programs for teenagers about the lives of Moses, Elijah and Jesus, showing the content of the Christian faith and how that faith is rooted in the Middle East

# Growing Churches in North Africa

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In 2003 Arab Vision produced many programs in Arabic dialects of North Africa and in the Kabyle Berber language (mainly spoken in Algeria). Openness to the Gospel is amazing, especially in North Africa. During the past twenty years, the churches in Algeria have grown to tens of thousands of members.

In order to encourage these young believers and to show the Muslims of North Africa what the Gospel entails, we produced about 180 half-hour programs in 2003.

The programs hit the airwaves in the mother tongues of some of the major people groups in North Africa. Since September 1, 2003 these programs fill four hours of airtime each day on a satellite channel that can be received by about half of the 80 million people of North Africa.



## Distribution

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In 2003 the programs of Arab Vision were broadcast by 16 different television channels. The main broadcasters we used have aired our programs by the EutelSat and Hotbird satellites, Telstar, and the Thor satellite. These have a footprint of North Africa, The Middle East, The Arabian Peninsula, Europe and

North America. The number of Arabs with a dish on their roof or balcony far exceeds the number in the West. EutelSat claims that more than half of the 280 million Arabs have a dish on their roof with which they can receive our programs.

Some of these broadcasters claim, on the basis of audience research 'on the ground', that they have a weekly audience of between 5 and 8 million Arabs.

In 2003, programs of Arab Vision were also

broadcast in the Palestinian Territories, Jordan, Lebanon, and by a number of broadcasters in the United States and Europe. Many programs were also available on VHS and DVD and were distributed in Morocco, Algeria, Egypt, Saudi Arabia, the Palestinian Territories, Syria, Jordan, Kuwait and Iraq. Distribution occurs through trade fairs, bookshops and churches, and through the personal networks of missionaries and Arabic Christians.





## Cooperation

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In 2003 Arab Vision has strengthened and extended its cooperation with different TV broadcasters. We found new broadcasters willing to use our programs in their grid. In addition, we cooperated with many large and small organizations and churches in the Arab world. The most significant symbol of our cooperation is that we opened a new production company together with one of the oldest and largest churches of the Middle East.

In 2003, Arab Vision was able to work within the breadth of international organizations and denominations. We have strong relationships with Anglican, Baptist, Presbyterian, Evangelical, and various

Charismatic Churches. We were supported by organizations from a similar variety of backgrounds. We also enjoyed the prayers and financial support of many individuals. We cooperated with Mission Organizations like AWM and Interserve. We enjoyed this community of cooperation with people from the Arab world and many different countries from around the globe. Denominational, national, and organizational differences were dwarfed by the importance of proclaiming together the Gospel of Jesus Christ in the Arab world.

## Training

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One of the goals of Arab Vision is training Christians in the Arab world in producing videos and TV programs. In January 2003 we trained Algerian Christians in a studio in Algeria. That studio had existed for many years, but not many TV programs were produced. During the two weeks that we arranged for training in Algeria, we not only trained the workers, but we also revised much of their production equipment. After two weeks the studio had produced 30 programs. Half a year later these programs were also broadcast by satellite TV.



## Personnel

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Arab Vision had over 25 Arabic staff members in 2003. More than half of these were directly involved in producing and editing programs. A small number of non-Arabs also worked for our organization. In the Middle East, Arab Vision had four full-time missionaries, seconded to us by Interserve, AWM and others. Arab Vision also had some part-time staff in The Netherlands, Cyprus, the United States and Australia.

We at Arab Vision believe that production

companies in the Arab world should be mainly led by Arabs. Occasionally for specific jobs, someone from another nationality may be hired if no suitable Arab Christian can be found. Generally these people are missionaries, and their contracts are always temporary in nature.

## Vacancies

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In 2003 Arab Vision had two vacancies for non-Arabic personnel. The positions are PR-manager and Web designer. Ideally, successful candidates would be native english speakers. More information on job openings can be found on our website. Documents about our personnel policies, procedures for the secondment of missionaries to Arab Vision, and procedures for recruitment, selection and appointment of non-Arab personnel are also available on the website. The URL for this information is <http://arabvision.gospelcom.net/int/jobs.html>



## Pray for Arab Vision

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The work of Arab Vision depends fully on God who carries us. This is the reason Arab Vision has a worldwide network of intercessors. These people pray for Arab Vision at crucial moments.

In 2003, Arab Vision regularly sent out newsletters via email, to about 3000 Christians worldwide. A smaller group of 100 or so people also received our special prayer letters via email. Those friends were given specific prayer requests, sometimes related to extra attention from Arabic security services, or

Arabic magazines that had written about our work. At other times we requested prayer because of an urgent personnel problem we were facing, major problems experienced before shooting some programs, or severe financial difficulties we were experiencing.

Arab Vision is looking for more people who desire to be partners in prayer, and who want to be fuelled for prayer by our newsletters and prayer letters. If you are interested in those, please write to [prayer@arabvision.org](mailto:prayer@arabvision.org).

*“ Here at Arab Vision we are so glad that we have a group of praying friends. It is so good to know that as soon as we mail out urgent prayer requests, all over the world people lift us up to God. That encourages us tremendously. More important, we have again and again seen how God responds to the petitions of His children.*

*Please, join the team of those who pray for Arab Vision, as that does open the floodgates of heaven. We have experienced that so often! ”*

*The CEO of Arab Vision*

# Financial Situation of Arab Vision in 2003

In 2003 Arab Vision suffered a loss of \$44,148. Compared to 2002, when we lost over \$90,000, that means progress. The last four months of 2003 were especially good financially, which helps us to look with some confidence at what 2004 will bring.

Our main goal for 2004 is to end the year in the black. This is urgently needed because the reserves of Arab Vision are marginal – hardly enough to pay for the running costs of one month.

In 2003 the income of Arab Vision grew further, giving the impression that the slight decrease in income in 2002 was not a trend. Copies of the Accountant’s Report can be received by writing to [info@arabvision.org](mailto:info@arabvision.org).

## ARAB VISION TRUST FUND

Balance Sheet 2003

### Current Assets

Bank Accounts	\$ 36,957	
Cash Accounts	\$ 18,179	
Payments in advance	\$ 6,046	
Bonds	\$ <u>2,086</u>	
		\$ 55,136

### Fixed Assets

Computers	\$ 12,953	
Furniture and fittings	\$ 6,188	
Office equipment	\$ 5,303	
Cameras and accessories	\$ 4,899	
Other equipment for films	\$ <u>11,141</u>	
		\$ <u>40,484</u>
		\$ <u>103,752</u>

### Current liabilities

Employee accounts	\$ 5,700	
Company tax	\$ 25,000	
Accruels	\$ <u>7,859</u>	
		\$ 38,559

### Loans

Loan Ibex	\$ 30,544	
Loan 3xM	\$ <u>7,318</u>	
		\$ 37,862

### Income reserve

Income reserve 1997-2001	\$ 71,479	
Net income reserve 2003	\$ <u>(44,148)</u>	
		\$ <u>27,331</u>
		\$ <u>103,752</u>

# ARAB VISION TRUST FUND

## Profit and Loss Account 2003



<b>Income</b>		\$ 666,090
<b>Less Expenses</b>		
<b>Cost of productions</b>		
<b>Fundraising</b>	\$ 32,314	
<b>Distribution of films</b>	\$ 23,883	
<b>General expenses</b>		
Salaries	\$ 115,955	
Social insurance	\$ 4,780	
Allowances	\$ 9,580	
Bonuses	\$ 7,426	
Other personnel cost	\$ 8,862	
Travel local	\$ 1,377	
Travel abroad	\$ 9,458	
Depreciations	\$ 40,849	
Rent offices	\$ 28,223	
Office, building maintenance, and insurance	\$ 4,196	
Power, light, gas, utilities	\$ 2,038	
Maintenance and repair computers	\$ 1,992	
Maintenance and repair cameras	\$ 2,421	
Advertisement, website, sponsorship	\$ 803	
Stationary/photocopying	\$ 2,602	
Telephone and fax	\$ 15,863	
Administration	\$ 3,147	
Subscriptions	\$ 1,378	
Stamps, postage and courier	\$ 1,291	
Office supplies and hospitality	\$ 7,872	
Small computer software	\$ 778	
Small office equipment	\$ 2,242	
Other general expenses	\$ 3,099	
Legal and audit fees	\$ 5,777	
Board meetings	\$ 4,415	
Bank charges and interest / interest on loans	\$ 7,303	
Rate adjustments/cash differences	\$ 4,406	
Support foreign representatives	\$ 2,028	
	<u>\$ 300,161</u>	
<b>Net income reserve</b>		\$ 356,358
		<u>\$ (44,148)</u>

## Addressess and Bank Accounts of Arab Vision

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Arab Vision works in the Arab world, but for security reasons it is legally registered in Cyprus as the Arab Vision Trust Fund. In Cyprus, Arab Vision also has its central address and bank accounts.

*Mail and Checks can be sent to the following Arab Vision address:*

Arab Vision  
P.O. Box 21258  
1505 Nicosia  
CYPRUS

Financial support for our work can be deposited by bank transfer to our **Head**

**Office bank accounts in Cyprus:**

Arab Vision Trust Fund  
GB£ 0154-41-000534-01  
US\$ 0154-41-000542-06  
AU 0154-41-000550-08  
€uro 0154-41-000569-48  
Bank of Cyprus Limited  
54b Democratias Street  
Ayios Eleftherios Branch  
Latsia,  
CYPRUS  
Swiftcode: BCYPCY2N010

**In the United States**, donations can be deposited directly into the account of Arab Vision, Inc. or checks sent to our office. Arab Vision is a 501(c)3 organization.

Arab Vision, Inc.  
Bank One, NA  
Dallas, Texas 75201  
520101023-1142029048

Arab Vision, Inc.  
P.O. Box 141135  
Dallas, TX 75214-1135

**In the United Kingdom**, 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. Their Registered Charity Number is 1020758.

InterServe  
325 Kennington Road  
London SE11 4QH  
UNITED KINGDOM  
Telephone: (0171) 735 8227

**In Australia** cheques may be sent to Interserve. They should be made out to Interserve, with a covering letter declaring that the money is meant for Arab Vision.

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

*For more information about Arab Vision:*  
See [www.arabvision.org](http://www.arabvision.org)  
Or write to [info@arabvision.org](mailto:info@arabvision.org)

# Board of Arab Vision

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Arab Vision has a Board of Trustees that is responsible for safeguarding the assets of the organization and to ensure that the staff works solely for implementing the goals of the trust fund. The Board consists of trustees from different national and denominational backgrounds.

The majority of the trustees with voting rights are Arabs. In 2003 Arab Vision had only one woman on the Board. Therefore the Board is endeavoring to fill new vacancies with women. By the end of 2003, there was one vacancy.

Chairperson	Dutch	Protestant Church in the Netherlands
Secretary	Sudanese	Presbyterian
Treasurer	British	Anglican
Member	Algerian	Evangelical
Member	Egyptian	Coptic Orthodox
Member	Egyptian	Presbyterian
Member	Australian	Charismatic
CEO	Dutch	Evangelical (ex officio, no vote)

