SAT-7 ANNUAL REPORT

2021

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SAT-7'S VISION

To see a growing Church in the Middle East and North Africa, confident in Christian faith and witness, serving the community, and contributing to the good of society and culture.

OUR MISSION

To provide the churches and Christians of the Middle East and North Africa an opportunity to witness to Jesus Christ through inspirational, informative, and educational television and digital media services.

Unless otherwise stated, all viewer names in this report have been changed to protect identities and all viewer images are for illustrative purposes only.

Cover: Presenter Ava, aged 14, on the set of *Hashtag*, a Persian-language Christian program for teenage viewers
This page: Filming youth program *New Light* at SAT-7's studio in Cairo, Egypt

GREAT IS HIS FAITHFULNESS

Dear friends,

In 2021, our 25th anniversary year, SAT-7 gave thanks to God for all He is doing through our ministry. The transformation He brings to the lives of people in the Middle East has always been extraordinary, as a look back over SAT-7's history shows.

But against the backdrop of a year like 2021, it is awe-inspiring.

For many of us, this was a year in which difficulty, and unpredictability, became "normality". Expectations of COVID-19 recovery have been repeatedly raised and dashed, while many of us continue to suffer its effects. But for the Middle East and North Africa, not only is recovery even further away, but 2021 brought some countries their darkest days in recent memory.

And yet amid every single situation – including the fall of Afghanistan to the Taliban, violence in the Holy Land, upheaval in Sudan, and spiralling crisis in Lebanon – God has remained at work. His people are calling for an end to violence and sectarianism. Believers are finding peace beyond understanding, even in indescribable difficulty. Children are growing to know this good Father, the One who shows them the way. Seekers are reaching out, seeing the sustaining faith of Christians and the unfailing goodness of the God we serve. This is what motivates us to keep telling His story, through Christian media across multiple platforms and languages, and to continually innovate to meet people where they are.

And of course, the need remains great. There are so many who need this hope and transformation; so many who are a press of a button away from beginning their journey.

Thank you for your support for SAT-7 in 2021 – and for many of you, over the past 25 years. Your partnership with the believers of the Middle East and North Africa is what makes this work possible.

May God bless you and keep you in 2022 and beyond.

Yours in Christ,

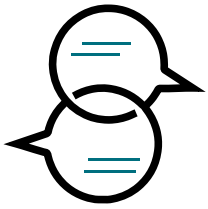
Rita

Rita El-Mounayer
Chief Executive Officer

CELEBRATING SAT-7 AT 25

In our 25th year, SAT-7 celebrated how God grew this blessed partnership ministry from a single weekly broadcast to a multiplatform service, with a groundbreaking video-on-demand platform and a wide social media reach, alongside satellite channels and viewer support. In 2021, your support enabled:

3,000
hours of satellite programming produced



84,000
one-to-one conversations with viewers

16 million
engagements with Facebook page posts

3.1 million
YouTube views per month

3 languages and multiple dialects

5 studios

“

Excitingly, 25 years since SAT-7 began, we are now a multiplatform media ministry. Our pioneering video-on-demand platform, SAT-7 PLUS, has thrived in its first year. Our teams are innovating on every platform and in every language, with new voices being heard from experts inside Iran, to church leaders in Turkey, to Christian children in the Arab World. We have an entire branch of our ministry dedicated to connecting with people on social media. Why is this exciting? Because it means that people who need hope, support, and freedom – people who need God – can turn in multiple directions and find Him in each one.

– Rita El-Mounayer,
Chief Executive Officer

“

Beside SAT-7’s vital satellite television branch, two new digital branches now grow: SAT-7 PLUS and social media. But while this is beautiful to see, what is really exciting is the fruit of these branches: changed lives, hearts transformed, hope where there was none.

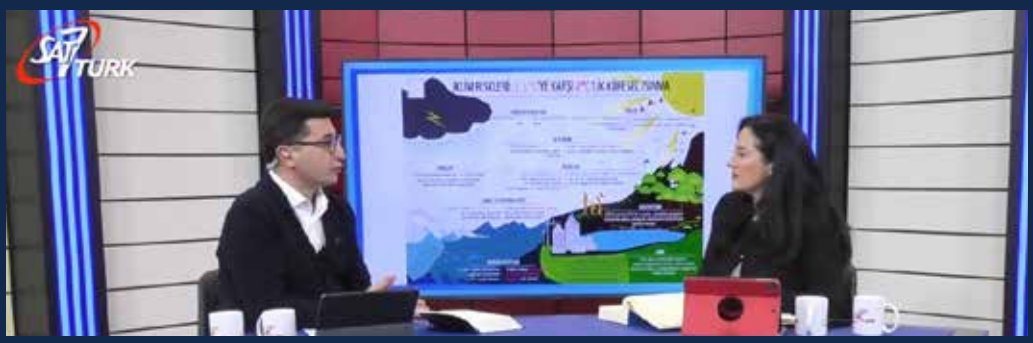
– Jan Ørskov,
Chief Operations Officer

A YEAR OF FAITH THROUGH CHALLENGE

JANUARY

A new witness to Tunisia

As the year begins, the first programs by a new team based in Tunisia air on SAT-7 ARABIC. The Perpetua team, who are all originally from non-Christian backgrounds, are eager to begin sharing their faith with other Tunisians as the country marks ten years of democracy since the "Arab Spring". The very first Tunisian production in 2021 is the teaching program *Standard Talk*, addressing topics from knowing God to family life, relationships, and social issues. The team will go on to produce a second season of *Standard Talk* later in the year, as well as *The Gathering*, a variety program including testimonies of Tunisian believers.



Promoting creation care during drought

With Turkey's water reservoirs at their lowest in 15 years, the country experiences a severe drought that threatens crop production. As the environmental crisis makes headlines, SAT-7 TÜRK's live current affairs-focused program *Worldview* explores the implications of the biblical instruction to steward and care for creation. During the episode, a striking 85 percent of viewers say they have personally experienced the effects of the environmental crisis. The presenters urge believers watching to put their faith into action.

SAT-7 ACADEMY steps up as schools close

As schools close during renewed COVID-19 lockdowns in many Middle Eastern countries, SAT-7 increases its support for Arabic-speaking children and families through SAT-7 ACADEMY content. In addition to the primary education program *My School,* SAT-7 KIDS broadcasts a special program called *Follow up: In Their Shoes,* which helps teachers, students, and parents better support one another during online learning, while *Kids at Home,* a new series of spots, features inspiring clips of real SAT-7 KIDS viewers spending positive family time.

FEBRUARY

SAT-7 PLUS streams worldwide

SAT-7 PLUS, the Middle East's first Christian video-on-demand and live-streaming service, goes online for the first time! Turn to page 14 for more on this landmark development for SAT-7.

MARCH

Sharing historic papal visit

SAT-7 broadcasts the first-ever papal visit to Iraq in March 2021, covering a moment that brings hope and consolation to many people in war-torn Iraq and across the diaspora. During live coverage of the three-day visit, SAT-7 invites prominent figures from across faith backgrounds in Iraq, Lebanon, and Egypt to comment.

APRIL

Hope in healthcare crisis

As Lebanon grapples with a devastating COVID-19 wave that overwhelms the healthcare system, several SAT-7 ARABIC programs offer hope in God and share voices from the ground.

The discussion program *It's Important to be Christian* airs a special episode from inside a hospital in Beirut. The presenter, Pastor Jreij, prays through Psalms outside several hospital wards, bringing God's Word into moments of pain in an episode viewers described as "full of hope".

MAY

Broadcasting peace amid Holy Land conflict

As violence in the Holy Land escalates, SAT-7 ARABIC's *You Are Not Alone* invites guests including Pastor Jack Sara, President of Bethlehem Bible College, to pray for peace.

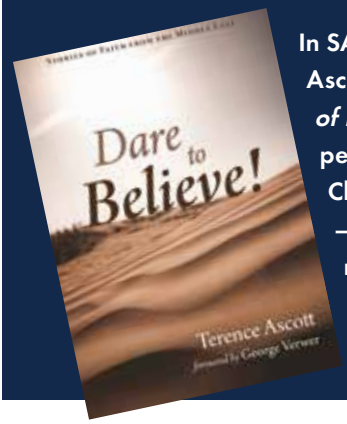
The channel also sets up a crawl message on screen to encourage prayer among its millions of viewers, with many responding to share their prayers. The channel also shares the words of Sister Nabila Saleh, Principal of the Rosary Sisters School in Gaza, who continues witnessing to Christ after her school is partially damaged in the conflict. "I ask for peace from God in the Middle East, in our hearts, homes, and families,"she says.

SAT-7 turns 25!

On 31 May, SAT-7 celebrates 25 years of ministry since its first two-hour Arabic broadcast in 1996. During the Open Studios online anniversary events, we throw open our doors to Partners and supporters. The events share powerful stories from viewers, presenters, and producers, and we explore how SAT-7's work is encouraging viewers in three of our priority areas.

During the "Isolated Believers" event, the SAT-7 PARS team and Arabic program-makers in Algeria and Tunisia share how SAT-7 is a virtual church for isolated Christians. Then, in "Women Across the Region" the microphone is handed to producers and presenters from Egypt, Turkey, and Iran, who share how women's programs from *The Secret Within* on SAT-7 ARABIC to *Power of Prayer* on SAT-7 TÜRK give women a space to safely express themselves, find support, and learn their true value in God's eyes. We also hear from SAT-7's teams who minister to young people during the "Children and Youth" event, broadcast from the sets of *Allo Marianne* on SAT-7 KIDS and *Hashtag* on SAT-7 PARS.

> **"Please know that the things you say on television have impact; you have viewers and listeners who are affected. Be encouraged that not the smallest grain of your work will be without fruit.**
> **- Shoaib*, a male viewer in Iran, during Open Studios**



In SAT-7's 25th anniversary year, Founder and President Dr Terence Ascott also releases his exciting memoir, *Dare to Believe! Stories of Faith from the Middle East.* The book combines his dramatic personal story with the courageous witness of Middle East Christians, to share how SAT-7's one-of-a-kind television ministry — under the leadership of local Christians — grew into a multiplatform media ministry to the region.

JUNE

Award win for "innovative outreach"

SAT-7 is honoured to receive the 2021 International Media Award from National Religious Broadcasters (NRB), the world's largest association of Christian communicators. CEO Rita El-Mounayer dedicates the award – presented each year to an organisation that shares the Gospel with great effect – to Christians in the Middle East and North Africa.

JULY

Supporting women in Turkey

Thousands of women in Turkey protest the country's formal exit, on 1 July, from the Istanbul Convention, an international treaty to prevent violence against women. Ministering to women in a country with high rates of domestic violence, the SAT-7 TÜRK program *You Are Not Alone* hears from lawyers, psychologists, and sociologists and provides practical information to support victims. "SAT-7 TÜRK has a social responsibility to keep these issues on the public agenda," says Gülsüm I., Deputy Executive Director.

AUGUST

Commemorating the Beirut blast

To mark one year since the Beirut blast of 4 August 2020, SAT-7 broadcasts special live coverage from the site of the explosion. Survivors and bereaved family members share how the blast changed their families forever, as well as inspirational messages of healing and hope.

Crisis response in Afghanistan

As the Taliban take control of Kabul on 15 August 2021, after advancing across Afghanistan, fear and despair grip the country. SAT-7 PARS immediately responds, offering spiritual support to Christians and seekers in Afghanistan through three special live programs: *Prayer for Afghanistan, In Pursuit of Hope,* and a special episode of the regular Dari-language program *Secret of Life*. The programs call for prayer; allow viewers in Afghanistan to make their voices heard; and raise awareness of the plight of women, Christians, and other minorities.

Special guests on the programs include Mariam, an Afghan woman who shares the pain and fear of women in the country; as well as experts in human rights and trauma mitigation. The heartfelt prayers of Iranian children for their peers in Afghanistan are also shared.

Viewers in Afghanistan continue to contact the channel throughout 2021, and SAT-7 PARS' viewer support team continually responds with hope and encouragement. "In their darkest times, our viewers in Afghanistan are reaching out to SAT-7. We have become like family to them," says SAT-7 CEO Rita El-Mounayer. Amazingly, despite the challenges they face, SAT-7 PARS viewers also share their transformation in God. "We can see that God is working in Afghanistan through the messages we receive from viewers," shares Panayiotis Keenan, Executive Director of SAT-7 PARS.

> **"A thousand thanks to God that from the time I have been in contact with you, my faith has grown stronger every day. Thank you for continuing to stand with me.**
> **– Afarin, a woman in Afghanistan**

As weeks and months go by under Taliban rule, the channel's regular Dari-language broadcasts remain vital. *Secret of Life*, a weekly live program, presents biblical teaching, tackles social issues, and covers key questions about Christianity, while *Window of Light* discusses family life issues. Both programs are produced by SAT-7 partner Pamir Ministries. "We got an email from a young man who said, 'I've watched your TV show for a couple of months, and I really like what you are teaching.' He wanted to be a follower of Jesus," says Pastor Shoaib Ebadi, presenter of *Secret of Life*.

SEPTEMBER

COVID-19 support in Iran

As a spike in COVID-19 cases takes its toll on people in Iran, SAT-7 PARS' viewer support team receives numerous heart-rending messages from viewers in need. "The coronavirus is decimating the Iranian people," shares one viewer. Into this dire situation, the team strives to convey God's hope through counselling, Bible verses, devotionals, and worship songs. The impact of this work is evident in viewers' comments. Nikoo, a female viewer, writes,"I am grateful to you and your team for always being a source of blessing, encouragement, and peace. I believe that your team's prayers are heard."

OCTOBER

SAT-7 TÜRK wins cultural heritage award

SAT-7 TÜRK's documentary *The Cross and the Wolf,* which tells the story of the Christian ethnic Turkish Gagauz people in Moldova, is awarded the Cultural Heritage award at the 2021 Universe Multicultural Film Festival. The film, made in 2019, is a powerful act of representation of a Christian history and culture that is usually overlooked in Turkey.

A voice for peace in Beirut

As tensions in Lebanon spill over into the worst street violence seen in Beirut since the country's civil war, SAT-7 responds quickly to condemn violence and call for peace. A special episode of the SAT-7 ARABIC program *You Are Not Alone* airs days afterwards, handing the microphone to witnesses and local church leaders. Lucas, a boy who was caught up in the outbreak, says to those perpetrating violence, "God will forgive you if you stop doing these things." His sister Clarissa adds, "Your weapons drive us to war; to things that we don't want to live through."

NOVEMBER

The first Persian "Church4Kids"

In response to the growing need for discipleship among Persian-speaking children, SAT-7 PARS launches the new project Church4Kids. Through regular participatory livestreams on Instagram with popular presenter Maryam; sharing worship and teaching material; and one-to-one encouragement, Church4Kids creates a safe space for children in Iran, Afghanistan, and Tajikistan to learn more about God and build friendships.

DECEMBER

SAT-7 KIDS revamps

SAT-7 KIDS introduces a raft of exciting and engaging new content for its young Arabic-speaking audiences, along with updated graphics and the news that programs are now available in high definition (HD) on SAT-7 PLUS and all Arabic social media platforms.

SAT-7 PLUS THRIVES IN FIRST YEAR

The landmark launch of SAT-7 PLUS, the Middle East and North Africa's first Christian video-on-demand and live-streaming platform, inspired SAT-7 staff and supporters around the world in February 2021. By the end of the year, 37,000 people had watched programs on SAT-7 PLUS – far overtaking the platform's first-year target of 25,000.

"The launch of SAT-7 PLUS is the most significant development in SAT-7's recent history. Digital outreach is the future for reaching young people in the Middle East and North Africa, an audience it is imperative for us to connect with. The platform's success in its first year – an important milestone for any new video-on-demand service – is very encouraging," said Rita El-Mounayer, SAT-7 CEO.

The platform allows users to watch SAT-7 content for all ages in Arabic, Persian, and Turkish, both on demand and through a high-definition live stream.

"SAT-7 PLUS has been performing very well," says Shady Francis, SAT-7 ARABIC's Digital Director. "Since some features of the platform are still in development, we have not yet heavily marketed it to all of our satellite and social media audiences. To see the success the platform is having is especially encouraging, given this phased roll-out."

Another very positive report, says Francis, is the average watch time on SAT-7 PLUS. On peak days during the year, viewers on the platform spent an average of more than 30 minutes at a time. "This is three times as long as viewers were spending with us online when we streamed our program-length content on YouTube," says Francis. Meanwhile, as SAT-7 ARABIC's YouTube channel has refocused on short clips, it has grown to become the largest YouTube presence of any Christian satellite channel in the Arab World, with 294,000 subscribers.

The most popular program on SAT-7 PLUS this year was the worship program *As in Heaven*, which is especially made for digital streaming and encourages viewers to watch or listen, and to pray along, as they go about their days.

"Of course, if we reach even one person with the message of God's love for them, we can give thanks," says Antoine Karam, Broadcast and IT Director. "But from the number of viewers watching, and the type of content they are watching the most, we know that this new platform is beginning to make a wide impact."

In 2022, every SAT-7 channel plans to produce content exclusively tailored for SAT-7 PLUS, including dramas. The Arabic team also plans to acquire new Christian feature films to be shown on SAT-7 PLUS only. Also in 2022, the platform will launch an instant chat feature to allow viewers to connect with viewer support teams.

"Please keep praying for SAT-7 PLUS," says Jan Ørskov, SAT-7 COO. "More viewers than ever have an unprecedented opportunity, through our video-on-demand platform, to watch our content and experience God's love and care."

9:41
SAT7 PLUS
Programs
Movies
Albums
IT'S IMPORTANT
TO BE CHRISTIAN
All Channels
SAT7 ARABIC
SAT7 KID
Latest Episodes
From Heart to Heart
Episode 12
5 Seasons
From Heart to Heart
Episode 12
5 Seasons
Exclusive Content
Home
Live
Schedule
Search
More

WHERE SAT-7 WORKS

SAT-7 broadcasts across 25 countries of the Middle East and North Africa, with studios in five countries and support offices in six others.

SUPPORT OFFICES

- EUROPE, ASIA, AND PACIFIC
- UNITED KINGDOM
- UNITED STATES
- BRAZIL
- CANADA
- HONG KONG

Program-makers in **8** countries

196 staff

UK PERSIAN STUDIO

12 staff

A small studio in north London is home to our second Persian language studio. Live programs are aired from here.

TUNISIA

SAT-7-supported program-makers

ALGERIA

SAT-7-supported program-makers

*Staff numbers correct as of December 2021. The number of freelancers varies according to program needs.

CYPRUS

52 staff and 10 freelancers

SAT-7's international headquarters are located here, as are the larger Persian-language studios for SAT-7 PARS.

LEBANON

32 staff and 102 freelancers

Lebanon's capital, Beirut, is home to SAT-7's largest studio, producing programs for SAT-7 ARABIC and SAT-7 KIDS.

EGYPT

56 staff and 123 freelancers

SAT-7's Cairo studio makes many of the Arabic-language programs for SAT-7 ARABIC and SAT-7 KIDS.

TURKEY

44 staff and 4 freelancers

From its Istanbul studio, SAT-7 TÜRK amplifies the voices of members of Turkey's small Christian community.

IMPACT SPOTLIGHT: PERSIAN WORLD

As COVID-19 continued to take its toll and with Afghanistan falling to the Taliban in August, Persian-speakers' need for hope and support has perhaps never been greater. In addition to crisis response for Afghanistan (see p. 10), SAT-7 PARS continued to work towards long-term ministry aims with programming and other activities in Farsi, Dari, and Tajik.

PERSONAL FAITH AND CHURCH LIFE

To ensure that everyone in the region can hear the message of God's love, SAT-7 PARS launched a new series of podcasts, in addition to its channel on the Yahsat satellite, the new on-demand and streaming service SAT-7 PLUS, and social media platforms. Aiming to meet the needs of those without sufficient Internet bandwidth for video, the first podcast production is a testimony series called *My Life*.

For many individuals in Iran, Afghanistan, and Tajikistan, SAT-7 remains the only accessible source for God's Word, biblical teaching, and other discipleship resources. In 2021, the program *Question Mark* continued to answer seekers' questions about the Christian faith, while for those wanting a deeper dive, the documentary series *Letters to the Seven Churches* captivated viewers with teaching from the ancient locations of the churches in Turkey. Meanwhile, Seminary on the Air (SOTA) programs such as *Principles of Faith* and *Salvation through Christ* were vital for supporting young Christian leaders in Iran and supporting Church growth.

SAT-7 PARS' viewer support team continued to fulfil its vital role in providing counselling, encouragement, discipleship, and prayer for viewers who reached out through secure mobile apps such as WhatsApp, Telegram, and Signal in their time of need. The team also began sending much-appreciated weekly worship songs, Bible verses, and devotionals to viewers.

SAT-7 PARS' children's programs *Hashtag* and *Golden Advice: Jungle of Golpand* also continued to teach young viewers about God's Word and how to apply their faith practically in their lives.

PUBLIC VOICE AND SOCIAL CHANGE

SAT-7 PARS' women's programs, including the long-running live program *Insiders* and talk show *New Identity*, continued to show women their true value. "When they come to Christ, Iranian women often don't realise that they can have a new identity that has nothing to do with their relationship with their father, husband or even their children," said *New Identity* Presenter Rozita Kennedy.

Many episodes also helped viewers of all ages thrive personally and contribute to changing society for the better. The addiction recovery program *Our Neighbourhood* continued, while a new counselling series *Detox for the Soul* began at the end of the year. "Christian mental

Cyrus' story

Cyrus from Iran was in recovery from addiction, and he had endured the breakdown of his family and financial ruin. He reached out to SAT-7 PARS when he was feeling hopeless and having thoughts of suicide. After his first conversation with a counsellor, Cyrus said, "I feel so much more at peace and my heart is filled with hope."

After two months of regular contact, he shared, "I am eager for our weekly conversations. When I hear God's Word and pray, I am encouraged and gain strength to carry on. I think God sent you to bring hope into my life."

1. *Signal* presenters Hamid M. and Niloufar Raisi
2. Presenter Elena on set with the animals from the *Golden Advice: Jungle of Golpand*
3. *Hashtag* presenters Morvarid and Ava

47,000 one-to-one conversations were held with Persian viewers

Noushafarin's story

When Iranian believer Noushafarin first contacted SAT-7 PARS, she was feeling ground down by cultural pressure that told her she should never take time for herself or to be alone with God. The team helped her realise that it is not wrong for a wife and mother to take this time.

Since then, she has been in weekly contact, exploring the book of Proverbs with the team. "After about three months, we noticed Noushafarin's voice had become less sad. And, as she spoke about her life, it became clear that she had gained wisdom in dealing with those around her," says the team member who spoke with her.

healthcare is almost unknown in Persian culture, and [presenter] Annahita Parsan is one of very few pastors and teachers who are able to put this teaching across in a very clear and practical way," says *Detox* Producer Mikael Tunér.

A popular topic on *Golpand* was the Christian mandate to care for the environment, with young viewer Mana challenging her fellow viewers, "Dear friends, the environment is the basis of life in this world and if we really understood how important and beneficial the environment is for us, we would never pollute it."

Live programs including the magazine program *Signal*, and *Insiders* also provided a platform for viewers to make their voices and opinions heard on a range of social and human rights issues. *Insiders* became a platform for voices from within Iran for the first time, with many guests appearing by video link, including a writer and activist who spoke out about honour killings.

Alican's story

Alican called SAT-7 TÜRK to say that although he has been a believer for ten years and has been baptised, he now does not have a Bible. He explained why: "Last month, a thief broke into our house and stole my Bible along with my bag. But maybe this is good news. Maybe through this, the one who stole it will come to know God. God's works are incomprehensible. Thank you for your help." SAT-7 TÜRK arranged for Alican to receive a Bible.

Duru's story

After watching a *Homemade* episode about domestic abuse and femicide in Turkey, Duru wrote:

"My father constantly tormented, beat, burned, and pushed me into the snow to punish me, since I was three. This violence continued throughout my father's life, until he died. I could never forgive him, but when I watched your channel, I saw that you said something different from the world. You talked about forgiveness. After talking with you, my burden eased a little. Thank you."

1 Recording the new social media video series *Parents are Asking*
2. Presenters of the youth program *Turning Point* discuss day-to-day issues facing young people in Turkey
3. Ayda Danacıoğlu, presenter of the program *Power of Prayer*

IMPACT SPOTLIGHT: TURKISH WORLD

SAT-7 TÜRK continued its loving, cross-denominational witness to Turkey through the country's economic, social, and environmental struggles in 2021. Through satellite broadcasts on TÜRKSAT, video-on-demand and live-streaming through SAT-7 PLUS, and ocial media, the channel helped believers in Turkey and Azerbaijan connect to their Christian family, deepen their relationships with God, and find support.

PERSONAL FAITH AND CHURCH LIFE

Every Christian denomination in Turkey reached out to their members via SAT-7 TÜRK in 2021, whether through the broadcast of major services, recorded messages from church leaders, or contributions to programming. These valuable partnerships allow members of different denominations to learn about each other, helping to build unity. *SAT-7 TÜRK News* also continued in its seventh season to inform viewers about the Church and give a Christian perspective on current events in Turkey, including on misleading news stories about Christians that contribute to the many social challenges they face.

SAT-7 TÜRK's YouTube videos were watched **1 million** times, a growth of **21%**

The live program *Power of Prayer* maintained the safe, loving space it provides for viewers to share their prayer needs, walking with them through struggles including domestic violence and mental health challenges. Teaching programs including *Words of Hope*, a program it is estimated reached its 1,000th episode in 2021, also continued to help viewers grow in their faith. *Mini City* broadcast live each weekday, sharing Bible stories and prayers with children, along with setting them an inspiring daily challenge and sharing "Pearls of wisdom" – interesting facts about the world around them. This year, the program also sought to help children in Turkey develop literacy-related and social skills, and each day, presenter Nora reassured children that they are never alone, because God's love is always with them.

PUBLIC VOICE AND SOCIAL CHANGE

In Turkey, women's potential for influence is generally underestimated, yet they can be powerful agents of change. With the population bombarded by concerning media stories about the pandemic and the declining economy, many episodes of *Homemade* in 2021 encouraged and supported women to prioritise God's love and peace in their lives and communities. Several also tackled the issue of femicide and domestic abuse, helping women to understand their fundamental rights and connect them to local support.

Worldview continued to give a platform for Christian perspectives on current events. In an episode aired in November, for example, the presenters discussed the issue of migration, showing viewers the true value that all people, including migrants and refugees, have in God's eyes and how they can contribute to society.

Two new parenting and relationship video series, launched on social media, received a strong response from new audiences. One episode of *Family Unity*, which discussed the increased challenges facing families today from a Christian perspective, was viewed over 100,000 times on Facebook. *Parents are Asking* also tackled critical issues, including protecting children from abuse, and helping them to deal with anger and grow in self-confidence.

SAT-7 TÜRK's live youth program *Turning Point* continued to address the questions of Christian youth in Turkey and to allow them to share their concerns. Episodes this year included discussions on problem-solving, emotional literacy, and responsibility, with viewers sending their inspiring comments and messages. "Human dignity is a value that can be kept alive together with love, regardless of language, religion, or race. God created all humanity with love," young viewer Serhat contributed.

Mai Melki, who inspired the world by playing the piano from the wreckage of her apartment following the Beirut Blast of August 2020, plays again during SAT-7's one-year commemoration at the blast site

IMPACT SPOTLIGHT: ADULTS IN THE ARAB WORLD

SAT-7 reaches Arabic-speakers in 20 countries via the satellite channel SAT-7 ARABIC, and across the world through SAT-7 PLUS and social media. This ministry took several important strides in 2021, from beginning to stream on SAT-7 PLUS to growing its social media and viewer support work.

PERSONAL FAITH AND CHURCH LIFE

In 2021, SAT-7 completely redesigned its Arabic social media presence to better meet audiences' needs. New Facebook and Instagram pages were launched for adults, called SAT-7 Family, SAT-7 Youth, SAT-7 Women, SAT-7 Worship, SAT-7 Parents, and SAT-7 Daily Bread (for discipleship). A special page called Free Souls was also created for isolated North African believers. Each social media team began to post conversation-starters on spiritual, personal, and social topics relevant to their audience.

On satellite, the live praise and worship program *Spiritual Evening* shared powerful testimonies that touched hearts across the region. The Cairo studios also restarted broadcasts of large Christian events, beginning with JC2033, an international prayer and worship gathering that attracted two million viewers to each of its sessions.

3,800
Arabic-speaking viewers received counselling[1]

SAT-7 also offered discipleship for Arabic-speaking adults through multiple formats. On satellite and SAT-7 PLUS, teaching program *Ask Dr Maher* continued to address questions about faith and current affairs from a Christian perspective. Meanwhile, *As in Heaven*, a series designed especially for digital streaming, guided viewers to regularly pray and worship using only the words of the Bible.

Meanwhile, many viewers continued their journey with the viewer support team. SAT-7 partnered in 2021 with counselling organisation United Follow Up, beginning to refer viewers in need of longer-term support. In other cases, viewers were eventually connected to a local church. The team also offered several sessions of an online discipleship group in 2021, with more sessions planned for 2022.

PUBLIC VOICE AND SOCIAL CHANGE

SAT-7's Arabic platforms also continued their ministry to women across the region. The SAT-7 Woman Facebook page began *My Mirror*, a video series that creates a safe space for women to discuss personal issues, which quickly gained popularity. The new satellite women's program *The Secret Within*, which also began in 2021 with female presenters from three different generations, has prompted strong feedback from both women and men.

SAT-7 also raised awareness of the gender-based issues women face in the Arab World. *You are Not Alone* highlighted the lack of legal protections for mothers by telling the story of Samira, who was prevented from seeing her children by her ex-husband, who was also abusing her children. In desperation and stranded overseas, she called *You are Not Alone*, and the program reported the abuse to social services, who removed the children to safety.

You Are Not Alone also raised awareness of refugees' rights, health inequality, and disability inclusion. In a memorable episode, the program arranged for a sick newborn baby, born to a Syrian refugee family in Lebanon and with no access to hospital care, to have the surgery he needed.

[1] May-December 2021 only

Content especially for youth across SAT-7 platforms inspired the next generation in 2021. The new SAT-7 Youth Facebook page also ran a series of impactful campaigns, including one to help young people recognise and navigate unhealthy relationships.

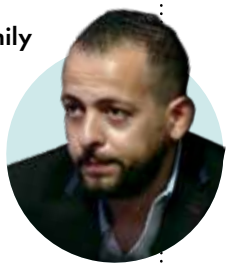
One-to-one viewer conversations in Arabic grew by **240%** from 9,800 in 2020 to 33,400 in 2021

Through *From Heart to Heart*, a popular counselling and mental health discussion program, presenters Marianne and Rawad Daou opened the way for viewers to discuss topics often considered taboo. When they shared how God comforted them following the loss of a pregnancy, many women contacted the show to share their own experiences and to express how they had found healing through watching.

Mary's story

"I am from Sudan, and I have been following SAT-7 since I was a child. You are such a blessing to my family. Every time I listen to Marianne's simple words, my life changes and hope rises again. *My Mirror* guides me and teaches me new lessons, and *From Heart to Heart* has made a great mark on my marriage, and surely on many others."

Pascale, Najwa, and Hady's story



Pascale and Najwa's family home in Lebanon was tense and unhappy. Pascale struggled with anger; Najwa wanted a divorce; and seven-year-old Hady was suffering.

But then, Pascale watched *Spiritual Evening* – and the testimony of Christ's love that he heard began a journey of healing. "*Spiritual Evening* helped me learn about Christ and led me to salvation. I follow other programs and sermons too. They helped me learn to have love and compassion," he says. In time, Pascale and Najwa attended church and their relationship began to heal as they read the Bible together. "Now, we have peace in our house, and we pray all the time," Hady says.

Real names and images of the family, who appeared on *Spiritual Evening* to share their story, are shown here.

1. A worship band performs on the live program *As in Heaven*
2. Egyptian Christian leader and psychiatrist Dr Maher Samuel presents the teaching program *Ask Dr Maher*
3. Church leaders gather for JC2033, the first gathering in Egypt to be held since COVID-19 restrictions were removed
4. Presenters Farhan Hamati from Jordan and Mina Tosson from Egypt on the set of youth program *New Light*
5. A shot from the introduction of the counselling program *From Heart to Heart*
6. Baby Tayyem with his parents and *You are Not Alone* presenter Sirene Semerdjian (right) after the surgery that saved Tayyem's life

Jad's story

Jad, a teenage Syrian boy, called to share how he had been watching SAT-7 KIDS since he was young – in secret, because his family does not know he became a believer through the channel.

Jad shared how programs helped him through many traumatic situations, including when he was kidnapped by militants in 2015, when remembering the songs from a sing-along worship show brought him comfort.

Nahia's story

"My children know God because of you," Nahia called to tell us.

"Now they watch SAT-7 KIDS all the time. I feel very comfortable leaving my kids to watch SAT-7 KIDS alone. I am glad you talked about child labour today, because I believe that no child should work and that they should be able to go to school. Thank you to the SAT-7 KIDS team for encouraging our kids to do the right thing."

1. Marianne Awaraji, presenter of SAT-7 KIDS praise and worship program *Allo Marianne* on set with the music band.
2. *CHATO* presenter poses on set of the SAT-7 KIDS program.
3. Two actors on set of SAT-7 KIDS program for children with disabilities *City of Stars*.

IMPACT SPOTLIGHT: CHILDREN IN THE ARAB WORLD

As Arabic-speaking children continued to face upheaval, uncertainty, and for many, the impact of conflict and displacement, SAT-7 continued its vital ministry to them through content centred on God's love and their own innate value. In response, children and their parents shared how they have met Jesus, grown in faith, or navigated challenges with SAT-7's support.

PERSONAL FAITH AND CHURCH LIFE

In 2021, SAT-7 KIDS handed the microphone to children. In a series of short spots, the channel shared the voices of 100 youngsters from across the region, who shared their faith and experiences with their peers. Children shared what they pray for, the Bible stories they would most like to have lived through, and the question they would most like to ask Jesus, encouraging the audience with thoughtful and moving responses. These spots were part of a slate of new satellite content to meet the needs of children across the Middle East and North Africa as their media habits continued to change. The launch of SAT-7 PLUS also included an entire section of video-on-demand for children, now in high-definition and protected by parental controls. These platforms shared programs including *Bedtime Stories*, which shares God's love through daily Bible stories and activities to reduce anxieties at bedtime. In addition to programs made in Lebanon and Egypt, SAT-7 KIDS added *Story and Verse* in 2021, an acquired program made in the Gulf dialect that particularly appeals to children there.

The live worship and teaching program *Allo Marianne* continued to respond to evolving situations, including in the Holy Land and Lebanon. Presenter Marianne guided viewers to turn to God and addressed topics including forgiveness, self-talk, resilience, and stress through a biblical lens. "I learned a lot from *Allo Marianne*, like how to get closer to God," said young viewer Mabrouk. "I also began to share with my parents and learned to respect others." To help children grow their biblical knowledge so they can draw on it in daily life, the popular live gameshow *Bible Heroes* also continued in 2021, and SAT-7 KIDS introduced *Verse of the Day*, a regular series of spots sharing Bible verses.

PUBLIC VOICE AND SOCIAL CHANGE

While a new season of the disability inclusion program *City of Stars* was in production, research was carried out into the impact of existing episodes on SAT-7 KIDS. Viewers of the program, which features children with and without disabilities playing, performing, and problem-solving together, were asked how they feel about children who are different to them. Openness, love, and advocacy were the clear responses, with one young viewer saying she recently spoke up when a boy in her community who is deaf was being bullied.
The new season of *City of Stars*, a SAT-7 ACADEMY program produced in cooperation with SETI (Support Education Training for Inclusion) Caritas, also includes segments teaching about children's rights and child protection.

The channel also shared special informative spots throughout the year to help children grow in their understanding of topics from children's and women's rights to the needs of refugees. Conversation-starters on the SAT-7 KIDS page also addressed many of these issues, along with positive parenting advice. To support girls and their parents in particular, a campaign on the SAT-7 KIDS social media pages countered negative stereotypes about daughters and challenged parents to value them equally with their sons.

SAT-7 KIDS programs also provided children with emotional support, offering a safe space for them to share their feelings and addressing issues they face. These programs include *Chato* and the new addition *Taktaka*, a fast-paced, social-media-style program addressing social issues along with Christian music videos and other fun segments.

IMPACT SPOTLIGHT: EDUCATION IN THE ARAB WORLD

The need to support children's education and help strengthen families remained very high in 2021 due to the continued impact of COVID-19. In response, the SAT-7 ACADEMY stream continued to innovate to meet the needs of the most vulnerable with programs and content, step in when schools were closed, and grow its partnerships to maximise impact.

MY SCHOOL'S IMPACT BROADENS AND DEEPENS

As the years go by since conflicts in Syria and Iraq first displaced hundreds of thousands of families, children are growing up who not only experienced disrupted or halted education – but who have received no formal education at all. With four seasons of *My School*, teaching Arabic, maths, science, French, and English, available on SAT-7 PLUS to children across the region, *My School's* fifth season – in production in 2021 – took a new, modular approach. By approaching content in 10-minute thematic segments, which rely less on previous learning exposure, the program better serves the most vulnerable children who have missed the greatest amount of learning.

My School also began being used in two centres for refugees in November 2021. Through a new partnership with relief and development organisation Heart for Lebanon, more than 100 children aged six to ten – who had received no education in the past – began learning by watching *My School* seasons one to four. After just a few months, the teachers began to see impact.

SUPPORTING FAMILIES THROUGH ANOTHER TOUGH YEAR

Worrying research showed this year that millions of vulnerable children have been out of school for so long, they will likely never go back. To help mitigate the effects of lockdowns, school closures, and inadequate online learning, SAT-7 ACADEMY continued its new approach of daily livestreams on Facebook, in which learners could interact directly with *My School* teachers as they presented lessons. From September, when many children remained without education while schools reopened elsewhere, a daily cross-disciplinary educational video series was added on social media. This included *Coaching for Youth*, which shared wellbeing information from professionals. A second segment guided children through arts and crafts activities along with caring for the environment, while *Rhythm and Melody* delivered music therapy.

On SAT-7 KIDS, children enjoyed the educational gameshow *Challenge Accepted*, which includes exciting challenges on writing, theatre, robotics, and care for the environment to follow at home.

Manal's story

Manal's journey with *My School* has only just begun, but it has already taken her a long way. Manal lives in a refugee camp in southern Lebanon, and like many children growing up in camps, she had never engaged with children's or education workers and was quite suspicious of them. When Joanna Abou Rjeily, Educational Program Coordinator with Heart for Lebanon, first visited the camp, Manal threw the rocks she was playing with at her. But after attending the Heart for Lebanon centre and watching *My School* for just a few weeks, Manal's attitude changed. "When the teacher was explaining the letter 'M', she started imitating and saying, 'Me, me! My name starts with M!' Then she began looking around her for the letter on books and pencils," says Joanna. "This girl had no hope of doing anything except playing with rocks. Now, she knows the letters of her name."

1. A refugee child at a Heart for Lebanon centre begins to put into practice what she has learned from *My School*
2. Every episode of *My School* can now be watched on demand via SAT-7 PLUS
3. Children at a Heart for Lebanon centre watch *My School*

Yara's story

Yara is a nine-year-old Iraqi child who could not attend school in Iraq due to violence and upheaval. When her family recently fled to Lebanon, she finally started to receive an education. Her teachers expected her to be very behind – but soon found that was not the case. Yara's mother, Renalda, contacted SAT-7 this year to explain why, sharing a story that touched all our hearts.

"She has been watching the *My School* program since we were in Iraq, and this is why she is excelling, thanks to your teachers," she said. "She has already learned from *My School* all the topics she is studying at school now, and she finds them very easy thanks to you."

Meanwhile, on SAT-7 ARABIC, *Follow Up* continued to help parents support children's education, with a special focus on building understanding between children, parents, and teachers during distance learning. *The Coach* also remained a vital lifeline for parents, addressing their questions on everything from discipline to emotional regulation. "Thank you so much for the program," said Eklas, a mother from Egypt. "It helped me change the way I was raising my children, and now we live in a much more peaceful home."

2021 FEATURED PARTNER PROJECTS

NEW LIGHT
Created in partnership with, and funded by, Lutheran Hour Ministries (LHM)

Young people in minority Christian communities need support to keep growing in their faith into adulthood, and all young people need to hear about God's love in today's challenging world.

The youth discussion program *New Light* presented topics from addiction to care for creation, all through the lens of Jesus' love. "Hearing about God and how He loves them and gives them hope for the future, from the privacy of their own homes, may be the only opportunity for many young adults to hear this message at all," explained Keith Buchholz, President and CEO of LHM. Each 55-minute episode includes studio segments and street interviews, allowing young people to make their voices heard on, for example, "Coping with unemployment", or "12 ways to be a blessing to your family."
The program continued broadcasting its first season on SAT-7 ARABIC in 2021 and will broadcast its second in February 2022.

LEBANON: OUR STORY
Run with partners the Danish and Lebanese Bible Societies and the Centre for Church-Based Development and funded by the Danish Ministry of Foreign Affairs.

The layered crises that have rocked Lebanon in the past two years threaten to deepen social and religious fault-lines in society. Against this backdrop, the new partner project *Lebanon: Our Story* is helping youth tell a different story for their country, one that values and supports everyone, including refugees and every member of their host communities. The project includes:

Storytelling clubs, which bring together youth from a range of backgrounds to share their experiences, find common ground, and bond with one another, are the backbone of the project. Participant Marie-Belle Milan (19), said after the first session: "Oh, what a moment. One activity after the other struck down the transparent walls between us. Struck them down brick by brick. Not only struck them down but built a bridge out of them. We pointed out the similarities and the beauty of each and every special individual.
This is what we call unity, this is what we call love. This is how we want our community."

Media activities are also included in the project, both in the form of training for media professionals in Lebanon to encourage media that promotes social cohesion, and the production of several television products, including a documentary, to broaden the impact among SAT-7 ARABIC viewers. A media training workshop, which took place over three days in October 2021, included training delivered by experts in Lebanese media, academia, and peacebuilding organisations.

CURRENT AFFAIRS PROJECT
with The Norwegian Mission Society (NMS)

The Middle East and North Africa is a diverse region with a history punctuated by tension, and at times violence, across national borders, religious lines, and other sectarian boundaries. As a result, young people are struggling with identity issues, conflicts in their obligations, and the inability to express their opinions freely, preventing development of the region.

In response, SAT-7 and NMS partnered to create a multi-dimensional, three-year Current Affairs project, aiming to promote freedom of belief, minority rights, gender equality, and peaceful coexistence through drama series, talk show programs, and personal stories broadcast on SAT-7 ARABIC. In 2021, project activities broadcast or carried out from Cairo, Egypt, comprised:

A Way for Tomorrow is a current affairs program filled with uplifting, positive energy, designed for youth between the ages of 15-25. By sharing inspiring stories and giving youth space to share their own thoughts, the program promotes positive discussion of issues including disability rights, freedom of expression, personal development, and reading the news critically. The program is specially designed in short segments to be used on social media platforms.

Backstage is a drama set in an Egyptian workplace with employees from a range of religious and cultural backgrounds. Television dramas are a popular genre across the Middle East and North Africa, especially with young people. Viewers are shown the home lives of each character and how these affect their challenges and relationships at work, presenting new ideas through engaging storylines.

Research among viewers of *A Way for Tomorrow* and *Backstage*, comprised of an online survey and telephone interviews, reported strong impact among participants. Many shared they learned new ideas from the content and felt motivated to seek their rights and freedoms. For example, a participant who was shown a clip about women's rights shared, "When I watched the video, I said to myself, 'Why wouldn't I work on myself and find a job?'"

Faith-based training with experts in human rights and peaceful coexistence was also carried out over five days in Cairo, to prepare the production team to produce further content that builds empathy and a willingness to take positive action among viewers.

FOCUS ON OUR PARTNERS

SAT-7's impact in 2021 would not be possible without the financial support and project collaboration of our Partners and supporters. Here are some of other generous, innovative ways in which like-minded organisations partnered with us during the year.

SECONDING TALENTED STAFF

Volunteers and seconded staff who bring their skills and experience to SAT-7 through the support of Partner organisations are greatly valued by SAT-7. In 2021, team members with SAT-7 PARS, SAT-7 TÜRK, and International Development were supported or seconded by the Finnish Lutheran Mission, Mission Afrika, and Norea Denmark. "We can all be a part of this ministry with whatever we have been gifted by God," shared Joel Zacharias Dam, who works for SAT-7 PARS in production and is seconded by Mission Afrika. "SAT-7 has become a testimony to me of how we can work as different parts of the same body."

DONATING STUDIO TIME

IRR-TV studios in Finland donate studio time, allowing talented Persian-speaking program-makers, including a full-time producer seconded by Media Mission: The Messengers, to make SAT-7 PARS programs there.

STAFF TRAINING

The Danish Bible Society partnered with SAT-7's teams in Lebanon and Egypt to offer a series of biblical trauma healing training sessions to staff members, led by trainers from the Egyptian Bible Society. The sessions were very impactful for the participants. "I benefitted from the training a lot because many of our audience who contact us have experienced serious traumas. This helped me in communicating with them and helping them share their feelings and express their pain," says Christine Maurice, a viewer support team member in Egypt.

ENABLING GOVERNMENT SUPPORT

It is thanks to the administrative partnership of like-minded organisations that SAT-7 receives project funding from the governments of Norway (through the Norwegian Mission Society), Denmark (through the Danish Bible Society), the Faroe Islands (through Heimamissionen) and Germany (through Missio).

HOSTING EVENTS

This year's SAT-7 Europe Vision Meeting was generously sponsored by Norea Denmark. The 17 September gathering saw an all-time-high participation of in-person and online guests, including representatives of 20 German dioceses and faith-based organisations.

Joel Zacharias Dam filming *Hashtag* at the SAT-7 PARS studio in Cyprus

SAT-7 PARTNERS

- Danish Bible Society
- Swedish Evangelical Mission (SEM/EFS)
- Finnish Lutheran Mission (FLM)
- Finnish Evangelical Lutheran Mission (FELM)
- Hilfsaktion Märtyrerkirche (HMK), Germany
- IBRA MEDIA, Sweden
- Icelandic Lutheran Mission
- INTERACT, Sweden
- Kasr El Dobara Evangelical Church, Egypt
- Messengers, Finland
- Mission Afrika, Denmark
- National Evangelical Church in Kuwait, Common Council
- Norwegian Mission Society (NMS)
- Norea Mediemisjon, Norway
- Norea Radio, Denmark
- Normisjon, Norway
- Paul Mission International, Korea
- United Bible Societies/Bible Society of Egypt
- Saron Church, Sweden
- Crossings Community Church, USA
- International Ministries of American Baptist Churches
- Lutheran Hour Ministries, USA
- Trail Christian Fellowship, USA
- Kirkjuliga Heimamissiónin, Faroe Islands

INCOME AND EXPENSES FOR 2021

We are humbly grateful to have ended another challenging year with generous gifts to serve the people of the Middle East and North Africa. Thanks to the level of donations in 2021, we closed the year with our income higher than our expenses. We look forward to developing new opportunities to share the message of our Lord in 2022.

2021 FINANCIAL OVERVIEW

• The audited consolidated income for the year was USD 22.3 million, USD 6.7 million higher than budget.

• SAT-7 therefore ended the year with a positive balance of USD 6.3 million.

• Our total global income for 2021 was approximately USD 23.1 million, inclusive of gifts-in-kind.

• SAT-7's 2021 expenditure totalled USD 16.7 million, including 0.4 million that was invested in fixed assets and inclusive of gifts-in-kind. This total expenditure was 1 percent higher than budget (USD 16.5 million).

LIQUIDITY

We started 2021 with a liquidity in the Middle East and North Africa (MENA) offices of USD 2.6 million (including restricted funds). The increase in donations, and the devaluation of the Turkish Lira and the Lebanese pound, helped the MENA offices to close the year with an increased liquidity of USD 4.1 million.

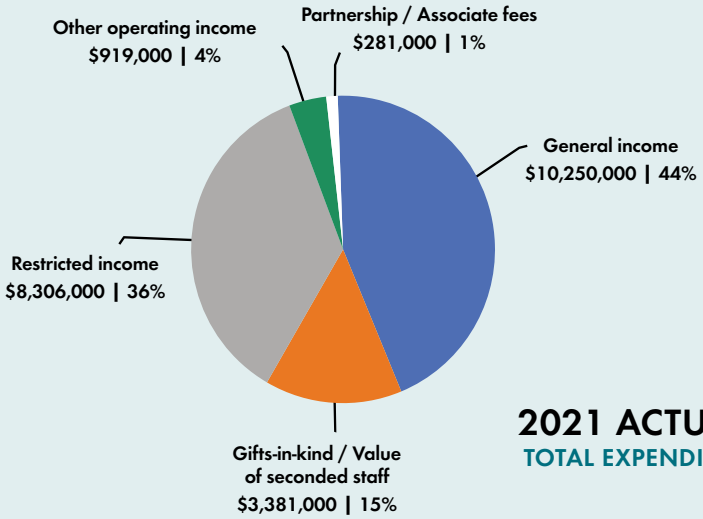
RESTRICTED FUNDS

Restricted funds remained at roughly the same level as in 2020, with a small increase of less than 1 percent. The balance of restricted funds mainly comprises donations received in December for 2022 projects.

A SAT-7 PARS crew member sets the scene for *Sweet Anecdotes*, a series of short animations for children that bring the Gospel to life

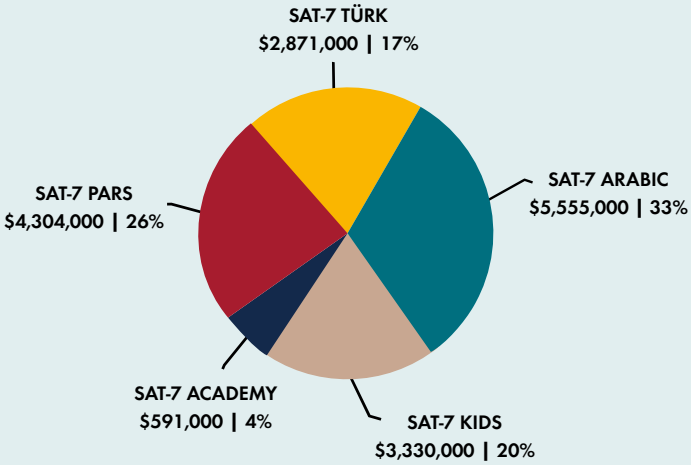
2021 ACTUAL INCOME BY TYPE

TOTAL INCOME: $23,137,000 (including gifts-in-kind)



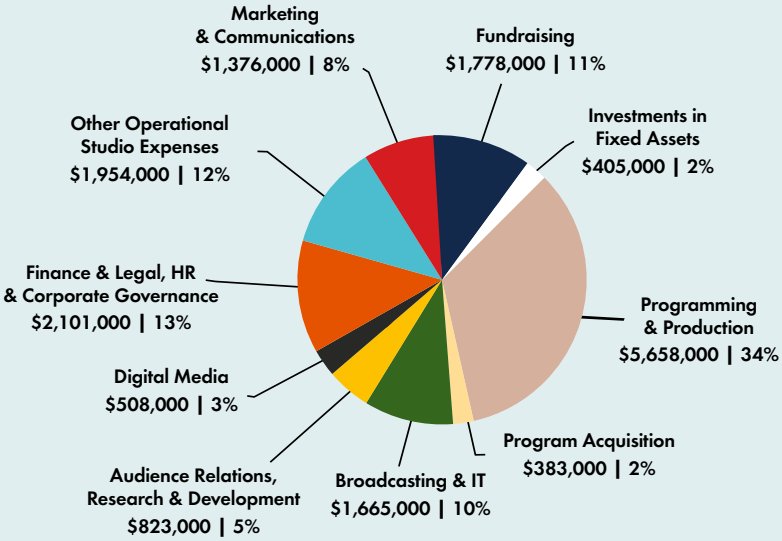
2021 ACTUAL EXPENSES BY CHANNEL

TOTAL EXPENDITURE: $16,651,000 (including gifts-in-kind)



2021 ACTUAL EXPENSES BY TYPE

TOTAL EXPENDITURE: $16,651,000 (including gifts-in-kind)



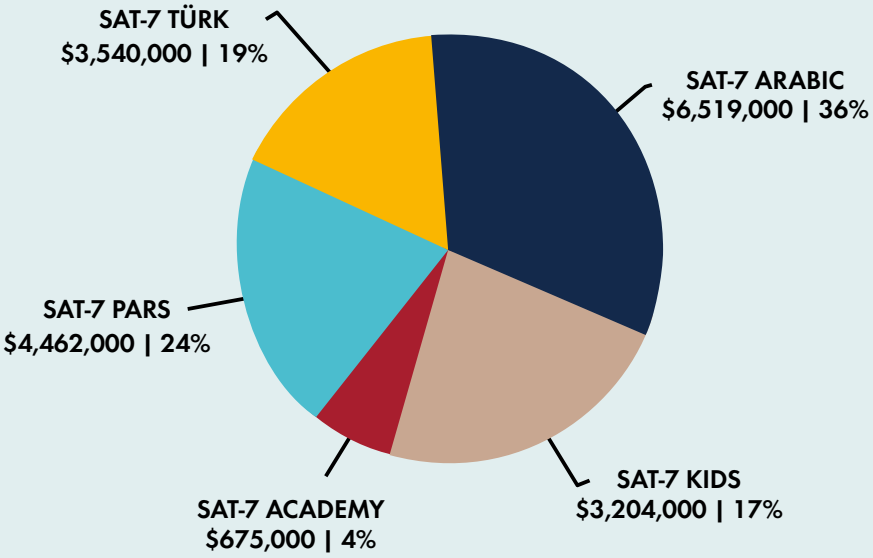
All figures in this 2021 report are in USD and have been rounded to simplify reading. The combined financial information presented is derived from the 2021 financial statements for each of the 15 independent SAT-7 legal entities.

The difference between the audited consolidated income and the global income inclusive gifts-in-kind is the amount of USD 0.8 million. This amount does not meet the criteria under IFRS to be classified as income.

The financial statements for SAT-7 International legal entities in Cyprus are audited by KPMG Ltd, Certified Public Accountants and Registered Auditors. KPMG has also reviewed the principles used in the preparation of this summary of consolidated financial information. Detailed combined financial statements and/or detailed audited accounts for each of the different legal entities of SAT-7 are available on request. Investments in fixed assets are included in the 2021 actual expenses.

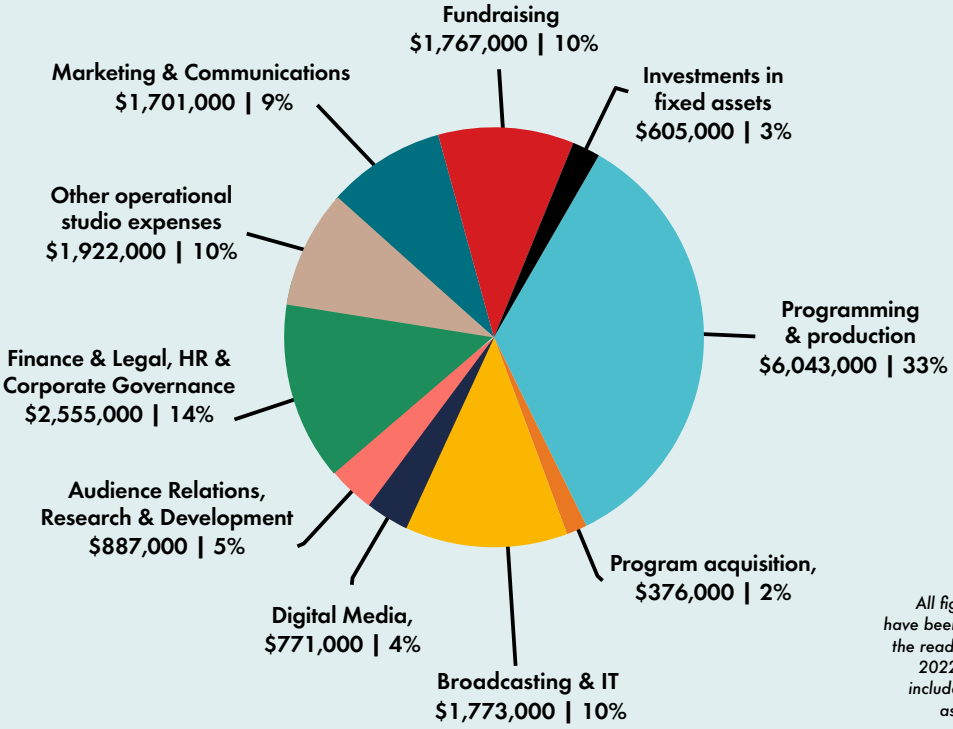
2022 BUDGETED EXPENSES BY CHANNEL

TOTAL BUDGET: $18,400,000 (including gifts-in-kind)



2022 BUDGETED EXPENSES BY TYPE

TOTAL BUDGET: $18,400,000 (including gifts-in-kind)



All figures are in USD and have been rounded to simplify the reading of financial data. 2022 budgeted expenses include investments in fixed assets and gifts-in-kind.

2022 BUDGET

The SAT-7 Executive Board has approved a balanced budget of USD 17.5 million, 12 percent higher than the 2021 budget, for SAT-7's work worldwide in 2022.

In 2021, SAT-7 launched both a progressively expanding social media strategy and the video-on-demand and live-streaming platform SAT-7 PLUS. Therefore, the 2022 budget for Digital Media is higher than the 2021 equivalent by 63 percent.

SAT-7 ARABIC's budget is also higher by 26 percent, due to additional social impact projects that will launch or continue in 2022. These projects focus on minority rights and peaceful coexistence, gender equality and freedom of religion or belief, and social cohesion and civic engagement to reduce the vulnerability of refugee and host communities.

All other channels – SAT-7 KIDS, SAT-7 PARS and SAT-7 TÜRK – continue in 2022, with slightly increased budgets in US Dollar terms and with the aim of creating more social media programs.

Overall, a higher budget was approved for 2022 compared with 2021. SAT-7 management continues to closely monitor and review the organisation's income and expenses, and the organisation plans to further increase its global income to achieve all its future goals.

GIFTS-IN-KIND

Projected gifts-in-kind for 2022 are budgeted separately and are expected to total approximately USD 0.9 million, 13 percent higher than in 2021. Gifts-in-kind include the value of seconded staff, the donation of studio hours or programming, and staff training, all of which make an important contribution to SAT-7's ministry.

SAT-7's Digital Media strategy brings Christian content to mobile devices across the Middle East and North Africa

SAT-7'S INTERNATIONAL COUNCIL

SAT-7's International Council guides and oversees SAT-7's work. Its current members are:

Chair
Archbishop Angaelos
Coptic Orthodox Church, UK

Deputy Chair
Archbishop Paul Sayah,
Maronite Patriarchate,
Lebanon

Treasurer
Roy Kemp,
Chair, SAT-7 UK Board

Secretary
Dr Terence Ascott,
SAT-7 Founder and President

Metropolitan Marcos,
Coptic Orthodox Diocese
of Shoubra El Kheima, Cairo

Archbishop Sebouh
Sarkissian, Armenian
Orthodox Church, Tehran

Archbishop Youssef Soueif,
Maronite Church, Lebanon

Dr Michel Abs,
Representing the Middle East
Council of Churches

Dr Mike Bassous,
Representing the United
Bible Societies

Dr Ziya, Turkish
Academic and Writer

Rev. Fayez Ishak Youssef,
Itinerant Minister in the Arab
World, Egypt

Dr Martin Accad,
Theologian and Academic,
Lebanon

Dimitri Khodr, Television
Professional, Lebanon

Rev. Erik Johansson,
Chair, SAT-7 Partnership
Council

Kurt Buchholz,
Representing
the SAT-7 Partners

Helen Richard,
Representing
the SAT-7 Partners

Fouad Youssef, Chair,
SAT-7 Egypt Board

Hale Gencel,
Chair,
SAT-7 TÜRK Board

Rev. Mansour Borji,
Chair, SAT-7 PARS Board

Peter B Schulze,
Chair, SAT-7 USA Board

Rev. Hany Boghossian,
Chair, SAT-7 Canada Board

Rev. Dr Rudi Zimmer,
Chair, SAT-7 Brazil Board

Henrik Melkstam,
Chair, SAT-7 Europe Board

Ex-officio members
Rita El-Mounayer,
Chief Executive Officer

Jan Ørskov,
Chief Operations Officer

Panayiotis Keenan,
Executive Director,
SAT-7 PARS

Melih Ekener,
Executive Director,
SAT-7 TÜRK

WHAT OTHERS SAY

SAT-7 knows how to bridge societal gaps, bring diverse young groups together, and engage them in dialogue. I am full of respect when I see how SAT-7, with its professionalism, can transform lives and give joy to young people. I have seen it happen." **– Synne Garff, International Director of the Danish Bible Society**

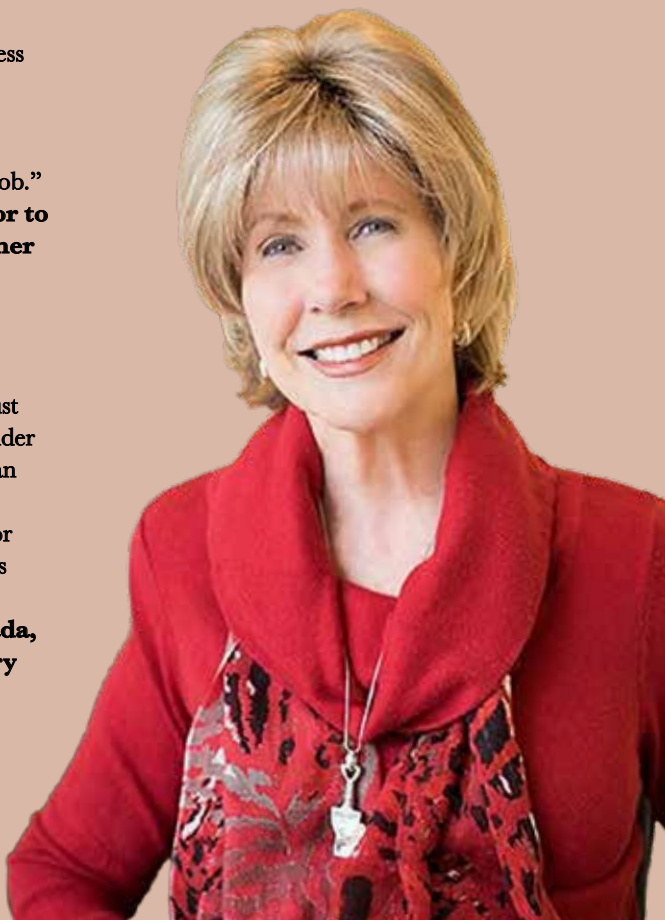
"Having visited the Middle East often and having some close friends especially among the Arab Christian communities, I hold the ministry of SAT-7 in very high regard, for their faithfulness to the truth of the biblical Gospel, their Christ-honouring love for the peoples they serve, and their sensitive respect for the cultural identities, languages and faith-background of their audiences." **– Chris Wright, International Ministries Director of Langham Partnership International (UK)**

"It has been a great joy to follow the progress of SAT-7. What SAT-7 is doing is just exceptionally useful. Clearly, SAT-7 has extremely competent and dedicated staff members, and they are doing an amazing job." **– Birger Riis Jørgensen, Senior Advisor to the Alliance of Democracies and former Danish Ambassador to the United Kingdom**

"When it comes to giving the Gospel, we must always go where the kingdom of Christ is under assault. Nowhere is the opposition fiercer than in the Middle East . . . yet Christ's Church is springing up all over! It's why I thank God for the remarkable work of SAT-7 and its tireless efforts to make Christ known in this ancient region of the world." **– Joni Eareckson Tada, Founder and CEO of disability ministry Joni & Friends (USA)** (pictured)

"For the past ten years I have served in a ministry that works to communicate the Good News into the hardest-to-reach places. During that time I have come to respect the success of SAT-7 in doing that same thing so very well! I believe they are best in class in reaching the Middle East and beyond with Christian messages of hope and promise! I thank God for their extraordinary vision and leadership." **– Edward W. Cannon, President/CEO, Far East Broadcasting Company**

"SAT-7 ACADEMY can offer the much-needed foundations of lifelong learning and social cohesion – namely objective knowledge, social skills, employability, and peace-building attitudes and practices." **– Roy Saab, Curriculum Developer and Education in Emergencies Director (Lebanon)**



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