



# ARAB VISION *Media for Change*



## 10 Years and more!

With hearts full of thanks we look back at 10 years of *Arab Vision*. Initially we only had a small dream, but our Lord God molded that into a large reality.

When we began, there was hardly any Christian TV program production in the Arab World; we assumed, wrongly, that we would add just a few programs each year to that. Soon we saw that much more was possible! Today, Christians and Muslims in the Arab World can watch our programs on many Arab channels whenever they turn their TV on!

Most important: each day, dozens of Arabs contact us by telephone, email or post. Hundreds tell us each year that they became followers of Jesus Christ because of what they saw in our programs. We thank God that He is able to multiply the work of our hands.

We also thank Him that throughout the years, He gave us friends like you, who with their prayers and financial support enabled us to do His work. We pray that you will stand with us for more, in the new decade of *Arab Vision*!

*Alan Barakat*

## How it all started...

Rev David Newton was one of the main 'catalysts' and motivators in the early days of *Arab Vision*. We caught up with him recently and asked him to reminisce a bit on how it all started.

**Q. Going back to 1997, can you tell us why *Arab Vision* was formed? Why did you feel it was needed?**

A. In those days there was lots of talk about getting satellite Christian broadcasts into the Middle East, yet few productions had been made and there were no realistic plans to make programs. At the same time there was an urgent need to produce quality videos to service the needs of churches on the ground - programs that dealt with real issues facing Christians as a minority people seeking to bear witness to Christ, often in difficult circumstances. *Arab Vision* was formed to meet these needs.



*A screen shot from one of the first programs. The cartoon segment was part of the Yemeni Health Series.*

**Q. So how did it all start?**

A. I remember working on a document that ran to over a hundred pages with the International Director, detailing how a Christian production house composed of locals and internationals might operate in the Middle East. We spent a lot of time working through wider missiological issues. We were both committed to the principle of 'incarnational mission'. This raised issues for a ministry as ethereal as video - especially broadcast television. How would

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such a ministry relate to the church in all its diversity? What sort of relationship would it have with the surrounding culture and majority religion? What sort of governance and management structure should it have - to what extent was it 'business' and to what extent 'ministry'? How do these relate?

**Q. Sounds like a lot of thinking and planning went into it than...**

A. Yes, we spent months discussing and writing about these sorts of issues. There weren't really any models we could see that were working that well. We had the sense of doing something that hadn't been tried, and that the need was urgent.

**Q. And looking back now, has Arab Vision's growth and outreach matched your early expectations?**

A. Arab Vision's performance has far exceeded all expectation. This has been largely due to the vision, principled pragmatism and tenacity of its founder, who has taken calculated risks where needed and articulated the vision we all believed in. The other key strength of the organization is how it has been promoting local Arab Christians into leadership roles. The commitment for local producers having real autonomy and authority is very evident at all levels in Arab Vision.



## Mini Projects

Often in TV production work, the budget items and project cost figures are in the tens and hundreds of thousand dollars. A lot of money, but the number of viewers and potential impact for the Gospel easily justify the costs. However, there are also smaller projects which Arab Vision needs funding for. Would you or your church consider helping with one of the following?

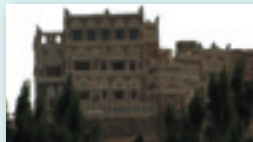
Item	Purpose	Cost
Editing Computer	To upgrade the system of the main producer	\$5,250
LCD Screen	For one of the editing units	\$ 330
Software	Converts PAL to NTSC	\$ 460
Scanner	General office use	\$ 85

Interested? E-mail Arab Vision at [info@arabvision.org](mailto:info@arabvision.org) or write to the address given on the back page.



1997  
Visionary decision to start a TV ministry in the Arab World

1998  
First programs produced in Yemen; first broadcasts on satellite channels



1999  
First Christian music and drama production in Egyptian Arabic

2000  
Growth in productivity; increase of staff from 11 to 19



2001  
Because of increase in productions a permanent studio is hired



# 10 Years in numbers

## Who's counting?

- 4** The number of staff employed by *Arab Vision* in its first year of operation in 1997 (the current figure is 54)

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- 9** The number of times *Arab Vision* personnel were 'invited' for a talk with security police

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- 28** The length (in minutes) of the first program produced; a dramatized healthcare series for Yemen

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- 1,500** The estimated total number of programs produced in the last 10 years

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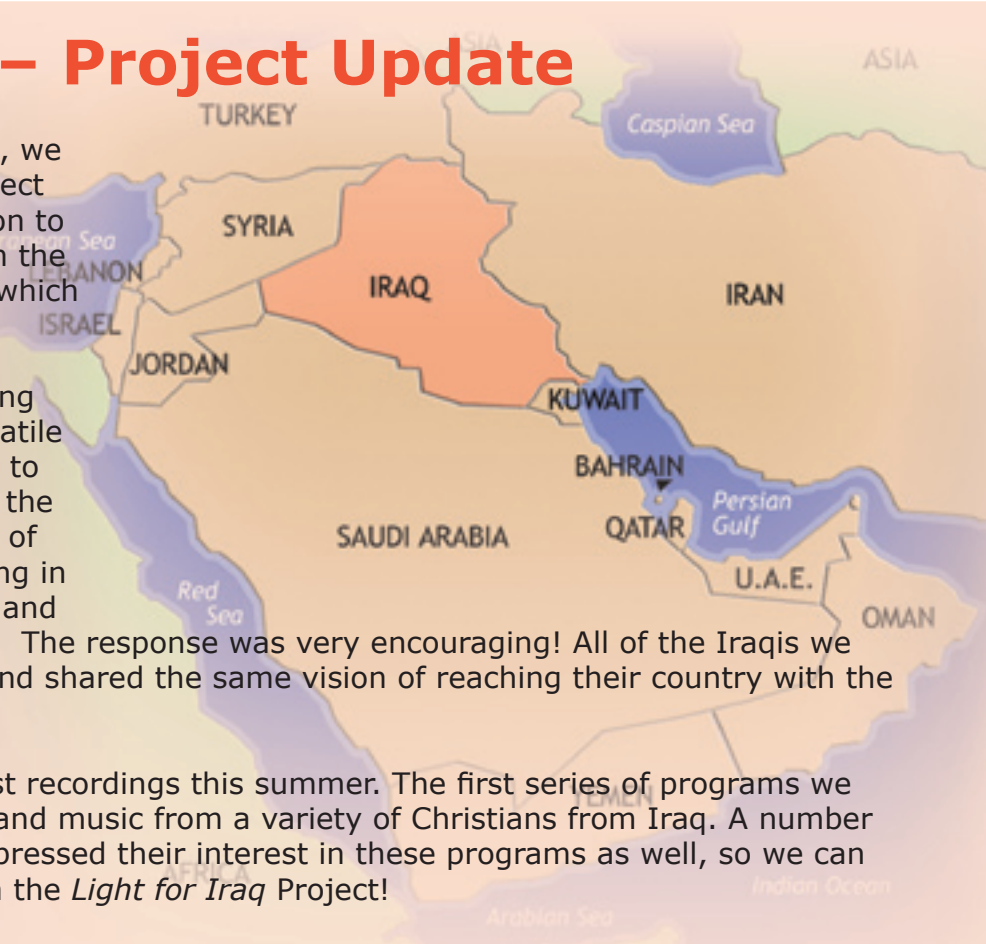
- 120,000** *Arab Vision's* 1997 turnover in US dollars (the 2006 turnover was \$1,135,420)

## Light for Iraq – Project Update

From the very beginning of 2007, we have started working on our project *Light for Iraq*, as part of our vision to produce Christian TV programs in the different languages and dialects which are spoken in Iraq.

The number of Iraqi refugees living in Europe, combined with the volatile situation in Iraq, made us decide to start our project in Europe. Over the last few weeks we had a number of meetings with Iraqi believers living in Europe, to see if they are willing and able to participate in our project. The response was very encouraging! All of the Iraqis we met were very eager to join us and shared the same vision of reaching their country with the Gospel through television.

We're now planning to do our first recordings this summer. The first series of programs we make will consist of testimonies and music from a variety of Christians from Iraq. A number of satellite broadcasters have expressed their interest in these programs as well, so we can be sure to reach millions through the *Light for Iraq* Project!



**2002**  
Successful managerial restructuring due of fast growth

**2004**  
New production company opened in a North African country



**2006**  
Now broadcasting 24/7, including programs in Tunisian Arabic

**2003**  
First program production in Algerian Arabic and Kabyle Berber



**2005**  
Productivity reaches 30 minutes per day, including Moroccan programs



**2007**  
No time to celebrate; first program production in Iraqi Arabic language

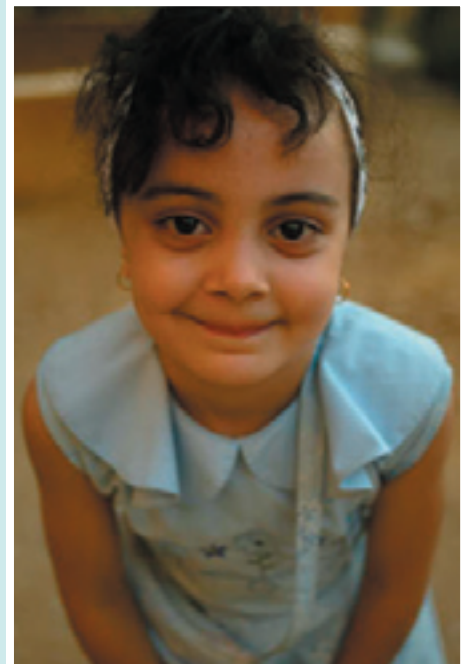
# Watch & Pray

Forget about 10 years, even a couple of months wouldn't have been possible without the faithful and focused prayers of our supporters. So much of *Arab Vision's* work is fueled by prayer because at every stage of process, God's help and divine blessing and intervention are needed.

Examples? Consider the following:

- Production equipment can often go 'funny' at the most critical stages of a filming project
- It is not unusual for team members to all go down with a flu virus or other health problems, again on the exact days when cameras are rolling
- Safety concerns are always high on the list. Many of the Arabs on screen are taking a big risk by talking about their faith publicly.
- The viewers themselves ask for prayer. Many are suffering because of their faith in Christ or facing difficult economic, health and social problems.
- The Arab World is primarily a volatile and unstable region. Godly wisdom is needed to decide which TV projects should take priority and how to plan them.

*Arab Vision* is committed to carrying on this important work in the Arab World with God's approval and help. You can play a key part in that by committing to pray regularly for *Arab Vision*. A daily prayer request can be found on the homepage of the website – [www.arabvision.org](http://www.arabvision.org). You can also subscribe there to receive a bi-weekly prayer letter by e-mail, to keep up-to-date with how God has been answering your prayers and what the current needs are.



## **Arab Vision Trust Fund**

PO Box 21258

1505 Nicosia

CYPRUS

Email: [info@arabvision.org](mailto:info@arabvision.org)

**Financial support for our work can 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

Swift BIC: BCYPCY2N

Name of Bank: Bank of Cyprus Limited

Address of Bank: 54b Demokratias Street,  
Latsia, CYPRUS

Checks can be made out to '*Arab Vision*' and sent to our head office in Cyprus

**In the USA**, checks can be sent directly to our American office. *Arab Vision* Inc. is a 501(c)3 organization.

*Arab Vision, Inc.*  
Rev. William Lovell  
12727 Hillcrest Road  
Dallas, Texas 75230

**In Canada, the United Kingdom, Australia and New Zealand**, 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*. The addresses of the offices of Interserve in those countries are:

Interserve  
P.O. Box 231  
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AUSTRALIA

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