# SAT-7 ANNUAL REPORT

2022

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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: Carol, presenter of *Today Not Tomorrow*, in the truck she uses as a mobile set (see pages 12 and 28)

# JOYFUL IN HOPE
# PATIENT IN DISTRESS

Dear friends,

Welcome to SAT-7's Annual Report for 2022! We are so grateful to everyone who supported our ministry in the past year, in prayer, partnership, and giving. Thank you so much.

SAT-7 exists to give the people of the Middle East and North Africa (MENA) an opportunity to hear and respond to the Good News of Jesus Christ. And as the region faced multiple crises in 2022, by God's grace our satellite and digital media broadcasts brought His light and hope into the midst of darkness and despair.

As protests erupted in Iran after the death of a young woman in police custody, SAT-7 supported the country's Christians with prayer, encouragement, and guidance. As testimonies reached us from vulnerable believers living under Taliban rule in Afghanistan, SAT-7 provided programs in Dari and a new social media series, *Church4Afghanistan*. And as the war in Ukraine put intense pressure on already fragile economies and societies, SAT-7 offered Christian perspectives and access to practical local support and discipleship.

The year also brought us many reasons to rejoice. In March SAT-7 held our first ministry-wide meeting for three years after the break imposed by COVID-19 restrictions. Our popular Arabic-language children's channel, SAT-7 KIDS, celebrated its 15th anniversary in December, and one of its programs was given a "special mention" at a major international television festival. We also continued to develop our digital media presence, and our viewer support teams witnessed high levels of audience engagement.

You can read about all this, and so much more, in this report. Please join us in giving thanks to God for the great things He has done through SAT-7 in 2022!

Yours in Christ,

Rita

Rita El-Mounayer
Chief Executive Officer

04

# ENGAGING OUR VIEWERS

In 2022 your support enabled SAT-7 to reach out to millions of viewers across the Middle East and North Africa through a wide variety of platforms. Our presence on satellite television and digital media, and our dedicated Viewer Support teams, have generated a remarkable level of audience engagement:

**467,654**
average daily profile reach on Instagram

**107,581**
conversations (up 31% on 2021)

**2,073,839**
Facebook fans by end 2022

Counselling or teaching resources accepted
**10,510 times**

**33,057,179**
YouTube video views

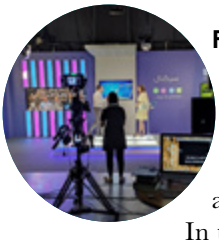
Watch time hours on SAT-7 PLUS:
**43,074** livestream
**10,855** video-on-demand

# SAT-7'S PLANS FOR 2023

**SAT-7's Annual Report provides an opportunity to look not only back but also forward, to the exciting plans that we have for 2023! The following are just some examples of the many initiatives we will be taking in the year ahead.**

### Location, location!

SAT-7 has wonderful studios in Lebanon, Egypt, and Türkiye, as well as Cyprus and the UK. But in 2023 we plan to create and build more teams, and to produce more programs, in locations across the MENA where we are currently underrepresented or have no physical presence, such as the Maghreb, the Levant, and the Gulf. Our purpose is to focus our program production more specifically on the needs of viewers in the many different countries that we serve.



### Flagship programs

SAT-7's most important programs confirm our reputation as an authentic voice for for the Christians and churches of the MENA. In the next year we will develop more of these flagship programs on all our channels and integrate them more closely with our social media presence. Our ideas for 2023 include current affairs, drama series, music programs, and interactive children's content. We intend these programs to engage a wider audience, not least through input from different parts of the region.

### Digital media

SAT-7 is planning a large cross-channel drama production for 2023, to be broadcast in Arabic, Persian, and Turkish on our Video-on-Demand and livestreaming service SAT-7 PLUS. We will also increase the amount of content available on the platform. We expect to use our social media to engage viewers more deeply with Christian teaching and to promote their discipleship, as well as reaching and witnessing to new audiences of seekers.

### Children and youth

Over 60 per cent of the population of the MENA is under the age of 30, and SAT-7 wants to speak truth, love, and hope to this next generation. We intend to maintain our priority of investing in children and young people by increasing the proportion of our resources dedicated to content tailored specifically for them.

Please join us in prayer for these and our other new projects in 2023 and rejoice with us in the privilege of serving the churches of the MENA in Christ's name.

# A REVIEW OF 2022

## JANUARY

### Christian voice in Tunisia

As many believers across North Africa remain in spiritual isolation, lacking fellowship and support, the first episodes of *The Gathering* (below) air on SAT-7 ARABIC. The program shares testimonies, worship music clips, prayers, and Christian teaching by and for Tunisians. It provides an opportunity to share the message of God's love with viewers who are searching for hope and meaning, and also encourages the country's young Church, especially at difficult times. The program supplements Christian teaching programs produced in Tunisia for people across the region, such as *Standard Talk*, which discusses family and social issues from a biblical perspective.

## FEBRUARY

### Russia invades Ukraine

The SAT-7 TÜRK current affairs program *Worldview* highlights how the churches of Ukraine are serving the people following the Russian invasion on 24 February and explains from the Bible what God says about war. An episode of the SAT-7 ARABIC program *You Are Not Alone* is dedicated to survivors, such as Amira and Ahmad from Lebanon, who were university students in Ukraine and endured a difficult and traumatic journey before escaping to their homeland. The invasion and the ensuing war have damaging effects across the MENA as the prices of petrol and of staple foods rise sharply.

## Support in financial crisis

As the economic crisis in Türkiye deepens, SAT-7 TÜRK's live program *Homemade* seeks to raise awareness of the impact on families. An expert guest directs struggling viewers to helpful resources. The presenter also shares a Christian perspective, emphasising that God never leaves us but is always there to give spiritual support and strength to everyone who asks for it. Many viewers share their problems and their prayers, while others explain how much it means to them to see these topics discussed on a Christian program.

# MARCH

## Celebrating SAT-7's partnerships

The Partnership Gathering, SAT-7's first ministry-wide meeting of Partners, Christian ministries, broadcasters, and supporters for three years, takes place in Cyprus. Under the theme "Responding to Crisis, Building the Future", participants learn how SAT-7 responded to COVID-19 and other challenging events across the region since 2020, and about its opportunities to build for the coming years.

SAT-7's channels explain how they created 47 new programs, social media series, and special live episodes to address viewers' needs. External experts and representatives from the Church in the region share moving personal stories and testimonies in dynamic presentations. Several pioneering projects are introduced, showing how SAT-7 has found opportunities further to explore its role.

Participants visit the SAT-7 PARS studio in Limassol, learning about innovations in SAT-7's social media and viewer support, and the network's audiences and their struggles.

SAT-7's CEO, Rita El-Mounayer, introduces the new SAT-7 strategy for 2023-25, which focuses on reaching those outside the church and beyond the ministry's established centres, creating more content from particular cultures and contexts, and especially supporting youth across the region, helping them see that the Church is relevant to them.

Rita outlines how programming and social media content and viewer support will address all areas of human life, primarily by sharing the Gospel, supporting the Church, and serving society.

# APRIL

## *You Are Not Alone* covers tragic "Boat of Death"

A small vessel sinks off Tripoli in Lebanon while carrying people, mostly Lebanese but including some Syrians, who are trying to flee the country. At least six passengers lose their lives. A special episode of the SAT-7 ARABIC program *You Are Not Alone* focuses on the terrible incident, and interviews Youssef and Mohammad Al Jamal, who lost their family.

Lebanon is mired in a deep crisis, with rampant inflation making even basic survival difficult, and the medical system in collapse. Despite his devastating bereavement, Youssef tells the presenter, "If there was another boat available now, I would get back on as soon as I have buried my family." Mohammad adds, "The main reason we got on the 'boat of death' is a lack of medicine."

# MAY

## "Kingdom Impact" award for SAT-7's founder

SAT-7 Founder and President Dr Terence Ascott is presented with a Labib Madanat Kingdom Impact Award by SAT-7 partner the Strategic Resource Group. The award honours "men and women whose self-sacrificing and courageous endeavours have conferred eternal benefit on thousands and thousands of people in the Greater Middle East, helping them on their journey to faith in Jesus Christ". It recognises Dr Ascott's more than 45 years of leadership in media ministries in the MENA, including SAT-7.

# JUNE

## "Special Mention" for SAT-7 KIDS!

The SAT-7 KIDS team are honoured to receive a "Special Mention" at the 2022 Prix Jeunesse International Festival in Germany. Their program *Story in the Attic* is among the finalists both in the "Fiction for Ages 11-15" category and for the festival's Gender Equity Prize. The theme of "Early Marriage", addressed in one episode, is highlighted by the jury as an important topic for children's programs to tackle. *City of Stars* is also honourably featured in the festival's catalogue under "Quality in Children's TV Worldwide", which showcases outstanding television programs for children.

*Story in the Attic* is a drama in which a forgotten painting comes to life and its characters teach the children of the house a range of important lessons. Other topics covered include overcoming fear, trusting God, respect for nature, perspectives on violence, and forgiveness. The program teaches children to understand their value in God's eyes and their basic rights, and encourages viewers to promote these rights in their own contexts.

The Prix Jeunesse International Festival is the oldest children's and youth television festival worldwide. Every two years it recognises the best children's programs on television.

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## Supporting Afghan women amid escalating restrictions

A return to repressive rule under the Taliban, escalating restrictions on women's freedoms, broken promises for girls' education, a collapsed economy, and one of the worst humanitarian crises in today's world have stripped people in Afghanistan of their hopes for the future.

SAT-7 PARS responds to the growing need for emotional and spiritual support by broadcasting Dari programs *Secret of Life* and *Window of Light*, produced by Pamir Ministries. The channel also produces two seasons of the Dari Scripture teaching program *Following Christ*.

The channel's Viewer Support team and other pre-recorded and live programs in Farsi provide additional sources of hope for viewers. Farah, an Afghan woman, says, "I came to know your channel via satellite television, and I was gradually drawn by your programs and the conversations they contained about prayer and love."

# JULY

## Showing at-risk women their true worth

A year on from Türkiye's withdrawal from the Istanbul Convention, which combats violence against women, a second series of SAT-7 TÜRK's women's program *You Are Not Alone* reaches out to vulnerable women in the country. The program provides expert advice to viewers who are enduring difficult home lives, encouraging them not to lose hope and to seek help. One episode is watched by 36,000 people on Facebook, in addition to its audience on satellite television. One viewer says, "As a Christian woman in our society, sometimes one feels stuck. SAT-7 TÜRK helps me overcome the feeling of being alone."

# AUGUST

## Launch of *My School* series 5

The dawn breaks on the fifth season of the popular primary education series *My School*! Produced by SAT-7 ACADEMY, the series is released on social media this month, and later in the year it launches on satellite television via the SAT-7 KIDS channel and on SAT-7's video-on-demand platform, SAT-7 PLUS.

The series adopts an innovative modular approach that breaks down the teaching into 250 10-minute segments accompanied by video clips to help young people who have missed school – some for as long as 15 years – to catch up.

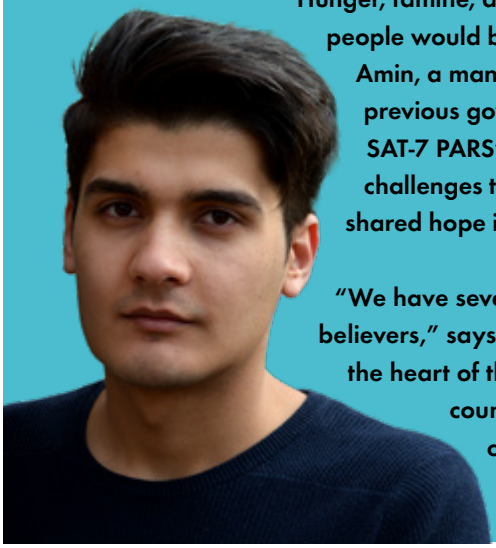
SAT-7 joined with Lebanese Alternative Learning, experts in the area of eLearning, to create more than 250 online activities for *My School*. The student-centred teaching method also uses an interactive set, including character animation on a smart panel.

*My School* inspires clear and critical thinking and equips the children to interact well with the world around them. At a time when millions of children are out of school owing to poverty, inadequate education systems, widespread displacement, and the continuing impact of COVID-19, the need for the program is greater than ever.

## SAT-7 responds to church fire in Egypt

A fire probably sparked by an electrical fault at Abu Sefein church in Giza, Egypt claims the lives of 41 people, including 18 children. SAT-7 ARABIC responds to the heartbreaking incident with a special episode of the live current affairs program from Egypt, *Another Angle*. The program interviews relations of the casualties and also experts, who explain to viewers how to react in a fire and the best ways to protect oneself and others. Christian leaders from the three main denominations in Egypt participate in the program and share messages to support the families of the victims as well as viewers.

## SAT-7 viewers share experiences in Afghanistan one year on



"Hunger, famine, and unemployment are gathering momentum. Most people would be happy to die, but my hope is in the Lord," writes Amin, a man from Afghanistan. A year after the country's previous government collapsed and the Taliban took control, SAT-7 PARS' Afghan viewers provide a window into the challenges they face every day, while also speaking of their shared hope in Christ.

"We have several families here, including my own, who are all believers," says Daanesh. "Our hope is that the Lord will touch the heart of the people of Afghanistan and the situation in the country will calm down and we will be able to build a church and worship the Lord alongside our brothers and sisters."

# SEPTEMBER

## Christian youth festival in Türkiye

SAT-7 TÜRK participates in a Christian youth festival, which is organised by churches in Türkiye every three years. The Yüz Yüze (Face to Face) festival is attended by more than three hundred young people from all over the country. They worship and pray together, attend seminars and workshops, and discuss current issues related to youth. The young people are also able to learn about SAT-7 TÜRK and its programs, interact with presenters and the production crew, and encourage them in their work.

## Protests in Iran

"Tragically, what happened to Mahsa Amini is not the first instance of this kind," says Sally Momtazi, presenter of SAT-7 PARS' live women's program *Insiders*, commenting on the ongoing protests in Iran for women's rights and freedom.

She continues, "Iranian women are very familiar with news of violence against women. However, this time is different; men are also saying that enough is enough. We can see now that men and women in Iran are trying to stand by each other and help each other. Now, claiming basic rights is not just a women's fight, but it has become the men's too."

# OCTOBER

## Gender Equality and Freedom of Religion or Belief

SAT-7 launches the live program *Today Not Tomorrow* as part of its Gender Equality and Freedom of Religion or Belief (FoRB) project. An innovative feature is a new mobile set at the rear of an open truck, from where presenters interview guests and respond to callers. The truck travels to a different village for each episode to engage with the residents and get close to viewers on the ground. Calls and social media messages reveal a high level of engagement with the program. Viewers are very interested in the topics covered and are clearly thirsty for candid discussions. (Read more about this project on page 28.)

## Prayer campaign for Iran

SAT-7 responds to the continuing nationwide protests and government crackdown in Iran by joining a global two-week campaign of prayer. SAT-7 PARS devotes the first five minutes of every live programme to prayer for Iran and its people. Additional special broadcasts and social media prayer programs also unite viewers in prayer across Iran, Afghanistan, Tajikistan, and the Persian-speaking diaspora.

# NOVEMBER

## SAT-7 launches *Church4Afghanistan*

The weekly live program *Church4Afghanistan* is presented by Noorullah Noor, an Afghan assistant pastor living in Germany. Each week, Noorullah is joined by different Afghan guests, and together they explore biblical topics, while also discussing the current situation in Afghanistan, especially for the Christians living in the country. The program is broadcast on both Instagram and Facebook (which is not blocked in Afghanistan), and will be supported by various resources, including music videos and Bible verses, that will address viewers' needs more holistically.

"Through *Church4Afghanistan*, we want to further support the Christians in Afghanistan by providing them with a platform through which they can access Christian resources and receive mature Christian teaching in Dari, their own heart language, as well as make their voices heard," says Panayiotis Keenan, Executive Director of SAT-7 PARS.

# DECEMBER

## SAT-7 KIDS marks 15 years

On 10 December SAT-7's dedicated Arabic-language children's channel celebrates 15 years on air. To mark this major milestone, it launches a year-long promotional campaign called "Tomorrow is Yours", to encourage children in the MENA to create a future for themselves by drawing on the wisdom and power that God supplies. So many children in the region have faced severe challenges, and lots of them have struggled to find hope for a better future. SAT-7 KIDS's campaign aims to reignite and reshape that hope through graphics, IDs, teasers, jingles, and spots.

# IMPACT SPOTLIGHT: PERSIAN WORLD

**The physical and social pain of the people of the Persian World increased sharply in 2022. As the Taliban tightened their grip in Afghanistan and protests in Iran were met with violence, their need for spiritual support, guidance, and fellowship was never greater. Through satellite and digital programming, as well as social media activities and Viewer Support teams, SAT-7 PARS has continued to work towards communicating the life-changing message of the Gospel across the region.**

## PERSONAL FAITH AND CHURCH LIFE

In 2022, SAT-7 PARS took steps to develop its social media platforms and content. Launched in the closing months of 2021, *Church4Kids*, an Instagram live program that provides discipleship content for children, thrived throughout the year. Young children began taking increasingly active roles, playing worship songs on violins, sharing videos of churches in Iran that they had visited, memorising and reciting Bible verses, and sharing their own insights into God's Word and its applications to their lives.

Watch more here.

The channel further identified an increasing need among viewers for a deeper understanding of prayer and its role in a relationship with God, and in June it launched *Sanctuary of the Heart*, its first Instagram live program for adults, in response. The program has been especially vital for isolated believers. Arman, an Afghan viewer, commented, "Fellowshipping and appealing to the Lord together with other believers is so empowering. I am fed spiritually every week by joining *Sanctuary of the Heart.*" It was also broadcast on satellite television when the internet was blocked in response to protests in Iran following the death of Mahsa Amini.

SAT-7 PARS' ongoing live programs such as *Principles of Faith* and *Question Mark* provide answers to Persian-speakers' questions about Jesus, God, Christianity, and the Bible, while pre-recorded theological and teaching programs such as *Writings of the Apostolic Fathers* support Christian leaders and the growth of the persecuted Church.

*Church4Afghanistan*, SAT-7 PARS' latest social media program, launched in November 2022, in response to the critical spiritual need of Afghan viewers. (See page 13.)

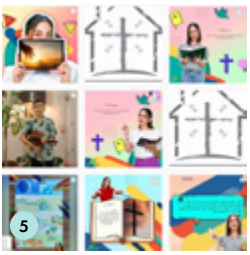
Click here to watch a testimony from an Afghan viewer

**52%**
**increase in SAT-7 PARS Facebook video views over 30 seconds**

## PUBLIC VOICE AND SOCIAL CHANGE

SAT-7 PARS' live women's programs, such as *New Identity*, emphasised women's value in God's eyes, seeking to change cultural and social views of women as second-class citizens, while programs such as *Insiders* sought to educate viewers on women's rights and speak for women in Iran during the protests. Sally Momtazi, co-presenter of *Insiders*, said, "We must pray, and we must be a voice for the people of Iran who are being so courageous but having their voices cut off from the world."

In 2022, the channel further collaborated with SAT-7 KIDS' Lebanon team to produce a Persian version of the popular children's program *Bedtime Stories,* titled *Story Time*, recorded in Lebanon, and presented by Mariam Rassouli, presenter of *Church4Kids*. SAT-7 PARS also produced *Penumbra*, a new pre-recorded program for youth that addresses the challenges they face in their day-to-day lives from a Christian perspective.



1. As the people of Iran cried "Zan, Zendegi, Azadi!" ("Woman, Life, Freedom!"), SAT-7 PARS program *Sanctuary of the Heart* united viewers in prayer for the women of Iran
2. Presenter Mariam Rassouli on the set of *Story Time*, in Beirut, Lebanon
3. *Golpand* presenters Yasin and Elena bring joy and entertainment into young viewers' lives
4. *New Identity* presenters Rozita Hovsepian and Mansoureh Eliasi empower women to know their true identity in Christ
5. *Church4Kids*, SAT-7 PARS' Instagram live program, inspires and encourages young viewers to engage with God's Word and each other
6. *Principles of Faith* presenters Pastor Miltan Danil and Ailin Ashyar on set

*Golpand* and *Hashtag*, SAT-7 PARS' long-running live children's programs, have continued to be popular among young viewers, engaging them in educational games, teaching them critical thinking, and sharing God's unconditional love with Persian-speaking children. Afsoon, a young Iranian girl, has shared that she impatiently waits for the program to start and that *Golpand* is "a program that any child can watch and enjoy, from very young to teenager, because when we watch your program, we become happy. I love you, *Golpand*!"

## UNIFYING VIEWERS IN PRAYERS OF INTERCESSION

Recently, following the Taliban takeover of Afghanistan and during the protests in Iran, SAT-7 PARS' Viewer Support team have provided a platform for growing unity among Afghan and Iranian viewers. Overcoming persisting historical, cultural, and ethnic divisions between the nations, viewers are uniting in prayers of intercession for one another.

"I pray that the justice of the Lord will come to Iran and Afghanistan," said Nava, an Iranian woman. "I have faith that oppression will not endure, and the light of the Lord will shine on the land of Iran and Afghanistan." Farhat, an Afghan man, prayed, "The Lord has commanded us to never lose hope in His mercy. So, we prayed in faith that the Lord rescues Iran and Afghanistan from this dire state. The Lord is with us!" Ehteram, another Afghan viewer, said, "We are always in prayer for the dear people of Iran. May the Lord Almighty save Iran. When I see what is happening to Iranians in the news, I can't help but weep."

This deep mutual concern among viewers is bearing witness to the power of the Gospel to change hearts and minds and bring people together across major social, religious, and political divides.

# NEWS AND VOICES FROM THE PERSIAN WORLD

**Both Afghanistan and Iran have made international news headlines in 2022, with people in the region experiencing multiple crises: conflict, crashing economies, and abuses of the rights of women and minorities. These outward challenges are impacting mental health and emotional and spiritual resilience in the region. Yet, as demonstrated by the messages the SAT-7 Viewer Support team receives from viewers, many are finding hope in God.**

## STANDING WITH IRANIAN WOMEN

Women-led protests in Iran were sparked in September by the death of Mahsa Amini and were fuelled by years of rights abuses and injustices. Hundreds have been killed in the crackdown. Many Iranians state that there can be no turning back.

Ayman, an Iranian man, wrote in a message to the SAT-7 PARS Viewer Support team, "I know how the rights of this nation have been violated; I know how we were taken hostage, and how the women of Iran, half of the nation, have been subjected to oppression, injustice and prejudice… There is so much pain and suffering, but the Lord is with the oppressed and comes to their aid."

Feedback from male viewers watching live programs also demonstrates the unity among men and women in the ongoing campaign, as well as the impact that SAT-7 PARS' programs are having in empowering local people. Kian, a male viewer, wrote, "A society that does not value women is heading towards destruction, and unfortunately, the way that these people view women does not respect their human dignity. They have effectively made women into objects for sale."

During brief periods of internet access, SAT-7 PARS viewers continue to contact the channel's Viewer Support team with requests for prayer and for the channel to be a voice for Iranians, as well as to share their faith. Ghazal, an Iranian woman, says, "We say to our Father, 'Even in times of difficulty, we thank You for giving us the opportunity to glorify Your name in the midst of hardship and know that You are there and are battling for us.'"

### Amplifying voices

"As a Persian language channel, we have a responsibility towards our viewers in Iran – Christians and non-Christians," says Panayiotis Keenan, Executive Director of SAT-7 PARS. "Since the protests began, we have amplified the voices of our viewers and stood with them through our live programs on satellite television and social media."

With nine regular live programs broadcast throughout the week, SAT-7 PARS was able to respond by hosting Iranians from around the world to educate and encourage viewers and pray for them. In order further to raise awareness, presenters, including Sally Momtazi, Pastor Miltan Danil, and Rozita Hovsepian, recorded messages of solidarity. **Click on their names to watch their messages.**

In October 2022, as protests continued, SAT-7 PARS joined a global two-week campaign of prayer (see page 13). The Viewer Support team also began sending daily messages of encouragement, sharing worship songs, devotionals, prayers, and Bible passages with viewers.

1. Sparked by the death of Mahsa Amini in police custody, protests spread across Iran
2. SAT-7 PARS' live program *Signal* dedicated two episodes to prayer for the people of Iran, with Iranians from around the world joining the program live, united in prayer and intercession
3. Noorullah Noor, presenter of *Following Christ* and *Church4Afghanistan*

## HUMANITARIAN AND SPIRITUAL CRISIS IN AFGHANISTAN

In the closing months of 2022, the situation for people in Afghanistan was critical. According to the BBC, extreme hunger is pushing parents to sell their daughters so they can afford to buy food, while others are having to sell their kidneys to pay off debts.

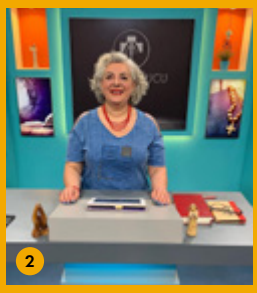
In addition to the humanitarian crisis that has left over 20 million people at risk of acute hunger, ethnic and religious minorities, women, and children are extremely vulnerable. "Fear and dread have taken all of Afghanistan and have especially affected religious and ethnic minorities," explains Daanesh, another SAT-7 PARS viewer. Persecution of Christians has also increased.

Mariam, a Hazara Afghan girl, recently commented on a live program, "Since the Taliban takeover, girls in my homeland have been deprived of the most basic freedoms such as education and sport. The Taliban are killing Hazara children."

### Amplifying voices

SAT-7 PARS responded to the growing need for emotional and spiritual support in Afghanistan through Dari-language programs (see page 09). The channel's Viewer Support team, and programs in Farsi, which Afghans also understand, give hope and encouragement to viewers. Farah, a woman in Afghanistan, recently said, "I was gradually drawn by your programs and the conversations they contained about prayer and love. I am keen to know more about Christianity."

The Viewer Support team followed up with her through messages and calls, and Farah contacted the channel, saying, "Thank you for the time you set aside for me. I have decided to become a Christian and give my heart to Jesus. Please keep me in your prayers."



1. Şemsa Deniz Bakır (right), presenter, with a guest on the set of *Homemade*
2. Ayda Danacıoğlu, presenter of *Power of Prayer*
3. Kanivar Bakır, presenter of *Encouragement Time*, welcoming his wife Şemsa as a guest
4. Nora Yazırlıoğlu presenting *Mini City*
5. Hale Gencel with a guest on the set of *You Are Not Alone*

**Emre shared his experience of becoming a Christian. "I live in Ankara, Türkiye. I recently became a believer, and I was excited to share this with my family. But when I explained it to them, they completely cut off communication with me, saying that they never wanted to see me again. It is not shameful or illegal to say that you believe and call yourself a Christian. All people who live by the words of Jesus Christ are at the Lord's mercy. He gives us peace; He is just, and He is always faithful."**

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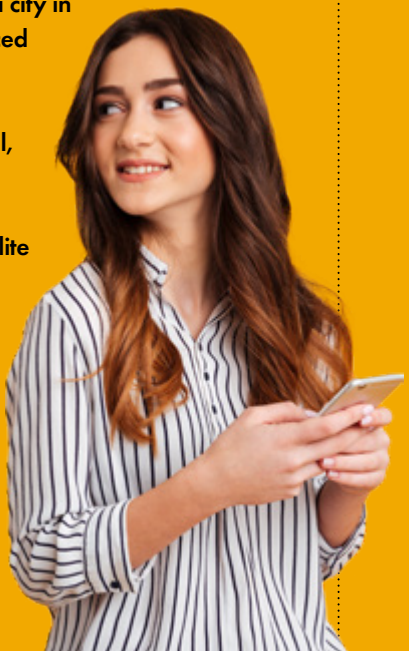
**Bahar is a very devoted viewer of SAT-7 TÜRK who lives in Mersin, a city in southern Türkiye. One day she was out for her daily walk and glanced across at a local church. Whom should she see at the door but Nora Yazırlıoğlu, a popular presenter on SAT-7 TÜRK! She was there with her daughter and her husband, Can, who also works for the channel, to film a program in the church.**

**Bahar regularly spends time with Nora through the medium of satellite television, and she loves and respects her. Bahar called out Nora's name with a warmth that is usually reserved for close friends. Nora was initially surprised as she had never met Bahar before, but Bahar told her that she is a regular viewer and loves all the programs.**

**"The channel has become such a vital part of my life that I can't get myself to turn the TV off even when I go out of the house," Bahar said to Nora and Can. They were deeply moved by her words and invited her to record a message to camera.**



# IMPACT SPOTLIGHT: TURKISH WORLD

**SAT-7 TÜRK provides a platform for churches in Türkiye to reach people all over the country and beyond. Isolated believers living in areas without Christian communities can connect with other Christians through the channel.**

## PERSONAL FAITH AND CHURCH LIFE

In 2022 the new social media program *Encouragement Time* went live on Facebook three times a week to share encouraging messages with Christian viewers, who were then able to share their feedback directly to the presenter. Popular topics included "Understanding the love of Christ", "Jesus' healing of the sick", and "Being a follower of Jesus".

**Click here to watch a clip from *Encouragement Time***

SAT-7 TÜRK's live programs *Essence of the Gospel*, *Behind the Veil*, and *Power of Prayer* continued to reach both Christians and non-Christians in Türkiye. These discipleship programs fulfilled a huge need for spiritual encouragement and support, especially for believers living in the inaccessible parts of this large and mountainous country.

The current affairs programs *Worldview* and *SAT-7 TÜRK News* were a precious source of news and analysis for marginalised Christians in Türkiye. They provided a significant Christian voice in wider society that is rarely heard on national television and challenged Christians and churches to respond appropriately to unfolding events.

The children's program *Mini City* continued to assure its young viewers that they are loved by God, to show them that they can follow Christ and still have fun, and to teach them how to respond biblically to emotional and practical issues.

In September, SAT-7 TÜRK also participated in a Christian youth festival organised by churches in Türkiye (see page 12).

**Click here for a clip from the youth festival**

## PUBLIC VOICE AND SOCIAL CHANGE

**62%** increase in SAT-7 TÜRK YouTube likes in 2022

The SAT-7 TÜRK parenting discussion program *Parents are Asking* aired live once a week on Facebook and YouTube and responded to parents' requests by addressing various social issues, including autism and child sexual abuse. The host and her co-presenter, a psychologist, helped viewers to recognise the role that parents play in solving their children's problems and offered practical solutions. Many viewers requested help by participating in the program or by sending WhatsApp messages or Facebook comments.

SAT-7 TÜRK's live program *Homemade* inspired women to be creative, realise their full potential, and believe they can succeed, and raised awareness of social issues among families and individuals (see page 07). A second series of the program *You Are Not Alone* also provided support and encouragement for women in Türkiye (see page 10). The live Instagram program *Who Are We Talking To?* was broadcast once a week to discuss problems currently faced by Turkish viewers and to provide advice.

# IMPACT SPOTLIGHT: ADULTS IN THE ARAB WORLD

**For more than 25 years, SAT-7 has engaged with adults across the Arab World, originally through our first satellite channel, SAT-7 ARABIC, which shares the Gospel, inspires believers, and supports the churches of the region. In 2022, the channel expanded its range of satellite programs, increased its social media presence, and took new initiatives to support viewers in their discipleship journey.**

## PERSONAL FAITH AND CHURCH LIFE

SAT-7 ARABIC continued to produce new programs in North Africa for Christians in the region. *My Church in Algeria* is a haven for many Algerian believers who find themselves isolated because of church closures, the need to travel long distances to attend church, and lack of Christian community.

**11,233** spiritual conversations with Arabic-speaking viewers in 2022

New Christian teaching programs were also produced, including *Between Us*, in which preachers from Algerian churches further expound the content of their sermons, and from Egypt, *Our Faith*, which explains the Nicene Creed.

SAT-7 ARABIC filmed and broadcast two new programs, *Christ the Eastern Man* and *We are the Arabs*, that focus on Christ's Middle Eastern origins and connect viewers to the roots of Christianity. *Love Story*, another new show, uses poetry to reflect on love stories between characters in the Bible, and contrasts true love through Christ with the commercialised version portrayed in the mainstream media.

The channel produced live broadcasts from several Christian conferences. These engage the audience in prayer and help them feel connected to the wider Christian community. The channel also launched several new programs on social media, to broaden its audience to include more young people.

## PUBLIC VOICE AND SOCIAL CHANGE

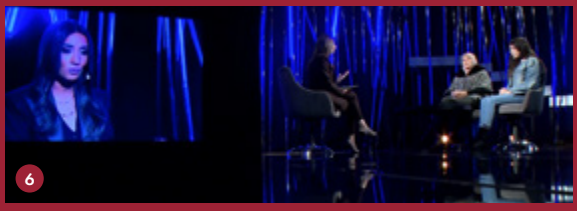
*Toxic*, the first drama written and produced by SAT-7, went live on SAT-7 PLUS in November. Based on biblical teaching about forgiveness, this feature film focuses on the difficulties faced by young people and the choices they have to make. (See page 31 for further details.) SAT-7 ARABIC also participated in two film festivals, which encourage and equip emerging Christian filmmakers from the media industry to represent the issues in their societies that most concern them.

SAT-7 ARABIC launched a new program on satellite and social media called *Today Not Tomorrow*. The program is part of a five-year project supported by the Norwegian Mission Society. It is broadcast live from different parts of Egypt and aims to raise awareness of women's rights and empower women and families. (For further details of this project, see page 28.)

SAT-7 filmed a special documentary featuring personal stories of refugees across the region and their stories of survival. As the influx of refugees across the region continues unabated, SAT-7 wanted to remind people of the humanity behind the statistics and to encourage reflection on the crisis. *Refugee Tales* featured on both satellite and social media and reached a significant audience, receiving over 588 comments on one episode alone and over 31,000 in total on YouTube. The live current affairs program *You are Not Alone* also featured special episodes about Middle Eastern refugees fleeing the Ukraine war.

Click here for an episode of *Refugee Tales*

In 2022, SAT-7 ARABIC covered various special events, such as the COP environmental conference in Egypt. A special program called *Despite the Cloud* was dedicated to the fire at the Abu Seifen Church in Egypt.



1. Presenters of *Share Ur Heart,* with guests, discussing topics of concern to young people
2. The presenter of *Love Story*
3. Joseph Tinawy, an Egyptian vlogger, on the testimony program *Because I am With You*
4. Father Rafik Greiche, priest of the Catholic Melkite Church in Egypt, on the set of *Our Faith*
5. An interview with Yemeni media specialist Ashraf ElSamei (right) on the *We are The Arabs* program
6. Sirene Semerdjian (left) interviews Amira, a student who escaped from war-torn Ukraine, on the current affairs program *You are Not Alone*

Church leaders and government ministers explained the incident and its implications and offered support to the bereaved.

The 2022 social media program *Share Ur Heart* became very popular among viewers. Rawad and Marianne, a married couple, present the program with two young adults. They engage with viewers through interactive segments to help families and in particular young people think critically about personal and family issues that are common to every household.

*New Light* is another live program for young people. It engages them in live discussions on topics such as personal identity, accepting failure, Christian media, and sustainable development. The program delivers direct spiritual messages to viewers and links biblical teaching to life.

Click here for *the New Light* trailer

## VIEWER SUPPORT

SAT-7 ARABIC's viewer support team attended weekly sessions with a professional counsellor to improve team members' counselling skills on various topics that are frequently raised.

The team launched a new method of interaction with viewers of the channel's live shows. Those who regularly engage can now share their opinions and questions in a private WhatsApp discussion, which are then read by the presenters during the live shows. This is building trust between the team and the viewers and creates a sense of belonging.

In October 2022, an online workshop by the viewer support team received 4.2k views, and counsellors followed up privately with viewers afterwards. The workshop was hosted on the SAT-7 PARENTS social media page and featured a popular child psychologist, who offered advice on helping children with their studies. Viewers asked many questions and spoke freely about their experiences with their children.

# IMPACT SPOTLIGHT: CHILDREN IN THE ARAB WORLD

**In December SAT-7 KIDS celebrated its fifteenth anniversary (see p.13). Since 2007 it has been sharing the Gospel and the basics of Christian discipleship with children and young people across the Arab World and promoting their personal and social development. The past year has seen the launch of several new series and programs.**

## PERSONAL FAITH AND CHURCH LIFE

SAT-7 KIDS's flagship gameshow *Challenge Accepted* filmed its second series in 2022. The program tests children's Bible knowledge through a range of questions and challenging games and activities, and the young participants, some of whom have difficult home lives, learn to model personal spiritual growth, cooperation, and teamwork.

Even before the new series is broadcast in 2023, it has already had a powerful effect – on its teenage contestants! One mother called to say, "I don't know how you have made such an impact on Noor. Because of you we have seen a big change in her personality. Thank you for believing in Noor and giving her the opportunity to express herself."

**"The Bible says that when you experience trauma, God will be with you, and He will help you and will give you the peace and the comfort that you need. The Gospel says that you need a saviour. You need Jesus as your friend, and He is there for you. It's a free gift."**
Mona Hennein, President and CEO of Life Focus

A new SAT-7 KIDS program, *Quality Time*, is providing in-depth guidance for teenagers and young adults in their spiritual journey. Presented by three teenagers, it includes skits, worship music, Bible reading, and prayer that encourage viewers to learn more about the Lord and live an active Christian life. It also gives them an opportunity to express their thoughts on biblical issues and to discuss the daily challenges that they face.

The latest season of the popular *Bedtime Stories* program features the presenter, Joanna, telling Bible stories to her niece and nephew, and together they use prayer and activities to help young viewers deepen their understanding of God's Word. New segments of the program have been designed especially for social media.

Other new programs include *Cupcake*, which invites young people to discuss harmful forms of behaviour and how to address them; *La Fiesta*, which teaches biblical principles and Christian values through stories and music; and SAT-7 KIDS's first-ever in-house animation project, *Above the Clouds*.

Click here for the *Above the Clouds* trailer

## PUBLIC VOICE AND SOCIAL CHANGE

*Why Is That?* is a new SAT-7 KIDS series that addresses childhood trauma. It applies both biblical and psychological insights to explore the negative effects of poverty, domestic violence, sexual abuse, and religious persecution on children, and to show that healing is possible. Each episode focuses on one kind of trauma through drama segments and Bible stories. The program has been produced in partnership with the Bible Society of America, Life Focus, and Out Productions.

"Adults are the principal cause of children's traumas, so we are trying to make the show as interesting as possible for parents. I hope they will watch and see the effect of their actions on their children," said Andrea Zakaria, executive producer of the program.

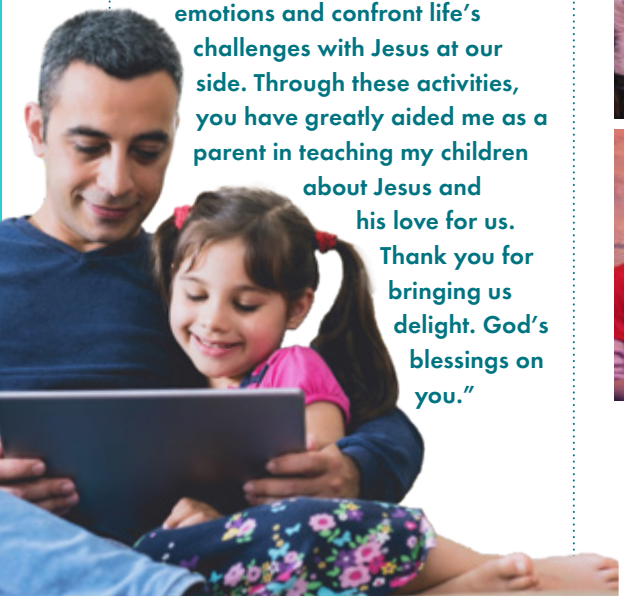
In *By the Way*, teenage presenter Markus Kashouh speaks to preteens in a way they can understand and enjoy and addresses the problems and challenges that they face. In 7 to 9-minute episodes he provides an alternative voice to those of other Middle Eastern "influencers", helping viewers to deal with issues such as exams, technology, and dreams, all from a Christian perspective. The videos include short thoughts, drama skits, and music.

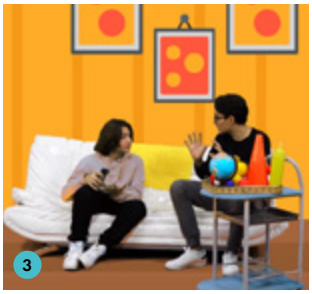
Life coach Sirene Daou presented a new series of short programs to help children learn important life-skills and encourage them with biblical truths. To counter their fear of inadequacy and failure, which social media often encourages, *Coach Si* empowers them by increasing their self-confidence and encouraging them in healthy habits.

*Story in the Attic*, which achieved an honourable mention at the Prix Jeunesse international festival in June (see page 09), went on air in January 2022.

Click here for *Story in the Attic* trailer

Daniel, whose children watch SAT-7 KIDS, contacted the channel to say that its programs "inspired us to learn more about the Bible, and taught us how to express our emotions and confront life's challenges with Jesus at our side. Through these activities, you have greatly aided me as a parent in teaching my children about Jesus and his love for us. Thank you for bringing us delight. God's blessings on you."





1. Joanna telling a Bible story on *Bedtime Story*
2. Sirene Daou, presenter of life coaching show *Coach Si*
3. Markus (right) and his friend presenting *By the Way*
4. In prayer on the trauma healing program *Why is That*
5. Filming an episode of *Quality Time*
6. Participants in the exciting gameshow *Challenge Accepted*

# IMPACT SPOTLIGHT: EDUCATION IN THE ARAB WORLD

**SAT-7 ACADEMY provides Arabic-speaking viewers from any religious or ethnic background with complementary educational opportunities. In particular it offers support to the many children across the Arab World who are not in school. It broadcasts in special content blocks on SAT-7's two Arabic-language channels.**

SAT-7 ACADEMY aims to equip the next generation with the tools they need to build a better society, one marked by tolerance and creative free thought, and to help teachers and parents to develop a more effective, child-centric approach to learning.

The highlight of the year for SAT-7 ACADEMY was the launch of series 5 of the hugely popular primary education series *My School*, with its new modular approach to teaching. For details of this, see pages 10-11. Earlier series of the program were also used in two centres for Syrian refugee children run by Heart for Lebanon; on these, see page 30.

*My School* generated most of the discussions on SAT-7 ACADEMY's social media pages. Viewers sent questions to the teachers, answered quizzes they had set, or requested YouTube links to *My School* sessions. The teachers made themselves available to answer questions and interact with viewers.

The third season of the disability inclusion program *City of Stars*, comprising 13 episodes, was broadcast on the satellite channel SAT-7 KIDS. Segments of the program were also posted on social media to enhance viewership and increase engagement. Viewer responses were enthusiastic. "*City of Stars* is the best, and you are indeed the shining stars. May God protect you and keep you," said one viewer. Another commented, "You are the best channel in raising awareness and promoting education. May God give you more success!"

In September 2022, SAT-7 conducted research into *City of Stars* in which some episodes were shown to a group of children and their responses evaluated. Participants in the survey learned from the program that they should be treated with respect and not accept bullying or bad behaviour from others. They discovered healthy ways to express their emotions and methods of defusing conflict. Their expectations of people living with

1. Aline Tahazian, the English teacher, on the new set of *My School*
2. The presenter of *Rhythm and Melody* gives valuable advice to viewers
3. *City of Stars* helps children learn how to express their emotions

disabilities were also enhanced, and they learned that difference is normal and even beneficial, as it helps people learn from one another.

**Click here to watch the trailer for *City of Stars***

A new season of the health education program *Dr Bee* was produced in 2022. This program shares health and wellbeing information in bite-sized chunks, on everything from common childhood illnesses to nutrition. This is especially vital for impoverished families and refugees without access to primary healthcare. The new season offers health education specific to both youth and adults and includes clips filmed in the community.

The pre-production of the second season of *Puzzle* began in 2022 in partnership with NGO Right to Play. The program demonstrates to viewers that people can work together as a team regardless of their differences. Groups of children join in various games and activities, and they learn to celebrate each other's differences, gradually overcoming the religious and social boundaries that separate them and serving as role models for the program's viewers.

*Puzzle* also promotes children's rights to religious belief, to education, to play, and just to be children.

Programs from previous years could also be watched on the video-on-demand platform SAT-7 PLUS, including *Follow Up*, which helps parents support their children's education, the music therapy series *Rhythm and Melody*, and *Montessori*, which helps families incorporate educational activities into their daily lives.

SAT-7 ACADEMY's Viewer Support team use creative ways of engaging with the young audience. For example, every month one viewer of the Facebook page receives a prize of a 30-minute video call with his or her favourite teacher from *My School*. One girl enjoyed this experience so much that she wrote afterwards to say, "My loving family, I am overjoyed and grateful to have had the opportunity to speak with you. I appreciate you taking the time to meet with me and making me one of you; you have no clue how delighted I was in that beautiful and unforgettable meeting."

**Salma (right), a talented seven-year-old girl, originally from Lebanon and now living in Saudi Arabia, sent a message to SAT-7 ACADEMY on Facebook and shared two videos. The first of these was dedicated to Grace Al Najjar, the English teacher. Salma said:**

**"I love *My School* so much. I watch it every day when I wake up. Ms Grace and all the teachers work so hard to teach us. And now I want to sing the 'Digestion Song' to show you that I know it. "She then sang this song from the program.**

**Click here to watch Salma's video**

**Then in the second video she sang another song, "The French Alphabet", to Carole Bardakji, the French teacher, and she again expressed her love for and thankfulness to the *My School* team. She said, "Ms Carol, I learned the French alphabet from you because you are an amazing teacher!"**

# IMPACT SPOTLIGHT: GROWING DIGITAL PRESENCE

**Satellite television remains central to SAT-7's ministry. But in this digital age, as the Middle East and North Africa (MENA) increasingly moves online, SAT-7 is keeping up with the developing needs of its viewers.**

## BIRD'S EYE VIEW OF ONLINE SPACES

The way people watch media is changing. Viewing on Smartphones and mobile devices through apps and social media has become the preferred option for many, especially a new and growing younger audience.

According to the 2022 Arab Youth Survey, 62% of young people in the Arab World watch video content on their smartphones more than by any other method, and 53% subscribe to one or more online streaming services. SAT-7 wants to ensure that when people browse on their smart devices, the Good News of Jesus is there for them to find.

SAT-7 is making that Good News available through SAT-7 PLUS, the MENA's first Christian video-on-demand and live-streaming platform, and through social media in Arabic, Persian, and Turkish.

## SAT-7 PLUS CONTINUES TO THRIVE

SAT-7 PLUS was launched in 2021, and thousands of people worldwide are finding Christian content through it. In 2022, 43,074 hours were watched on SAT-7 PLUS, and by the end of the year, there had been 54,258 app installations.

SAT-7 PLUS is continuing to adapt. "In addition to hiring a User Interface & Experience Consultant in September this year, we also redesigned numerous assets," says Shady Francis, SAT-7's Digital Director for the Arabic Channels. "These small improvements go a long way in making the platform a much more enjoyable experience for our viewers. We've seen an increase in average session durations – how long people stay on SAT-7 PLUS – as well as in the number of sessions – how many times people visit SAT-7 PLUS.

This is hugely encouraging, and we will continue improving the platform."

SAT-7 PLUS now also has a presence on social media. This not only enables viewers to give feedback on the platform but also provides exposure to new users who would not otherwise know about it. Updates on social media are posted in Arabic, Persian, and Turkish, as SAT-7 PLUS includes programming from all SAT-7's channels. In 2023 a mini-series will be produced especially for the platform.

**Telling stories is an efficient means of communication, especially in our region. The power of a good story, told in a drama, is how it inspires change, allowing viewers to reflect and choose for themselves. Drama is also the most watched genre on VOD, and through such productions SAT-7 aims to attract more viewers to PLUS."**
George Makeen, SAT-7 Arabic Channels Director

## A STRONG SOCIAL MEDIA PRESENCE

Social media continued to play a vital role in viewer engagement in 2022. The channels found that different platforms were most effective for the needs of their respective audiences.

The social media strategy that was launched in 2021 and rolled out for SAT-7's Arabic-speaking viewers has worked remarkably well on Facebook. Specific pages enable users easily to find what is relevant to their age, gender, or context; these are dedicated to family, youth, worship content, and more. "By our optimising this content strategy with new social media production," said Shady, "Post Engagements [the sum of Reactions, Shares, Comments and Clicks] have been 61% higher this year across all our Arabic brands."

"A new digital media strategy very similar to the one for SAT-7 Arabic has been prepared for SAT-7 PARS," said Reza Jafari, SAT-7 PARS Creativity Manager. "It is a three-year plan. New productions have already been commissioned."

Two series specifically produced for social media this year, *Church4Kids* and *Sanctuary of the Heart*, worked exceptionally well on Instagram throughout 2022. Facebook was blocked in Iran because of the ongoing protests following the death of Mahsa Amini, but Instagram is helping provide online Sunday school for Iranian children through *Church4Kids* and creating a space for viewers to receive live prayer and encouragement through *Sanctuary of the Heart*.

Click here to watch a trailer for *Sanctuary of the Heart*

"During and in the post-pandemic period, we've seen new engagement on our social media platforms as people continue to search for hope," explained SAT-7 TÜRK Executive Director Melih Ekener. "The political and economic crises in Türkiye have caused people to search us out. We have dedicated more work and focus to social media to meet our audience needs." In 2022, SAT-7 TÜRK built a social media studio within its premises, and plans are underway for new tailored, short-form content for social media in 2023.

# GENDER EQUALITY AND FoRB

"This is a huge and humbling undertaking," says Maggie Morgan, SAT-7s Project Lead, about SAT-7's Gender Equality and Freedom of Religion or Belief project.

Maggie was speaking at the end of the first year of this five-year venture, which is run by SAT-7 from its Egypt studio and supported by our partners Norad via Digni and the Norwegian Mission Society (NMS). Its objective is that "women and men, boys and girls, living within their faith-informed context in MENA, experience the freedom to have, change and manifest an alternative belief equally, regardless of their gender." One of its key elements is a television program, *Today Not Tomorrow*, which tells the stories of those who face challenges when seeking their freedom of religion or belief and presents alternative visions of hope, to raise awareness and inspire and encourage changes in attitudes and behaviour.

"Our team has worked hard on project activities to ensure we involve and listen to people in the communities, engage theologians on the issue of women in the Church, and interview many women who have 'everyday stories'," says Maggie. "I have been so moved by the stories we are able to share on our program. It has been an extraordinarily rich year but one that has revealed the extent of the challenges ahead of us."

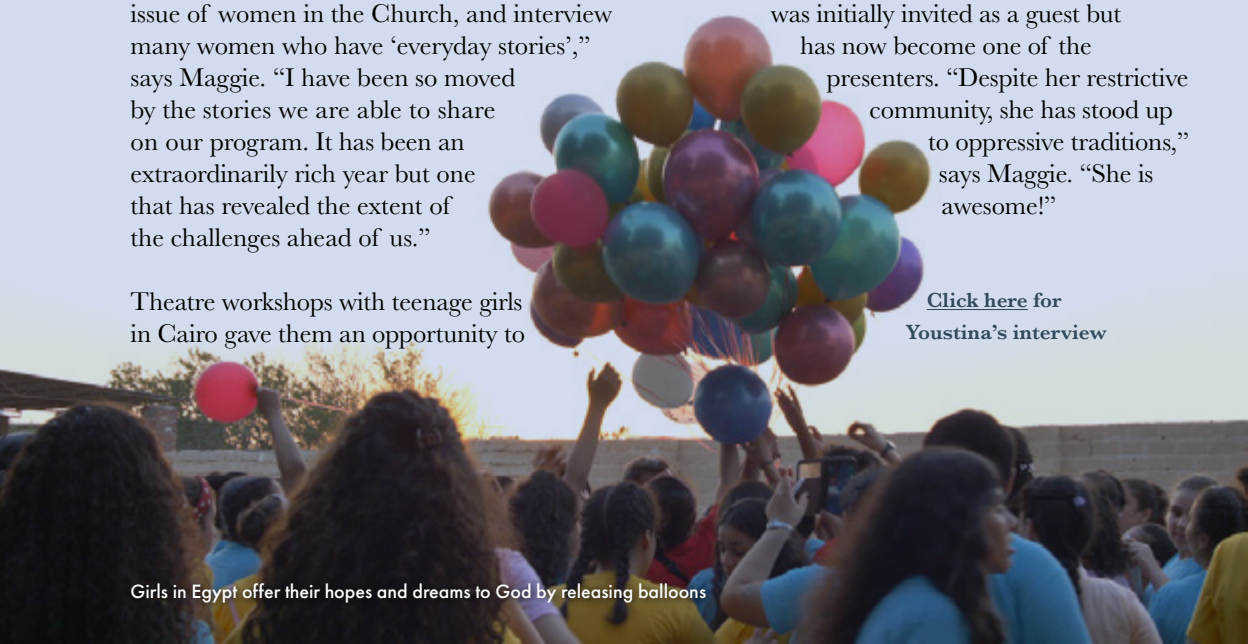
Theatre workshops with teenage girls in Cairo gave them an opportunity to share their experiences of beating, coercion, and insults. These fed into a social media campaign focusing on seemingly trivial things that girls and women are forced to do or shamed for doing. These drive some of them to consider suicide.

The project has also engaged leading female thinkers and Christian content producers. Participants in a webinar on *Women and Church* shared theological contributions – a role conventionally taken by men – and encouraged a focus on the life-changing way that Jesus treated women, and the sharing of biblical texts that champion them.

"We believe that religious actors are crucial in changing social and cultural practices and occupy a unique position to make transformational and sustained progress towards Gender Equality and the Freedom of Religion or Belief," says Lena Eltervag, from NMS.

The project has identified women who were prepared to share their experiences on the program. Among them was Youstina, who was initially invited as a guest but has now become one of the presenters. "Despite her restrictive community, she has stood up to oppressive traditions," says Maggie. "She is awesome!"

**Click here for Youstina's interview**



Girls in Egypt offer their hopes and dreams to God by releasing balloons

Carol, presenter of *Today Not Tomorrow*, on the program's mobile set

# 2022 FEATURED PARTNER PROJECTS

### *LEBANON: OUR STORY*
**In partnership with the Danish and Lebanese Bible Societies and the Centre for Church-Based Development and funded by the Danish Ministry of Foreign Affairs**

In 2022 SAT-7s Lebanon Our Story project (LOS) entered its second year. The country is currently in decline: its economy, health services, government, and banking sector are all under acute strain, and frustrations have spilled over into acts of violence. These adverse circumstances make projects such as LOS more sensitive, but also more important.

As the economic crisis deepened, several young people were no longer able to volunteer their time to the project. Others grew nervous about identifying with an initiative that sought to engage with "the other" or had left the country in pursuit of opportunities elsewhere. But although this year has been tough, it has also brought encouragement.

LOS has produced a series of documentaries and a book, both capturing stories collected from young people aged 15-25 from communities across the country. These stories provide examples of personal and community resilience and contribute to the building of bridges of understanding between the nation's various sectarian groups, and between displaced people and their host communities. They also attest to the power of friendship and the courage needed to break boundaries and resolve differences.

**Click here to watch one participant's story**

### HOPE schools
**With local non-profit and faith-based organisation Heart for Lebanon**

SAT-7's relationship with the Lebanese organisation Heart for Lebanon (H4L) in the HOPE schooling project continued in 2022. This uses episodes from seasons one to four of the popular primary education program *My School* with Syrian refugee children. More than 100 children aged six to 10 attended *My School* sessions three days a week at H4L's two centres in the Bekaa Valley and in Southern Lebanon. The children's academic progress was assessed through quizzes and tests and showed significant improvements. They also acquired social skills, such as communication and the ability to cooperate in a team, and good attitudes, such as self-confidence, creativity, and discipline.

**Click here to watch the children welcoming a special guest**

To assess the project's impact, SAT-7 ACADEMY has employed the Tabshoura platform developed by Lebanese Alternative Learning (LAL). This assessment will run until March 2023 and comprises digital pre- and post-tests. The pre-test activities assess children's knowledge of the targeted objectives of each lesson of Arabic, Maths, Science, English, and French, as well as their Social-Emotional Learning. The post-test activities measure the impact of the episode on the learners' knowledge.

## CURRENT AFFAIRS PROJECT
**Funded by Norad (via Digni and the Norwegian Mission Society)**

Current Affairs completed its final year in 2022. The project was initiated to help young people navigate their contexts at a time of regional upheaval in the aftermath of the Arab Spring. It has focused on various causes of marginalisation, seeking to address the issues that can often alienate people needlessly, and to encourage young people to make a stand on matters of importance.

The project has generated various programs, but 2022 saw a very special achievement by the SAT-7 team in Egypt: *Toxic*, SAT-7s first feature-length film, hit the screen. It tracks the lives of various characters whose paths cross in a very unlikely situation, and focuses on the idea of revenge, examining how – whether consciously or subconsciously – violence gives birth to violence and hurt to hurt. The film seeks to challenge this cycle within individuals and societies, to promote systemic change, and to alleviate direct, structural, and cultural violence.

**Click here to watch a clip from *Toxic***

Learning from this experience, SAT-7 has designed a new five-year project called Youth for an Enabling Society (YES). This project, based in Egypt but engaging viewers from across the MENA, aims to see young people aged 18 to 24 experience a greater sense of social cohesion based on the promotion of diversity, personal responsibility, and creative self-expression. It has a two-track approach: SAT-7 will implement, facilitate, or participate in on-the-ground activities, capture the lessons learned, and then scale them up through the power of media. The project will launch in January 2023 with videos on human rights, a youth empowerment influencer campaign, a care for creation media production, and youth counselling and focus groups. These are all designed to help beneficiaries feel that they are together for their society to build the future.

A scene from SAT-7's feature film *Toxic*, part of the Current Affairs project

# PARTNER SPOTLIGHT

**SAT-7 is privileged to work alongside many dedicated organisations, whose personnel, collaboration, and sponsorship enable and enhance so many aspects of our ministry. Here are some of the ways in which they helped us make God's love visible in the Middle East and North Africa this year.**

## SECONDED STAFF

SAT-7 benefited immeasurably in 2022 from the skills and dedication of 12 seconded staff from several organisations: Mission Afrika, Finnish Lutheran Mission, Norea Denmark, Swedish Lutheran Evangelical Association in Finland, and Messengers. They work for various teams in our International Office, SAT-7 PARS, and SAT-7 TÜRK. Volunteers have also given valuable help in the Limassol studio and to the IT and Broadcast team.

Sanna Suutari, who works on the Development Team in the International Office and is seconded by the Finnish Lutheran Mission, said:

"When I first joined SAT-7, I was awestruck by the sheer number of people we are able to reach with satellite television and social media with the Good News. However, during my five years at SAT-7 I have come to understand it is God who is doing the work and is using our programs to grow His Kingdom in the Middle East and North Africa. It is a privilege to be working to bring the Good News to the living rooms in this troubled region."

## SPONSORED PROJECTS

Missio Austria sponsored the production of the SAT-7 PARS program *I Believe* at a studio in Heiligenkreuz, Austria. One of their staff members, an Iranian Christian and theologian, researched, wrote, prepared, and presented the entire series free of charge. An interdenominational team of musicians was also brought together to provide the music. Lutheran Hour Ministries sponsored three SAT-7 PARS programs: *Golpand, Hashtag,* and *Signal*.

SAT-7 is immensely grateful for financial support from various governments: from Germany, for the fifth season of the educational program *My School* (see page 24); from Denmark, for the second season of *Puzzle* and the Lebanon Our Story project (see pages 25 and 30); from Norway, for the Gender Equality and FoRB and YES projects (see pages 28 and 31); and from the Faroe Islands, for SAT-7's women's programs.

## PARTNER EVENTS

SAT-7's Europe Vision meeting, held in Copenhagen in September, was supported by grants from the Danish government for the promotion of Freedom of Religion or Belief. The event was very impactful, with many partners attending in person and others joining on livestream. They heard presentations from SAT-7's CEO, Rita El-Mounayer, from producer Maggie Morgan, and from Ivan Nielsen, former special Danish Representative for the Syria Crisis in the Danish Ministry of Foreign Affairs, among others.

Anne Tuovinen and Sanna Suutari are both seconded to SAT-7 by the Finnish Lutheran Mission.

# SAT-7 PARTNERS

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

# SAT-7 INCOME AND EXPENSES FOR 2022

We are thankful to all our donors and partners for their continued support. Another difficult year has ended positively with our income higher than our expenses, enabling us to serve the people of the MENA and share the message of our Lord.

## 2022 FINANCIAL OVERVIEW

• The audited consolidated income for the year was USD 19.6 million, USD 2.1 million higher than budget.

• SAT-7 ended the year with a positive balance of USD 1.9 million.

• Our total global income for 2022 was approximately USD 20.3 million, inclusive of gifts-in-kind.

• SAT-7's expenditure totalled USD 18.0 million, including 0.7 million that was invested in fixed assets and inclusive of gifts-in-kind. This total expenditure was 2 percent lower than budget (USD 18.4 million).

## LIQUIDITY

We started 2022 with a liquidity in the MENA offices of USD 4.1 million (including restricted funds). Most of our donations are in US Dollars, whereas most of our expenses are in other currencies i.e. Euro, British Pound Sterling, Lebanese Pound, Egyptian Pound and Turkish Lira. Due to exchange gain arising from the devaluation of these currencies against USD we managed to cover our operational costs and close the year with the same liquidity of USD 4.1 million.

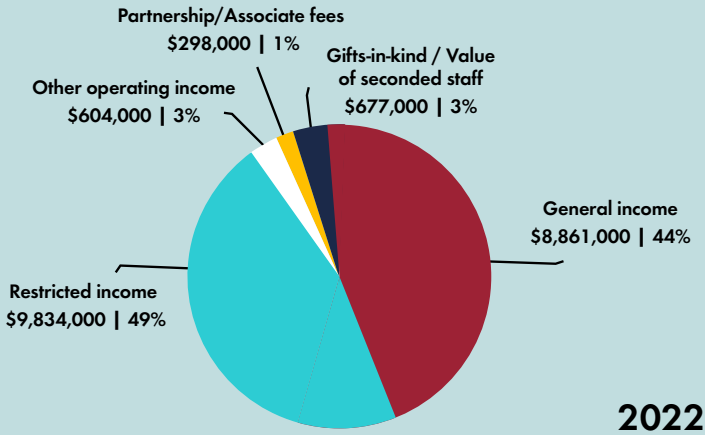
## RESTRICTED FUNDS

Restricted funds remained at roughly the same level as in 2021. The balance of restricted funds mainly comprises donations received in December for 2023 projects and ongoing governmental projects.

Two men using their phones outside their carpet shop in Antalya, Türkiye

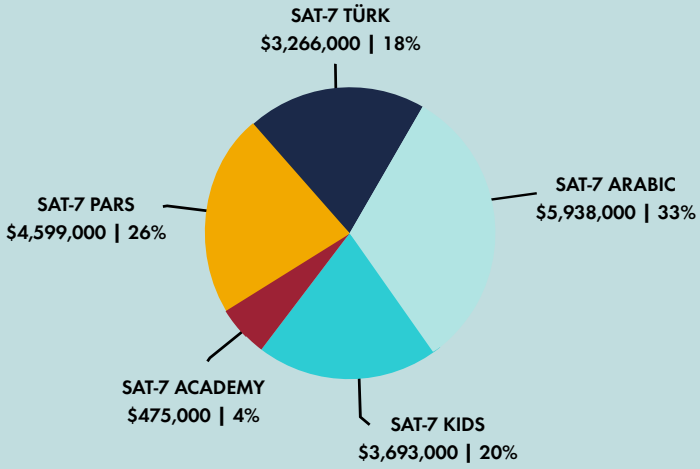
# 2022 ACTUAL INCOME BY TYPE

**TOTAL INCOME: $20,274,000 (including gifts-in-kind)**



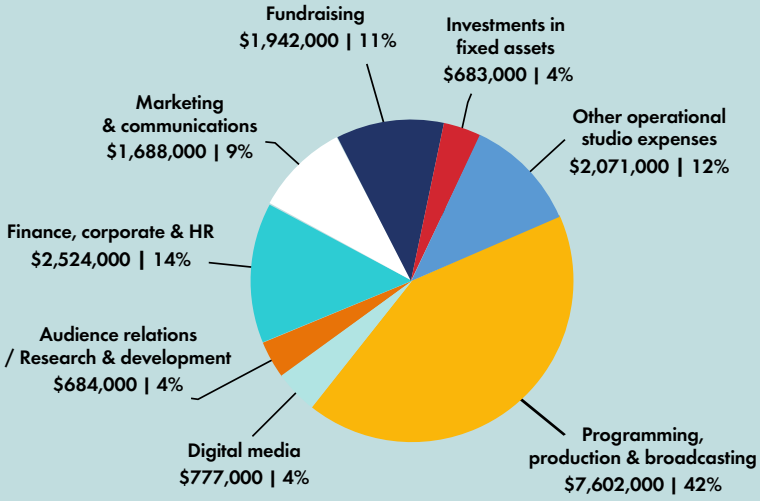

# 2022 ACTUAL EXPENSES

**TOTAL EXPENDITURE: $17,971,000 (including gifts-in-kind)**




# 2022 ACTUAL EXPENSES BY TYPE

**TOTAL EXPENDITURE: $17,971,000 (including gifts-in-kind)**



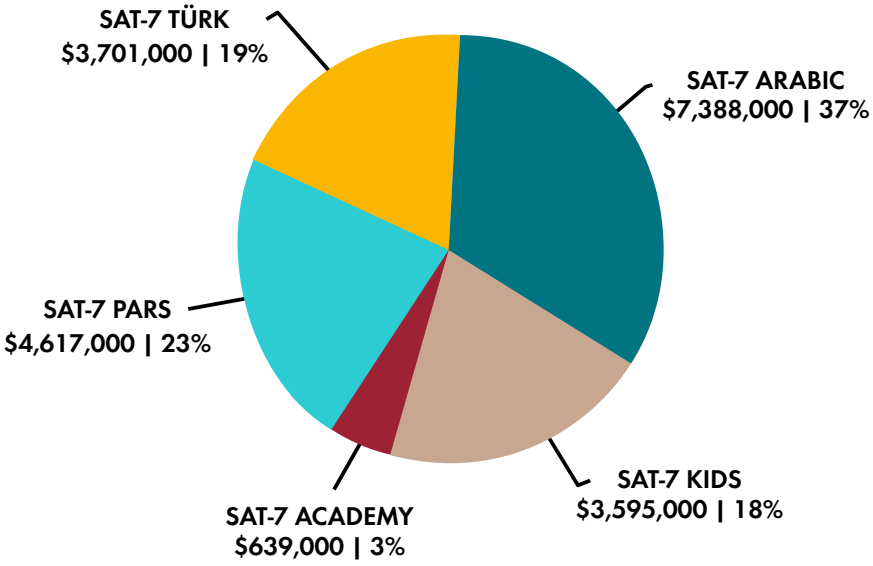

*All figures in this 2022 report are in USD and have been rounded to simplify reading. The combined financial information presented is derived from the 2022 financial statements for each of the 14 independent SAT-7 legal entities.*

*The difference between the audited consolidated income and the global income inclusive gifts-in-kind is the amount of USD 0.7 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 2022 actual expenses.*

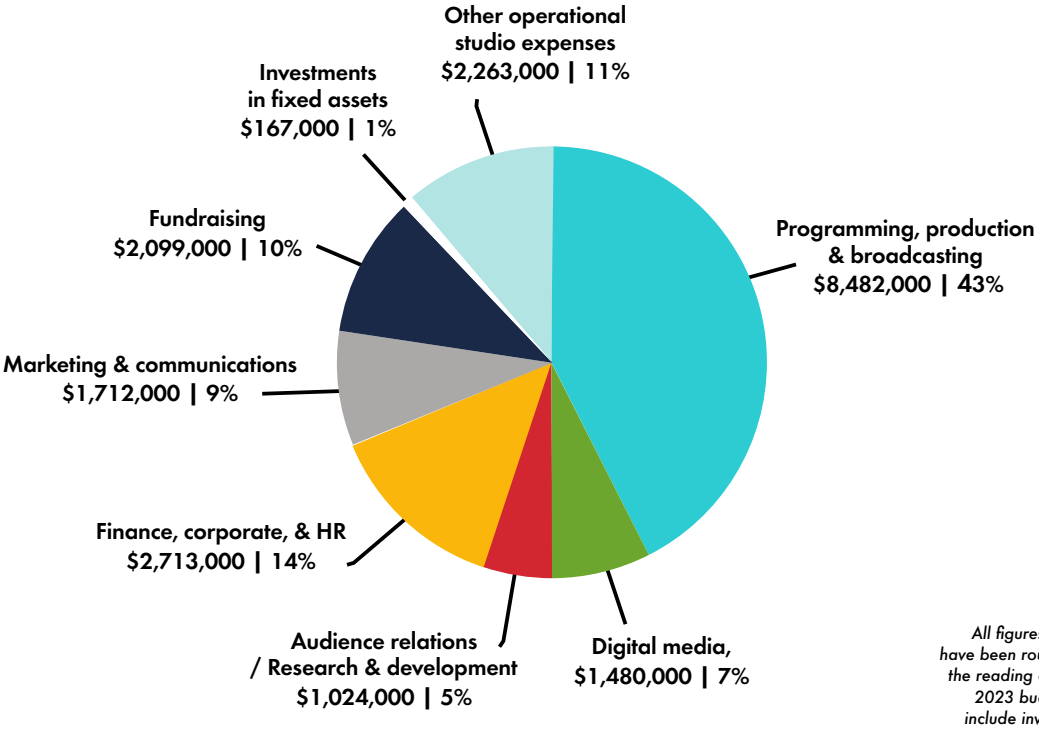
## 2023 BUDGETED EXPENSES

**TOTAL BUDGET: $19,940,000** (including gifts-in-kind)




## 2023 BUDGETED EXPENSES BY TYPE

**TOTAL BUDGET: $19,940,000** (including gifts-in-kind)




*All figures are in USD and have been rounded to simplify the reading of financial data. 2023 budgeted expenses include investments in fixed assets and gifts-in-kind.*

# 2023 BUDGET

The SAT-7 Executive Board has approved a balanced budget of USD 18.0 million, 3 percent higher than the 2022 budget, for SAT-7's work worldwide in 2023. In addition to this, the SAT-7 USA development office approved an extra contribution of USD 1 million for additional MENA activities, increasing the total SAT-7 budget to USD 19.0 million for 2023.

SAT-7 ARABIC's budget is higher by 15 percent due to the expanding social media strategy. In 2023 the channel aims to produce programs that will be broadcast through social media.

SAT-7 KIDS' budget is higher by 12 percent, enabling the channel to increase the number and quality of its programs.

All other channels – SAT-7 ACADEMY, SAT-7 PARS, SAT-7 TÜRK – continue in 2023, with slightly increased budgets in USD terms. SAT-7 PARS' and SAT-7 TÜRK's budgets in local currency are higher than last year, allowing the channels to do more activities. This is a result of the devaluation of the local currencies against the USD.

## GIFTS-IN-KIND

Projected gifts-in-kind for 2023 are budgeted separately and are expected to total approximately USD 0.9 million. 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.

*Living Faith*, a new Dari-dialect discipleship/teaching program presented by Miragha Sediqi

# SAT-7'S INTERNATIONAL COUNCIL

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

Archbishop Angaelos
Chair of the Council, Coptic Orthodox Diocese of London

Monsignor Paul Nabil El-Sayah
Deputy Chair of the Council, Maronite Church, Antioch

Roy Kemp
Treasurer of the Council

Dr Terence Ascott
Secretary of the Council, SAT-7 Founder and President

Archbishop Youssef Soueif
Maronite Church, Tripoli

Archbishop Sebouh Sarkissian
Armenian Orthodox Archbishop of Tehran, Iran

Metropolitan Marcos
Coptic Orthodox Diocese of Shoubra El Kheima, Cairo

Dr Martin Accad
Theologian and Academic, Lebanon

"Dr Ziya"
Turkish Academic, Researcher, and Writer

Rev. Fayez Ishak Youssef
Itinerant Minister in the Arab World

Dimitri Khodr
Television Professional, Lebanon

Rev. Rifaat Fikry
Representative for the MECC

Dr Mike Bassous
Representative for the United Bible Societies

Erik Johansson
Chair, SAT-7 Partnership Council

Kurt Buchholz
SAT-7 Partners Representative

Arto Antturi
SAT-7 Partners Representative

Rev. Mansour Borji
Chair, SAT-7 PARS Board

Hale Gencel
Chair, SAT-7 TÜRK Board

Eng. Fouad Youssef
Chair, SAT-7 Egypt Board

Peter B. Schulze
Chair, SAT-7 USA Board

Henrik Melkstam
Chair of SAT-7 Europe

Rev. Hany Boghossian
Chair, SAT-7 Canada Board

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

**Ex-Officio Members**

Rita El-Mounayer
Chief Executive Officer, SAT-7

Jan Ørskov
Chief Operations Officer, SAT-7

George Makeen
Executive Director, SAT-7 Arabic Channels

Melih Ekener
Executive Director, SAT-7 TÜRK

Panayiotis Keenan
Executive Director, SAT-7 PARS

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**www.sat7.org**

**Watch: www.sat7plus.org**


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**LINKEDIN** SAT-7

To request a large-print version of this report, please contact SAT-7's International Office via email.