



An assessment of SAT-7 effectiveness conducted by Global Scripture Impact, an independent research organization

SAT-7 ARABIC: “From Me to You” Reaches Young People

New live program provides hope to young people through a Christian perspective



Rawad Daou, SAT-7 producer and co-host of “From Me to You,” invites viewers to respond to the show. Read Daou’s testimony on page 4 of this report.

PROJECT OVERVIEW

CONTEXT: Nearly one in five residents of Middle East and North Africa is between the ages of 15 and 24. Despite a wealth of oil resources and improvements in health and education, this region’s political, social and economic systems do not effectively meet the needs of its rapidly growing young populations. Facing many challenges, youth are skeptical about their futures. Proliferation of cell phones, Internet use and satellite television has profoundly affected these young people.

NEED: Many youth show interest in engaging with each other and seeking fellowship among peers. In need of respite from daily challenges, they seek direction, hope and renewal in their lives. At a time when regional satellite television bombards viewers with glamour, consumerism and materialism, it is vital to offer programming that provides food for the mind and soul.

SOLUTION: SAT-7 ARABIC broadcasts a live 2-hour show, “From Me to You,” on Thursday nights and

rebroadcasts it later in the week. As this show is already on the air, as of January 2009, funding will cover expenses for a second season. The show is hosted by three young members of a well-known Lebanese worship band, “Strongholds.” It seeks to reach young people and build relationships on and off the air via text messages and e-mails. These relationships can lead to changed perceptions and beliefs.

LIFE IMPACT

POTENTIAL VIEWERS: 600,000 viewers, ages 15 to 24, could watch “From Me to You”

ESTIMATED VIEWERS: an estimated 300,000 young people will regularly watch “From Me to You”

IMMEDIATE INTERACTION: SAT-7 ARABIC will receive a total of 2,444 text messages, e-mails or phone calls during the one year of broadcasts

ESTIMATED APPLICATION: an estimated 90,000 viewers (30 percent of estimated viewers) will engage with the program over one year - based on a 2006 KMR Group survey of Middle East Satellite TV viewers

PROJECT PROFILE

Implementer
SAT-7 ARABIC



ID: SAT-7-0809-ARABIC

Program Name “Minne Ellak” (From Me to You)

Lives Impacted 300,000

Project Cost \$318,089

Cost Per Episode \$6,117

Cost Per Beneficiary \$1.06

Episodes 52 2-HOUR SHOWS AND REPEATS

Timeline 12 MONTHS

IN THEIR OWN WORDS

“I would like to send my greetings to [program hosts] Jaime, Joyce and Rawad. You look very nice today, guys. I am really blessed by your program. I pray that the Lord uses you for His glory. And I pray that he uses your DVDs, as well. My sisters and brother join me in sending greetings. We are from Iraq.”

— sent to SAT-7 ARABIC via e-mail by an Iraqi viewer

WHAT IT'S LIKE NOW

“Nearly one in five people living in the Middle East and North Africa region is between the ages of 15 and 24 — the age group defined as ‘youth.’ The current number of youth in the region is unprecedented: nearly 95 million in 2005.”

— *Assaad, R. and Roudi-Fabimi, F. (2007), “Youth in the Middle East and North Africa: Demographic opportunity or challenge?” Population Reference Bureau, from www.prb.org/pdf07/YouthinMENA.pdf*

“As the percentage of youth in world populations is dropping, the Arab world is witnessing the opposite: around 60 percent of Arabs are below the age of 25. According to Paul Dyer of the Dubai School of Government, this constitutes a demographic window of opportunity given the right policy environment. Arab policymakers do not realize this. ‘While the West perceives youth as a demographic asset, the Arab world finds in them a demographic burden,’ says Dr. Rola Dashti of the Kuwait Economic Society.”

— *Issam Fares Institute for Public Policy and International Affairs at American University in Beirut and The Goethe Institute 2009, “Studying Youth in the Arab World”*

“In the Middle East, music is ‘being used as a way to connect young people’ says Habib Battah, editor of the Middle East Broadcasting Journal. ‘There are more than 40 Arab music video channels.’ ”

— *“Arab Youth Revel in Pop Revolution,” 2007, <http://news.bbc.co.uk/2/low/europe/6666725.stm>*

“In terms of audience across age segments, TGI Arabia reveals that TV viewing is heaviest in the 30- to 50-year-old age group. Half of all viewers in the region rate TV as their favourite pastime. ... A quarter of the respondents are interested in [interactive television] a promising signal that [television commerce] could flourish in the region. General programming, constituting mainly of factual and reality infotainment, ranks as the most watched genre, with 86 percent audience engagement.”

— *KMR Group Update Issue 17 Summer 2006, www.kmr-group.com/pdf/*

PROJECT DESIGN

SAT-7 ARABIC’s program “From Me to You” is based on the knowledge that music will attract young people to the show — and that the show can bring young people together for virtual fellowship and conversations that can lead to changed perceptions and beliefs.

Based on research conducted by InterMedia, an international research company based in Washington, D.C., SAT-7 ARABIC has at least 3 million regular viewers. With young people ages 15 to 24 making up 20 percent of the general population, an estimated 20 percent of SAT-7 viewers, or 600,000 viewers, are ages 15 to 24. Conservatively estimating that 50 percent of those potential viewers will watch, brings a total of 300,000 people watching the show.

The project budget funds 52 episodes of a second season of “From Me to You.” Rawad, Joyce and Jaime – band members of the popular Lebanese Christian worship band “Strongholds,” host the program. A typical show features six music videos in Arabic and English. Each episode focuses on an issue relevant to youth, such as love, fear, addiction, drugs, anger and premarital sex. The hosts delve into the Bible and tackle issues from a biblical perspective. They introduce Arabic and English worship music videos, take requests for songs, share worship music news from around the world, answer and respond to viewer mail and engage with viewers through e-mail, on the telephone and in text messages. This allows viewers the opportunity to interact with the hosts and respond to questions and comments by other viewers. Based on the first season, every episode will receive approximately 50 responses.

The show’s hosts also promote new Christian books written for youth by local authors on topics such as premarital sex, social and economic challenges, dating and financial matters. Occasionally the program airs

recorded testimonies from people of various ages, denominations and faith traditions who have become Christians. Some episodes will feature well-known personalities sharing their experiences or knowledge.

Measuring impact. All interaction will be recorded by SAT-7 ARABIC’s audience relations department based in Egypt. This includes the number of calls, text messages and e-mails for each episode, as well as prayer requests and suggested songs and topics posted on the show’s Facebook account.

The only metric that can be measured is immediate interaction. The other metrics are estimates based on research from the region. It is not possible in this context to quantify these on a project-by-project basis.

TRACK RECORD

SAT-7 International was founded by Terence Ascott in 1995. SAT-7 ARABIC was launched in May 1996 to provide Arab-language Christian programming for all members of the family. It offers blocks of programming for children, youth and women. Programs range from documentaries, to films, to cartoons, to live programs. Since it was launched, “From Me to You” has been well-received among 18- to 30-year-olds. Since January, the program has received an average of eight phone calls, 24 text messages and 15 e-mails per episode.

In 2007, SAT-7 ARABIC received 9,784 text messages, phone calls, e-mails and Facebook messages. In 2008, this nearly tripled, mainly due to the popularity of SAT-7 KIDS. In 2008, SAT-7 ARABIC and SAT-7 KIDS received a total of 23,104 text messages, phone calls, e-mails and Facebook messages. These statistics are apart from the calls received by partner-operated telephone counseling centers in the region.

ANALYSIS



CONCEPT: 1

Young people in the Middle East face real frustrations, but find it hard to talk openly and honestly about challenges due to social stigma and the conservative nature and culture of the Middle East. “From Me to You” provides guidance and a forum to come together with peers.

PROGRAM DESIGN & EXPERIENCE: 3

Young viewers are attracted to the show hosts, as well as the show’s modern and technically advanced musical arrangements and videos. The program offers many tools for youth to encounter, engage and apply Christian principles to the situations they are facing. SAT-7 is encouraged to look into tools and processes that will enable it to track impact on viewers. As the current season is the show’s first, there is not a long track record by which to evaluate it.

LEADERSHIP: 2

SAT-7 has strong leaders. The organization should continue to empower and develop its second tier of staff and streamline information flow between departments.

FINANCIAL CONTROL: 1

SAT-7 has stable management, independent governance and secure fund transfer methods. Its financial statements are externally audited.

SUSTAINABILITY: 3

SAT-7 does not raise funds on the air, but relies solely on financial gifts from the region and around the world. To remain effective and have influence with viewers, SAT-7 must keep up with the sophisticated programming from broadcasters in the region.

EXTERNAL: 3

SAT-7 is broadcasting into the Middle East where not everyone will embrace its message and persecution of Christians have taken place. To mitigate risks, SAT-7 has been careful in its ministry approach to present the truth of the gospel in a manner that is respectful of the culture and society where it operates.

BREADTH:

An estimated 600,000 viewers may see this program at a cost of \$1.06 per person. Most households in the Arab world own only one television set, so when a SAT-7 program is on, the whole family may be watching, multiplying the estimated actual viewership.

PROJECT BUDGET FOR SEASON TWO

SOURCES OF FUNDS

ITEM	REQUESTED	COST/EPISODE
Broadcast ¹	\$145,600	\$2,800
Administration, SAT-7 USA ²	\$31,809	\$612
Producer/presenter/clips director	\$23,400	\$450
Project management ²	\$18,350	\$353
Senior cameraman and asst. camera	\$15,860	\$305
Set design and wardrobe ³	\$13,780	\$265
Technical support ⁴	\$11,700	\$225
2 presenters	\$10,400	\$200
Director	\$9,100	\$175
Assistant producer/director	\$7,800	\$150
Communication and accommodations (crew)	\$7,280	\$140
Editing and reviewing	\$6,500	\$125
Outshooting cameraman and assistant	\$5,980	\$115
Make-up artist and hairdresser	\$5,200	\$100
Location rent, fees and crew transportation	\$3,250	\$62
Tape stock	\$2,080	\$40
TOTAL	\$318,089	\$6,117

NOTES:

- ¹ includes \$20,800 for uplink and broadcast, satellite usage fee, equipment and staff
- ² covers SAT-7 Lebanon and SAT-7 International charges, rent, utilities, salaries and expenses for all administrative staff
- ³ includes designer, assistant designer, costumes, accessories and wardrobe for three hosts
- ⁴ includes lighting specialist, technician and audio engineer (equally remunerated)

PROGRAM RECOMMENDATION

“SAT-7 was the first Arabic Christian satellite television in the Middle East and North Africa region and has become a household name for broadcasting well-balanced, contextualized, inter-confessional Christian television programs. Moreover, SAT-7 is governed and managed by indigenous Christian leaders from the region, who are well-versed and acquainted with the cultural needs and sensitivities of the region. The programs produced locally are much more effective than the ‘imported’ programs because all the people involved in making the programs - from the director, producer ... to the editors and actors - understand and relate to the needs of their communities. It is more about building bridges than about Christian apologetics.”

— Mike Bassous, general secretary of Bible Society of Lebanon

PRODUCER'S TESTIMONY

"Before I became a Christian, I used my education and talents in the [secular] world of media. Now that I have accepted Christ, I dream of diverting all that energy to make Christian media look more modern and attractive to the secular [world] as well as the Christian. Moreover, the Christian fellowship I experience in the band 'Strongholds' is so beautiful and encouraging that I feel like I need to show some of it on TV to demonstrate to the world that it's very important to have fellowship with believers and it doesn't have to be boring!

"I got involved in Christian media in 2007. I always believe that this is not my ministry, but God's. He gave us this wonderful opportunity to serve him and his people. We plan to grow bigger. There are some challenges we face as we look to the future. The set we are using currently is too small for three anchors. It is very expensive to develop new music videos and young people always like to see new things. We would like our Christian music videos to be sophisticated and look [as] good as the secular ones. Furthermore, we would like to invite guests from outside Lebanon to diversify perspectives. I believe that God knows better than me. He has plans for us

and I trust God will open doors according to his will to make this ministry successful."

— *Rawad Daou, producer and co-host of "From Me to You"*

BEST PRACTICES

Fund television broadcast projects that:

- are culturally appropriate so viewers welcome and understand the broadcasts
- broadcast the message in the local language so it speaks to the hearts of the viewership
- present contemporary messages that will make the program more effective in the lives of viewers
- promote local productions by using local producers, directors, actors and volunteers
- address the needs of youth and young adults from a biblical perspective
- encourage openness, dialogue, friendship and one-to-one interaction with the majority population by Christians who are trained and willing to share their faith

Researcher's Statement



Siyumi Yanthrawaduge
Research Analyst
August 2009

Young people in the Middle East and North Africa are increasingly engaging with video and music. The number of households subscribing to satellite television is skyrocketing in the Middle East, giving Christian satellite television networks opportunities to communicate with people in a region where fear of persecution prevents many from exploring Christianity. The growing popularity of satellite television presents a non-threatening medium for individuals and families to explore Christianity. SAT-7 is encouraged to develop and utilize tools and processes that will enable them to track the impact on its viewers.



Global Scripture Impact serves the American Bible Society and the greater American Christian philanthropic market by providing independent research and evaluation of Scripture ministry projects around the world, and supplying this information to interested supporters.

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PROJECT RECAP

ID	- SAT-7-0809-ARABIC
Implementer	- SAT-7
Timeline	- 12 months
Budget	- \$318,089

HOW TO FUND THIS PROJECT



Contact Dr. Rex Rogers
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INSPIRATION

The Lord is a refuge for the oppressed, a place of safety in times of trouble.

— *Psalm 9.9, GNT*