



The Ministry

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Arab Christians sharing the Gospel via Social Media and on TV in the Arab World

Media For Change
www.arabvision.org

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Introduction

There are still millions of Christians in the Arab World, but they are a minority amongst the more than 400 million Arab Muslims. Many of these Arab Christians experience discrimination - even persecution - in their homelands. These brothers and sisters in Christ need our encouragement to hold on to the faith, and also in their efforts to witness to our Lord and Saviour in their environment.

Across the Arab world, many people are more open to the Gospel of Christ than ever before. Today, more Muslims are coming to faith in Jesus Christ as their Saviour and Lord than at any other time in history.

One major cause for this is that educational levels in the Arab World have increased rapidly over the past 50 years. Also, through satellite television and social media, people are able to learn about the Christian faith without being hampered by censorship of their religion, society or governments. An increasing number of people in the Middle East and North Africa are unhappy about the violent implementation of Islam and are considering other options, such as atheism or Christianity.

This document is an introduction to Arab Vision and its ministry in the Arab World since it was founded in 1997. Our Mission Statement and our Vision Statement explain our work most succinctly; in this profile document, we unpack those statements.



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 and distributing effective Christian video programmes, using appropriate media for various target audiences in the languages of the peoples of the Arab World.

Arab Vision aims to fulfil its vision and mission by:

1. **Producing** video programmes and graphics for and in the Arab World that proclaim the Gospel and its relevance to all aspects of life.

These programmes aim to:

- Strengthen the local churches (the Church) - *Christian video programmes are programmes that strengthen the (identity of the) Church in the Arab World.*
- Present the Gospel - *Christian video programmes are programmes that present Jesus Christ and his Church clearly to Muslims in a non-confrontational manner, with an ethos of love and friendliness.*
- Transform society - *Christian video programmes are programmes that present the transformational power of the Gospel in all aspects of life, and includes human rights issues (the position of women, the practice of FGM, standing up for the rights of physically and mentally challenged people, (religious) minorities, what to think of domestic violence and incest, how to advocate social justice, etcetera). Arab Vision clearly pursues to open up discussion in taboo areas.*

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

Distributing these programmes in the Arab World on the internet through social media platforms and through satellite TV broadcasting.

Follow-up and counseling: responding to audience feedback, using social media platforms, e-learning courses, websites, and personal contacts. **A highly trained team** communicates with Christian and non-Christian responders who come to our pages and platforms. The group includes ministers from Egypt, Yemen, and Algeria. Someone from the team is available to chat with online 7 days a week. When individuals message our page we are ready to listen and support them in their journey of discipleship and discovering more about Jesus for the first time. All of our posts on the page from video content to picture posts are designed to draw people into these life giving conversations where we see personal growth and change that can impact the Kingdom.

Arab Vision seeks to cooperate, and partner with like-minded organisations to strengthen each other's ministries, and to express unity and joint efforts to realise God's Kingdom.

Arab Christians proclaiming the Gospel through visual media - Why?

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. Many Arab Christians desire to follow the call of Christ to proclaim the Gospel and live its consequences. As the Word of God speaks to the whole person and to all mankind, many Arab Christians are eager to teach and live this Word of God in its entirety, in their individual lives, in the life of the church, and in all society.

In some Arab countries up to half of the Arabic-speaking people is still functionally illiterate. In cultures where literacy is low and reading is not common, visual media are excellent educational tools.

An increasing number of people in the Arab World have access to fast internet as well. Arab Vision uses websites, YouTube, Facebook, Instagram and other appropriate platforms as outlets for our visual media programmes.

In regions in the Arab World where people don't have access to fast internet, or where there is still a preference for watching TV, our satellite broadcasts enable millions of people to watch Christian programmes.

For audience follow-up we use a variety of social media platforms, whatsapp, and mobile phone. Most ideally, contacts result in face-to-face meetings, and- ultimately - Arab Vision's aim is to connect people to local Christian communities and churches, based in the Arab World.



The distinctiveness of Arab Vision

Throughout the past years since Arab Vision started its ministry in 1997, many have recognised the value of using visual media as tools for the proclamation of the Gospel to the Arab World. Three factors make Arab Vision's contribution distinctive:

- identity
- programme content
- approach to producing

Identity & Philosophy

Arab Vision is a Christian organisation 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 are 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 \(WACC\)](#).

The witness to Jesus Christ entails the kerygmatic ('preaching') witness, the diaconal ('service') witness, and the koinonial ('community') witness. We only witness fully to Jesus Christ when these three elements are all part of our witness.

Kerygma

Our Christian message, the 'full counsel of God', centres on God, the Creator of the world, who sent his son to the world to reconcile the world to him by his life, death and resurrection. We understand the Gospel as expressed in the historic Christian councils of the first centuries AD.

Diakonia

There is a need for programmes that portray the present life of servanthood of the Arab churches in regard to their own members and to society, and to show how Arab Christians throughout history and today have played an important role in the development of Arab society as well as in caring for individuals.

Koinonia

As Christ has chosen to reveal himself in the unity and in the community of the Church, it is important to show the fellowship of believers in the media; how they worship, how they meet, how they work together, how they solve problems, how they live, etc.

Programme 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 visual media productions 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.

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 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. Part of that dignity is the right people have to be approached in their own spoken language.

Visual media programmes 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 programmes 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 to Producing

Arab Vision consists mainly of Arab Christians. 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 culturally superior, 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 in its approach both to 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. Arab Vision's programmes 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 is in continuous need of quality, thought-provoking Christian productions. Arab Vision therefore prefers to use existing facilities to produce its programmes and only looks for organisational growth in so far as this helps the ministry's purpose.



Organisational structure and operation

Arab Vision has its headquarters in the Netherlands and has support entities with their respective boards in the USA where it is recognized as a 501(c)3 organization, and in the UK, where it is registered as a charity in England and Wales (no 1154993). Arab Vision in The Netherlands has a charity status as well.

The board of Arab Vision in the Netherlands has 3-5 elected members. Members belong to different denominations and we strive to have a good m/f balance. The terms of membership of the Dutch board are two times four years. The Dutch board meets three or four times a year.

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.

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. The board remains ultimately responsible for ensuring that Arab Vision is well managed and operates within agreed policies, the law and its budget.

The international director is ex-officio member of the board, and the boards of the Arab Vision support offices, presently in the USA and the UK, have a seat in the board with voting rights.

Day-to-day operations are delegated by the board to the International Director who keeps in close touch with the Management Team(s) of the Media Organisation(s) and the directors or representatives of the support entities.

The Head (international) Office of Arab Vision is based in The Netherlands. The international office, the production teams, the social media and follow-up teams, and the support entities are spiritually and contractually linked together; the board in the Netherlands is leading in safeguarding the vision of Arab Vision.

Most of Arab Vision's visual media productions are done through its production house, based in the Arab World. The core group of the production house is relatively small; for the various productions we work with a number of freelancers. For productions in specific languages like those in North Africa, we work mainly with freelancers.

Arab Vision recruits its personnel from amongst Arab Christians who already work in the media industry in the Middle East and North Africa. If for certain positions no suitable Arabs can be found, Arab Vision can employ people from other nationalities. These non-Arabs will usually be seconded to Arab Vision by one of the sending agencies with which it enjoys warm relationships.

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.



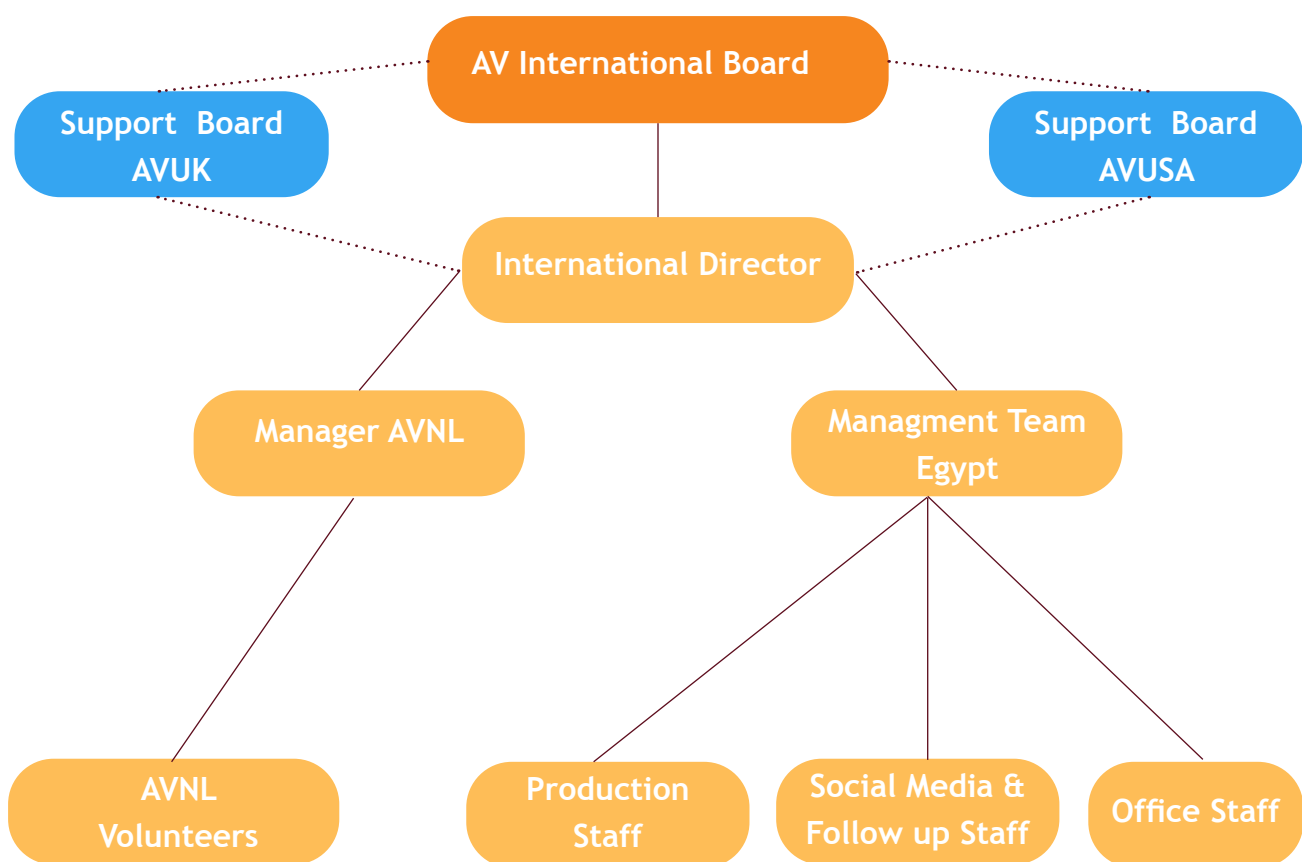
Qualifications

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.

Appointments and Accountability

Appointment of the International Director (ID) is made directly by the board of Arab Vision. The Management Team(s) appoint their own staff members. Accountability of staff members is clearly defined in their job description and contract.

Organisational chart



-- = work and communication relationship, no managerial authority

- = work and communication relationship, managerial authority

Productions

Both the ID and the managers of the (social) media teams can initiate Arab Vision's productions and co-productions. 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.

Sometimes 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 programmes, music clips, 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 visual media programmes but to give as many people as possible 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 there is an obvious need. This is achieved through a network of (Christian) broadcasters who also provide feedback and advice on future productions.

Distribution is not only organised through these broadcasters, but through the internet as well. YouTube, Facebook, Instagram, websites, and other media are used to distribute and 'broadcast' short clips as well as full programmes, produced by Arab Vision.

Facilities

Arab Vision is a producer of programmes, and does not own production facilities (studio) or a television station. If equipment is acquired the criterion is that of appropriateness.

Follow-up

The overall goal of Arab Vision's ministry is to extend the Kingdom of God. For this reason 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.

Using social media, mobile phones and face-to-face meetings, our follow-up teams are ready to offer a listening ear to those who need it, respond to viewers' questions, pray with them and provide teaching and other materials. Many viewers call to share their testimonies, others the emptiness of their lives. Often they can be referred to local Christian communities.

Our follow-up teams are continuously trained and mentored to equip them for the responsibility they carry for the wide variety of people, topics, and issues they deal with in their role.

Our teams are based in the Middle East and can connect enquirers to other follow-up networks in the region

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 finances.

Organisations and individuals who undertake to pray regularly will receive prayer and newsletters by e-mail, and by print newsletters. These letters and updates contain information on developments in the Arab World, on our visual media productions and on general issues that affect Arab Vision.

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.

[Subscribe to our newsletters](#)

Funding

As most Christians in the Middle East, the Arab Gulf and North Africa do not have the financial means to fund visual media productions, Arab Vision depends on partnership with organisations in other parts of the world 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.

While Arab Vision raises most of its funds, it may also enter into commercial 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.

How to become a partner with Arab Vision

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

As a Christian community Arab Vision likes to think of partnership in terms of participation in prayer, advice, friendship, and financial support.

Organisations or individuals desiring partnership with Arab Vision are invited to write to the e-mail address contact@arabvision.org, for more information.

Financial contributions

Financial contributions can be sent directly to the bank accounts of Arab Vision in the USA, the UK, and The Netherlands or via our website www.arabvision.org.

Partners sending money to any of these accounts are in all cases kindly requested to confirm this payment by email to the Arab Vision office.

In the USA

Arab Vision Inc. Is registered as a 501(c)3 organization.

You can send checks to our American office.

Arab Vision Inc
1265 E. Hebron Parkway
Carrollton TX 75010

For bank account details, please contact us through contact@arabvision.org

In the United Kingdom

Arab Vision is a registered charity (no. 1154993).

You can send your gift direct to our bank:

Bank: Lloyds Bank Plc
Account: Arab Vision
Sort code: 30-97-24
Account no: 49415760

Alternatively, cheques can be sent to:

Arab Vision
405 Belchers Lane
Birmingham
B9 5SY

In The Netherlands

Arab Vision is a registered charity with an ANBI status.

You can send your donation direct to our bank:

ING bank account number (IBAN): NL52INGB0005037361
BIC bank: INGBNL2A

Beneficiary: Stichting Arab Vision, Postbus 9020, 3840 GA Harderwijk