

# ARAB VISION

## Media for Change



## What money cannot buy!

Last month, we had our annual management meetings in Arab Vision. With ten of our staff we met for four days to discuss a host of strategic matters. During our time together, I was thrilled to see what a great team of people God has given us. Our personnel are certainly our main asset.

Many people think that good equipment is the beginning of making TV programs. Let me assure you, equipment is important, but can be rented, borrowed or bought. In the end, that is a simple matter of money. (True, that is something we have never enough of and spend too much of, I hear our Finance Director complain...) But our staff with their passion for the Gospel of Jesus Christ and for creative TV productions in the Arab World, they are not a matter of money. They are priceless!

Please consider supporting our work, financially or in prayer. We make it easy for you – you can pay us online, and you can register to receive our prayer-letter. Join this priceless team...

....in the service of Jesus Christ

*Abu Banaab*

## Our TV Production Staff

Without a good, well trained and motivated staff we wouldn't have any productions going on, and frankly, we wouldn't exist! They are the most valued 'assets' of the organization. And they are all needed in their specific jobs and roles; from the helper in the kitchen to the accountant, technical staff, editors, producers and directors.

Without our staff and a large number of helpers and volunteers we could not do many of our productions. For example, our producer in Holland rallies many part-time helpers and volunteers to join in each production. In fact, he has trained many of them in TV studio work and some have gone on to make it their career!



### Extremely Motivated

One of our helpers in the kitchen is an intellectually challenged girl. She is an excellent example in our company for work ethics and her cheerful nature often brightens our day.

Then there is our studio manager. He is one of the staff we need to 'discourage' every now and then. That might sound strange, but he is so extremely motivated and helpful that we have to 'force' him to enjoy some time off, otherwise he would live in the office.

An experienced staff member, working in Europe, has been training and setting up new studio operations in different parts of the world for many years. He is making a great contribution to others we

*continued on page2*

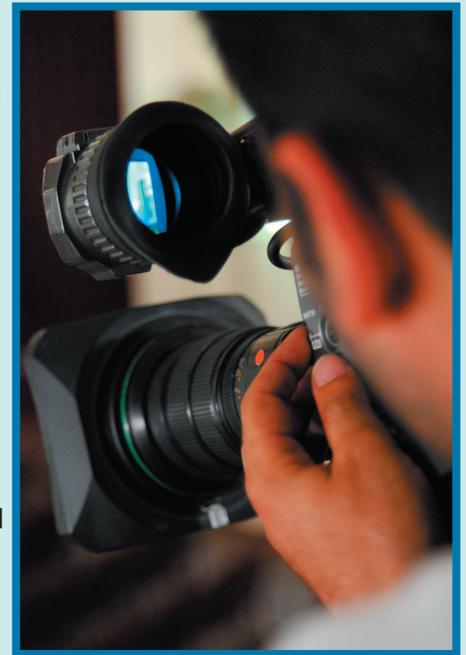
continued from page1

work with. Another one is actually living and working within a North African country. He is working hard at building relationships with national believers and church leaders. By winning their trust he will be able to begin doing some productions with those brave enough to go on screen. It takes time and investment in the region but we believe it will pay strong dividends in the future.

### Key Partners

Partner organizations help us in many aspects of the projects we work on. Some help in funding, some in the content part and others in the distribution of our work. A funding partner pushing us to perform in a better way is Tear Fund. They discuss projects with us but they also provide capacity building activities for their partners.

We have limited number of staff in North Africa, so we have concentrated on developing working partnerships with other media agencies. So far we have two formal partners, Avant ministries and Focus Media. We so much appreciate both these partners as they have good studio facilities, a dedicated staff and a network of contacts in Morocco and Tunisia. By joining with them we can multiply each ministry's effectiveness to get the job done. We are in the process of discussing partnership with several other ministries. This is an exciting time for us as we hope to see many involved in the region pulling closer together.



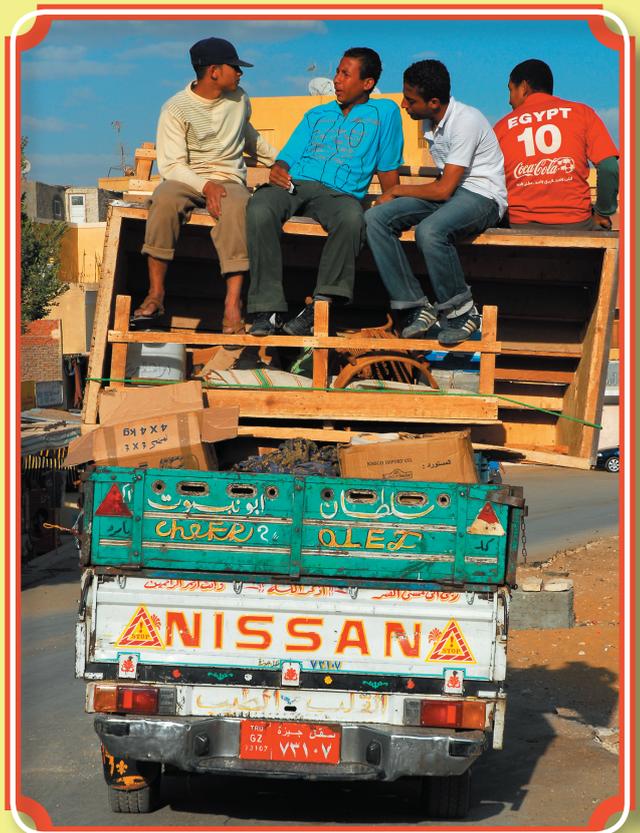
## Distribution

### It's all about knowing the right people

Arab Vision's programs are broadcast on a wide variety of channels. Currently there are about 12 Christian satellite channels, covering the entire Arab World, Europe, North America and Australia. Most of these started broadcasts in the first years of the 21<sup>st</sup> century. We are quite happy to be able to say that Arab Vision's programs are on all these channels. The channels are different, with a different background, approach, etc... but by continuously working on our relationship with the people behind the channels, all of them agreed to put our programs on air. That's why presently our programs are aired on an average of 24 hours each day.

Besides satellite channels, Arab Vision also broadcasts its programs on local channels and cable networks. Many European and American cities have a large minority of Arabs and there are great opportunities for reaching them with the Gospel through TV.

Working in the Arab World is all about knowing people. Our distributors are in continuous contact with the people running TV stations. These days technology allows us to communicate globally through e-mail, VOIP and video conferencing, but the personal contact remains the most effective. That's why those in charge of distribution undertake a lot effort to meet people in person and discuss how best to schedule our programs on their channels.



# Who's counting?

## Counting the key people

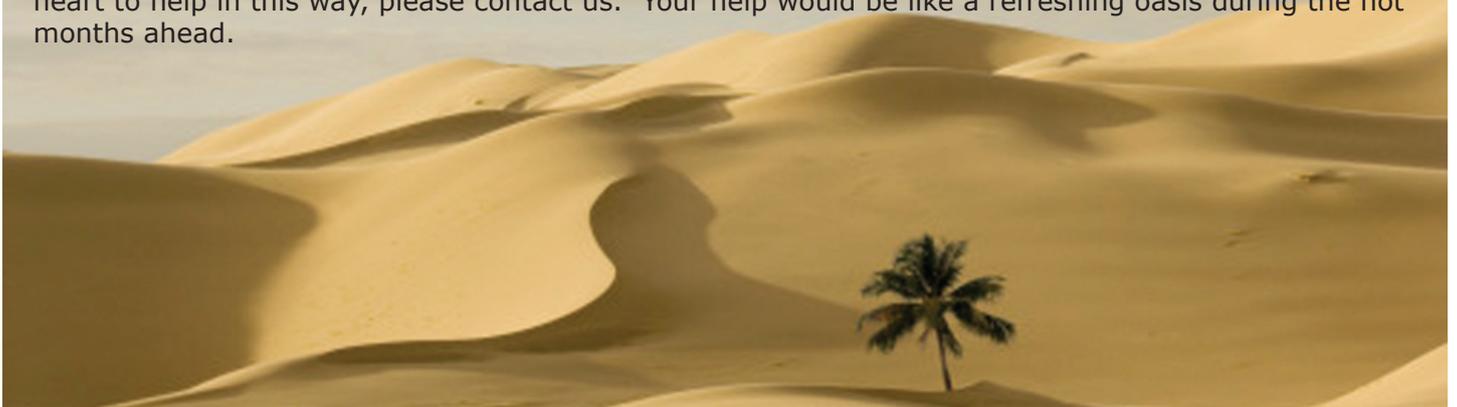
- 12** broadcast partners using our programs on their satellite stations
- 18** partner organizations Arab Vision has worked with in the last year in joint production and training projects
- 44** Arab staff working for Arab Vision in its various production centers in the region
- 268** prayer supporters who receive prayer requests by e-mail for Arab Vision's work on a bi-weekly basis
- 2000** the average number of viewers who respond to Arab Vision's programs every month

## S.O.S. Summer Drought

The summer months can be unbearably hot and difficult to work during in the Arab World. However, our production projects continue regardless of the weather and soaring temperatures. The need is too great to stop or slow down. We have to continue...

...but this brings us to a challenge. Summer is also traditionally the period when our income from donors drops. That's understandable since many of our supporters tend to be on holiday and away from their routine. We will try to manage the cash flow (or lack of it!) as much as possible during the lean months ahead, but sometimes there just isn't enough to proceed with the programs we have to produce or projects we have undertaken.

Would you consider helping us during the 'summer drought' with your donation? If God puts it on your heart to help in this way, please contact us. Your help would be like a refreshing oasis during the hot months ahead.



## WANTED!

### International Operations Director (IOD)

Arab Vision is seeking to recruit an International Operations Director. The IOD will be responsible for the company's day-to-day operating activities. The successful candidate will be based in the International Office of Arab Vision, and report directly to the International Director.

Are you interested? Or do you know someone who would be suitable for such a position? Write to [info@arabvision.org](mailto:info@arabvision.org) and visit [www.arabvision.org](http://www.arabvision.org) to see the job description and find out more.

# Our Viewers

The people that *really* matter, of course, are our viewers. We continue to be encouraged and challenged by how they respond to our programs.

- *I would have stayed in my sinful life if I had not seen your program. You did a miracle in my life. Thank you! Please send me the Bible!*
- *I am a Muslim woman and I tried to commit suicide a number of times recently because of a very difficult situation I am in. Please help me! I need to know what to do. I ask for your help.*

Please remember to pray for these viewers and the thousands of others who respond every month. Pray also for those who answer their questions.



## 'Light for Iraq' first production in July



Our 'Light for Iraq' project is really taking off this summer! We have identified quite an extensive group of Iraqi Christian in Europe who are willing to participate in the programs. An Iraqi lady in Holland has become our contact person, and she is currently preparing the content for our first TV series.

In July, the first shooting for this project will take place during a conference, followed by studio recordings in August. We plan to produce at least 20 talk shows with a variety of Iraqi Christians. Please pray for everyone involved and all the preparation work. The programs are scheduled to be available for broadcast by October.

### 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

Executive Director-US  
Thea Risa  
525 S Conway Rd. Suite 25  
Orlando, FL 32807

**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  
Bayswater - Victoria 3153  
AUSTRALIA

Interserve  
10 Huntingdale Blvd  
Scarborough, ON M1W 2S5  
CANADA

Interserve  
325 Kennington Road  
London SE11 4QH  
UNITED KINGDOM

Interserve  
P.O. Box 10244  
Auckland 1030  
NEW ZEALAND