

2010 Annual Report

2012 Calendar



SAT-7 VIEWING AREA

EUROPE



Middle East

HOPE

Good Friend of SAT-7,



Year 2011 began with the “Arab Spring,” unprecedented and ongoing social unrest that’s swept North Africa and the Middle East. It’s a movement filled with both danger and potential.

What does the future hold? Only God knows. Year 2012 promises to be an eventful one in this incredibly dynamic and strategic region.

With history being made before our eyes, SAT-7 continues its faithful, fruitful, ministry (now in its sixteenth year) of broadcasting Christian love and grace. Every day, SAT-7 points its more than 15 million viewers in 22 countries toward the Lord Jesus Christ, fellowship in His Church and biblical help for the concerns in their lives.

And they respond—by the thousands—by email, text messages, social media contacts, and more, telling soul-stirring stories of how God is miraculously working in Iran and Libya and Morocco, in Tunisia, Egypt and Saudi Arabia.

God is indeed about His work. And, He’s using SAT-7 to reach people in some of the most closed countries in the world.

In my two years with SAT-7 I’ve learned, and I’ve been impressed by, several things:

- Middle Eastern and North African believers are strong and resilient even in the face of periodic oppression,
- SAT-7 is still realizing its potential,
- The Church in the Middle East and North Africa needs the Church in North America—and we need them.

Whatever God chooses to do in 2012 one thing is clear, He commands us to be faithful in caring, praying, giving and helping. And, I’d add one more—learning. We need to know the Word and we need to know the people and spiritual opportunities of our times.

The Apostle Peter said, *“But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect.”* 1 Peter 3:15

Please make it your goal in 2012 to pray and to learn with me, so we can respectfully give Middle Eastern and North African people a reason for our blessed hope.

In Jesus name,

A handwritten signature in black ink that reads "Rex M. Rogers". The signature is written in a cursive, flowing style.

Rex Rogers, Ph.D.
President, SAT-7 USA



For more than 15 years, SAT-7 has broadcast the positive claims of Jesus Christ and biblical Christianity throughout the Middle East and North Africa.

An amazing convergence of technology, theology and timeliness enables SAT-7 to encourage Christians in the region's centuries-old Church and speaks to the spiritual yearnings of literally tens of millions of people. SAT-7's groundbreaking programs are available to anyone with access to a television connected to a satellite dish. That's virtually everyone, including those living in countries where access to other types of Christian resources is restricted.

SAT-7's *technology*—Christian satellite television beaming directly into Arab, Persian and Turkish homes. SAT-7's *theology*—the Bible, God's Word for all, offering love, forgiveness and hope. SAT-7's *timeliness*—the providential, we believe, presence and positioning of SAT-7's ministry by Middle Easterners for Middle Easterners for such a time as this. God has given SAT-7 the vision, indigenous and professional talent, a proven track record, and an uncensorable satellite delivery system capable of providing biblically informed, culturally sensitive, high-impact programming right when people in the Middle East and North Africa need it most.

SAT-7 ARABIC and SAT-7 PLUS (Arabic), SAT-7 PARS (Farsi) and SAT-7 TÜRK (Turkish) offer programming that addresses the Christian Church's need for biblical teaching, praise and worship, support and maturing for novice leaders. From a

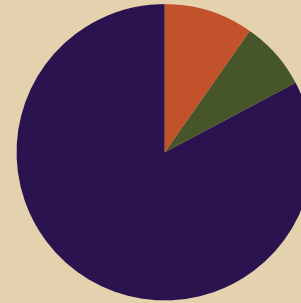
Christian point of view, SAT-7's channels also address the public's recent outcry for women's rights, freedom of speech, access to education and professions and how to live as believers in everyday culture.

And, SAT-7 KIDS (Arabic) the region's first and only Arabic Christian channel exclusively for children and youth, is reaching the region's next generation with engaging age-appropriate presentations about learning and living based upon Christian values. Using the Internet and social media to help reach the next generation, SAT-7 is providing seekers social perspectives based upon God's Word.

According to a number of viewer comments, during the early months of 2011 when social unrest swept the region and tensions ran high, SAT-7 programs made a special contribution to viewers' lives by offering them a place of solace from the turmoil outside. In a region where fundamental human needs, like trust and hope, are in short supply SAT-7 is being used by God to minister to individual hearts.

Despite challenges, the good news—no, make that "Good News"—is that SAT-7 is attracting thousands of new viewers each month.

SAT-7 provides a safe haven for children and adults to learn about the Gospel and to become better acquainted with an accurate biblical view of Christ, Christianity and Christians. And the ministry provides faithful partners the reassurance that their prayers and support for the ministry are successfully molding hearts throughout the Middle East and North Africa using Christ's powerful message of healing and hope.



2010 EXPENSES AND INCOME (ALL SAT-7 ENTITIES)

ALL EXPENSES

- Management and General Administration: \$1,262,637 10%
- Fundraising: \$972,171 7%
- Program: \$10,688,346 83%

Total Expenditure \$12,923,154
Total Income \$14,012,318

EXPENSES BY CHANNEL

- SAT-7 KIDS: \$3,606,000 28%
- SAT-7 PARS: \$3,129,000 24%
- SAT-7 TÜRK: \$1,022,000 8%
- SAT-7 ARABIC: \$5,133,000 39%
- SAT-7 PLUS: \$172,000 1%

SAT-7 USA END OF YEAR NET ASSETS \$947.562

Our ethos

SAT-7's broadcasts are conscientiously developed to dispel misconceptions about Christianity and Christians in the region without demeaning or attacking other religions. SAT-7's philosophy of ministry, or "Ethos," has made its programming remarkably effective in reaching the open hearts of people living in Middle Eastern and North African cultures...thousands of text, e-mail and other types of messages confirm our daily impact!

mission statement

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

vision statement

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.



*"SAT-7 is like a friend in lonely times.
May God bless all that you do."*

—a viewer in Algeria



Population: 34 million
Religions: Sunni Muslim 99%, Christian and Jewish 1%
Languages: Arabic (official), French, Berber dialects

January 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 SAT-7 TÜRK 2 Year Anniversary New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Martin Luther King Jr. Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*"For I know the plans I have for you," says the Lord.
"They are plans for good and not for disaster, to give
you a future and a hope."—Jeremiah 29:11*

JANUARY ACTION STEP



2010 in review

SAT-7 ARABIC:

- Doubled viewer responses in 2010
- Broadcast over both Nilesat and Hot Bird satellites for the entire year
- Aired five weekly live shows

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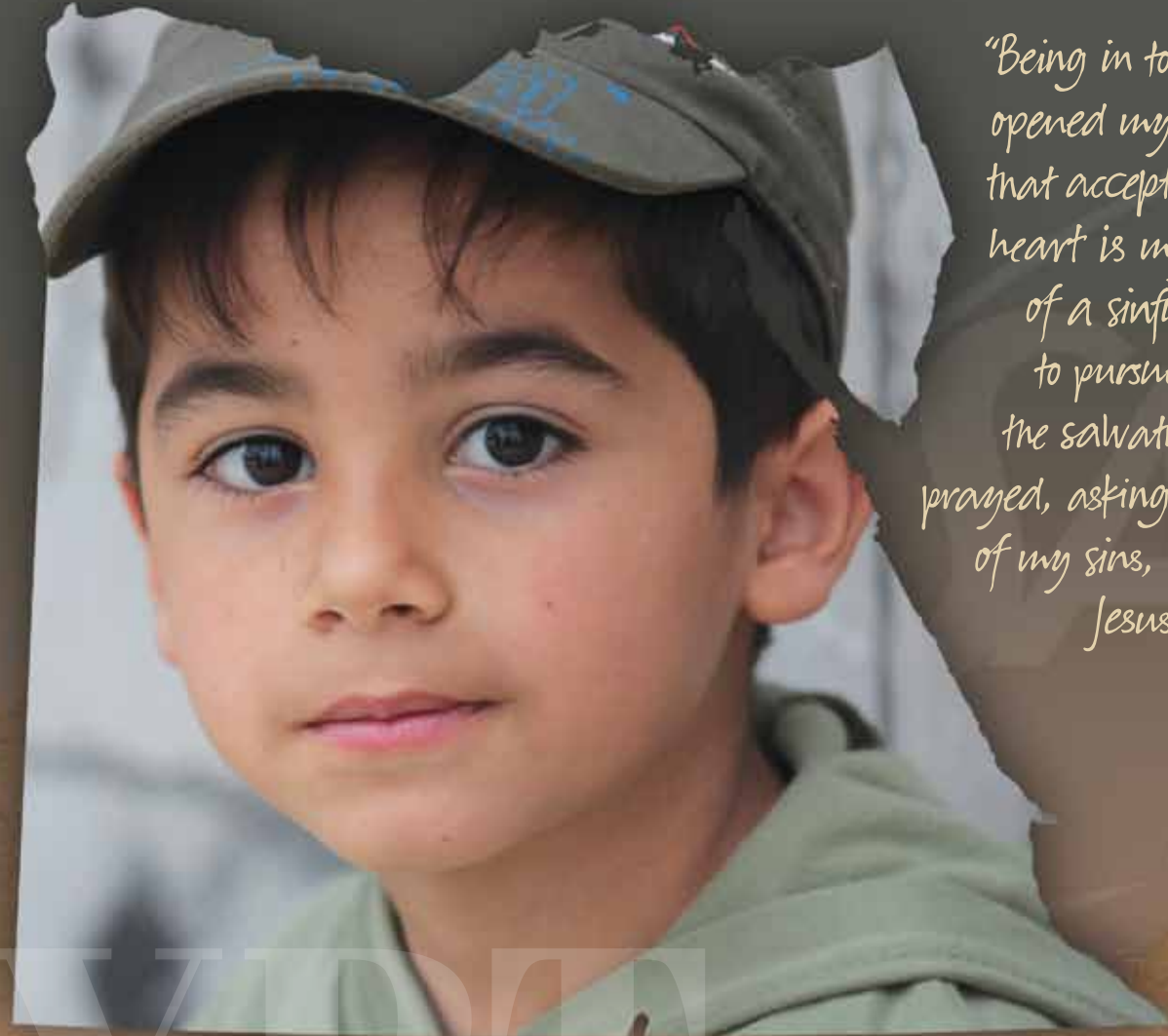
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Through SAT-7, God's Word and the power of the Holy Spirit, I want my gift to influence people in the Middle East and North Africa with hope, truth and news of the Gospel. Use my gift to cover production and air time of SAT-7 programming.

\$50 \$100 \$200 \$500 \$1,000 \$2,500 \$5,000

Name _____ Email _____

Address _____ City _____ State _____ Zip _____



"Being in touch with SAT-7 opened my eyes to the fact that accepting Jesus in my heart is my only way out of a sinful life. I decided to pursue God's plan for the salvation of my soul. I prayed, asking for forgiveness of my sins, and I confessed Jesus as my Savior."

—a viewer in Egypt



Population: 83 million

Religions: Muslim 90%, Coptic Orthodox 9%, other Christian 1%

Languages: Arabic (official), English and French widely understood by educated classes

February 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18
19	20 President's Day	21	22 Ash Wednesday	23	24	25
26	27	28	29 Leap Day			

"In nothing be anxious but in everything by prayer and supplication with thanksgiving let your requests be made known to God."—Philippians 4:6

FEBRUARY ACTION STEP



2010 in review

SAT-7 ARABIC:

- Created and launched the new SAT-7 PLUS Channel
- Completed a study in preparation to launch a new audience relations initiative in 2011

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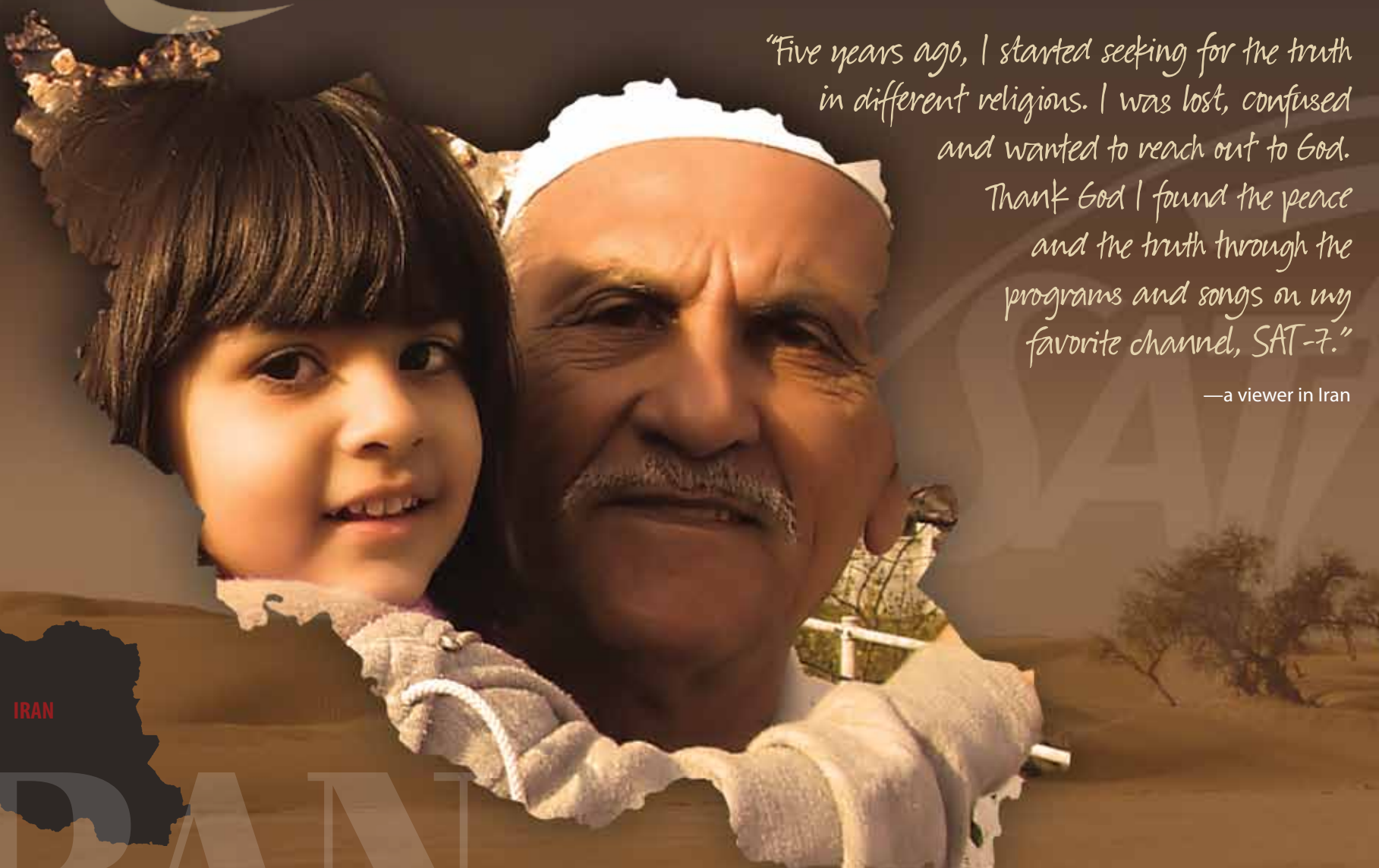
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"Five years ago, I started seeking for the truth in different religions. I was lost, confused and wanted to reach out to God. Thank God I found the peace and the truth through the programs and songs on my favorite channel, SAT-7."

—a viewer in Iran



Population: 76 million

Religions: Muslim 98%, other 2%

Languages: Farsi 58%, Azeri 27%, Kurdish 9%, Luri 2%, Balochi 1%, Arabic 1%, other 2%

March 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11 Daylight Savings Begins	12	13	14	15	16	17 St. Patrick's Day
18	19	20 First Day of Spring	21 SAT-7 NETWORK Event in Cyprus	22 SAT-7 NETWORK Event in Cyprus	23 SAT-7 NETWORK Event in Cyprus	24
25	26	27	28	29	30	31

"So be strong and courageous! Do not be afraid and do not panic before them. For the Lord your God will personally go ahead of you. He will neither fail you nor abandon you"—Deuteronomy 31:6

MARCH ACTION STEP



2010 in review

SAT-7 PARS:

- Increased viewer responses despite additional government restrictions
- Broadcast one full year of live shows airing only one at the beginning of the year and four by year-end, plus occasional live shows

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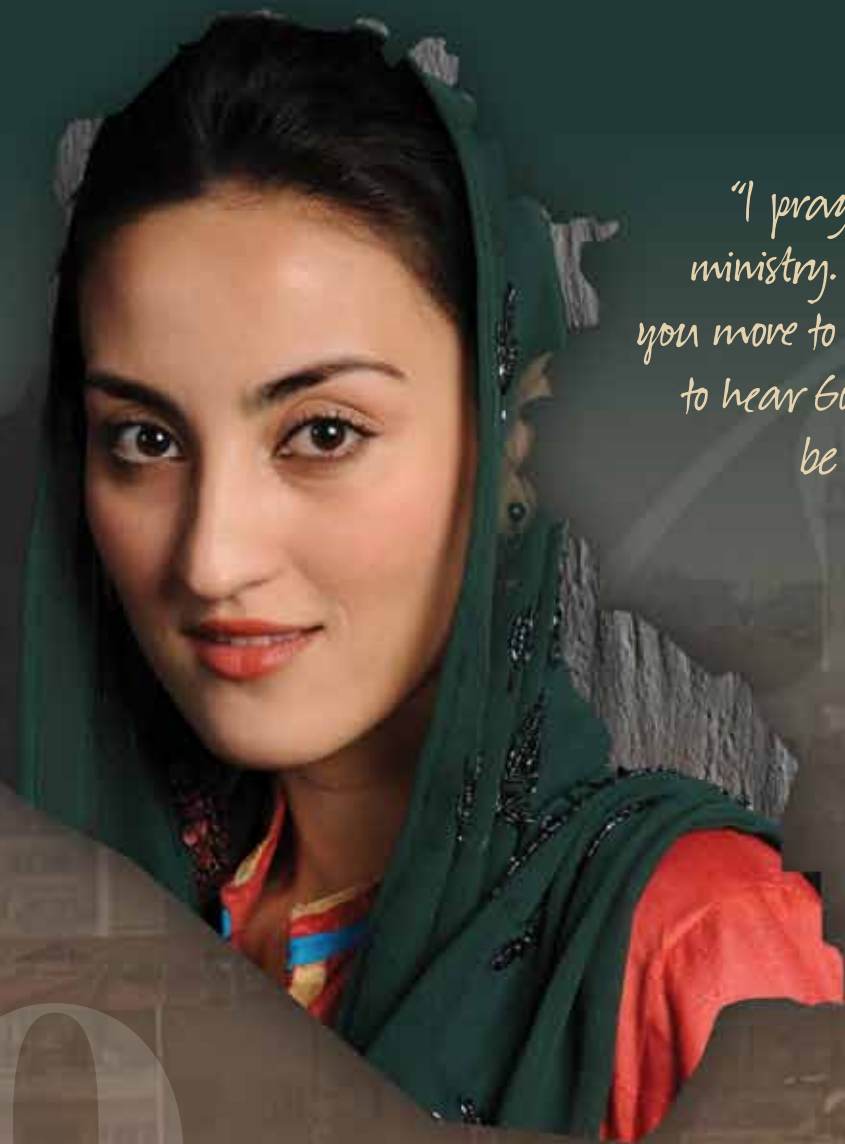
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Address _____ City _____ State _____ Zip _____



"I pray that the Lord bless SAT-7's ministry. My prayer is that God uses you more to water those who are thirsty to hear God's Word and that you will be a channel to transfer God's love to the millions."

—a viewer in Iraq



IRAQ

Population: 29 million
Religions: Muslim 97%, Christian or other 3%
Languages: Arabic, Kurdish, Turkoman, Assyrian (Neo-Aramaic), Armenian

April 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Palm Sunday	2	3	4	5	6 Good Friday	7
8 Easter	9	10	11	12	13	14
15	16	17	18	19	20	21
22 Earth Day	23	24	25 Administrative Professionals Day	26	27	28
29	30					

"Jesus told her, 'I am the resurrection and the life. Anyone who believes in me will live, even after dying. Everyone who lives in me and believes in me will never ever die...'"—John 11:25

APRIL ACTION STEP



2010 in review

SAT-7 PARS:

- Produced additional dramas, teaching, children's and music programs
- Created a new SAT-7 PARS website

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"My life has totally changed since I started watching SAT-7 programs, which opened my eyes to God's love and motivated me to have a personal relationship with the Lord Jesus. Many were wondering about the power that changed my life."

—a viewer in Jordan



JORDAN

Population: 6 million

Religions: Sunni Muslim 92%, Christian 6%, other 2%

Languages: Arabic, English widely understood by upper & middle classes

May 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13 Mother's Day	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28 Memorial Day	29	30	31 SAT-7 ARABIC 16 year anniversary		

Let the children come to me, and do not hinder them, for the kingdom of heaven belongs to such as these.”—Matthew 19:14

MAY ACTION STEP



2010 in review

SAT-7 KIDS:

- Launched first ever SAT-7 KIDS weekly live show, *Why Is That?*
- Completed a full year of interactive programs, including *I Love You This Much* designed to help children with special needs

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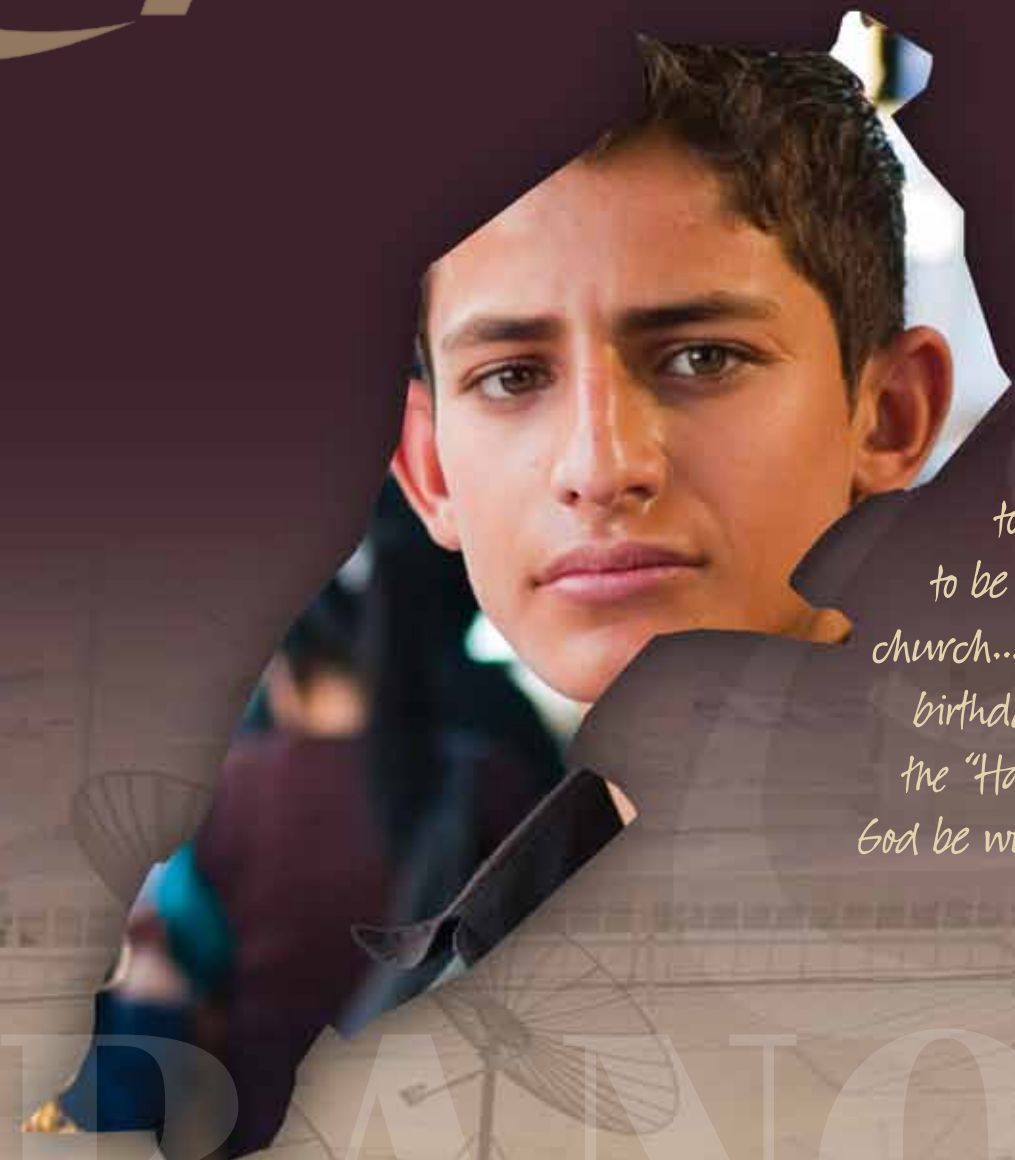
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Address _____ City _____ State _____ Zip _____



"Hello. My sister and me are watching your channel each day and all the day because you draw us nearer to God. Also my parents want us to be updated with the events in our church...would you please celebrate my birthday by mentioning my name in the "Happy Birthday" segment? May God be with you all, keep you safe and strengthen you. Love you."

—a viewer in Lebanon



LEBANON

Population: 4.2 million

Religions: Muslim 59.8%, Christian 31.9%, Druze 7%, other 1.3%

Languages: Arabic, English, French, Armenian

June 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14 Flag Day	15	16
17 Father's Day	18	19	20 First Day of Summer	21	22	23
24	25	26	27	28	29	30

"And I am certain that God, who began the good work within you, will continue His work until it is finally finished on the day when Christ Jesus returns."—Philippians 1:6

JUNE ACTION STEP



2010 in review

SAT-7 KIDS:

- Doubled viewer responses by broadcasting over both Nilesat and Hot Bird satellites for the entire year
- Extensively reviewed SAT-7 KIDS programming to plan for enhanced broadcasts

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Name _____ Email _____

Address _____ City _____ State _____ Zip _____



"I am a believer because of watching SAT-7 programs. My family and I live isolated since changing belief is forbidden and there are no churches here. Could you help?"

—a viewer in Libya



LIBYA

Population: 6 million

Religions: Sunni Muslim 97%, other 3%

Languages: Arabic, Italian, English all widely understood in the major cities

July 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 Independence Day	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

"Yes, I am the vine; you are the branches. Those who remain in Me, and I in them, will produce much fruit. For apart from Me you can do nothing."—John 15:5

JULY ACTION STEP



2010 in review

SAT-7:

- Restructured the way programs are stored by incorporating a new Broadcast Traffic System (BTS). This new infrastructure has revolutionized the way programs are archived, scheduled and played-out over the various satellites to which they are uplinked.

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Address _____ City _____ State _____ Zip _____



"I was raised in a non-Christian family. When I was 14, I started to watch SAT-7. The words spoken about the Lord Jesus entered my heart and I felt peace in a way I had never known before. I decided to become a Christian. I learned to pray and to go to church."

—a viewer in Morocco

Population: 31 million

Religions: Muslim 98.7%, Christian 1.1%, Jewish 0.2%

Languages: Arabic (official), Berber dialects, French

August 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

“And you will be my witnesses, telling people about me everywhere—in Jerusalem, throughout Judea, in Samaria, and to the ends of the earth.”—Acts 1:8

AUGUST ACTION STEP



2010 in review

SAT-7:

- Upgraded broadcast services by contracting a new master control provider, STN, located in Slovenia. STN now provides services for all SAT-7 channels which helps significantly reduce costs.

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Address _____ City _____ State _____ Zip _____



"We are from Egypt but we live in Saudi Arabia because of my husband's job. Things are very tough here for Christians and I was afraid to bring Bible stories with me from Egypt. Please send us some stories so I can teach my daughter. SAT-7 plays the role of the church as there are no churches here. Thank you and thank God for this channel."

—a viewer in Saudi Arabia



SAUDI ARABIA

Population: 29 million
Religion: Muslim 100%
Language: Arabic

September 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Labor Day	4	5	6	7	8
9 Grandparent's Day	10	11	12	13	14	15
16	17	18	19	20	21	22 First Day of Autumn
23 30	24	25	26	27	28	29

Behold, I am doing a new thing; now it springs forth, do you not perceive it? I will make a way in the wilderness and rivers in the desert.”—Isaiah 43:19

SEPTEMBER ACTION STEP



2010 in review

SAT-7:

- Continues to efficiently and effectively reach more viewers with life-changing Christian TV programming created in local languages.

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Name _____ Email _____

Address _____ City _____ State ____ Zip _____



"We are about 140 families and we live in a remote area in Syria where there are no churches yet. SAT-7 programs are like medicine to our sickness."

—a viewer in Syria

Population: 22 million

Religions: Sunni Muslim 74%, other Muslim 16%, Christian 10%

Languages: Arabic (official); Kurdish, Armenian, Aramaic, Circassian widely understood; French, English somewhat understood

October 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8 Columbus Day	9	10	11	12	13
14	15	16 Boss's Day	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 Halloween			

"And those who are peacemakers will plant seeds of peace and reap a harvest of righteousness."—James 3:18

OCTOBER ACTION STEP



2010 in review

SAT-7:

- Letters, e-mails and text messages from viewers living across the region indicate how vital SAT-7 broadcasts have been to the spiritual development of countless viewers in the Middle East and North Africa.

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Name _____ Email _____

Address _____ City _____ State _____ Zip _____

"Last night I watched the 'Words of Hope' program. What the host read from the Bible really affected me. My system of belief—the way I've been burdened all my life with living under punishment because of the way religion was explained to me—has been turned upside down."

—a viewer in Turkey



Population: 77 million

Religions: Muslim 99.8%, other 0.2% (mostly Christians and Jews)

Languages: Turkish (official), Kurdish, other minority languages

November 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 SAT-7 Day of Prayer Daylight Savings ends	5	6	7	8	9	10
11 Veteran's Day	12	13	14	15	16	17
18	19	20	21	22 Thanksgiving Day	23	24
25	26	27	28	29	30	

"Be thankful in all circumstances, for this is God's will for you who belong to Christ Jesus."—1 Thessalonians 5:18

NOVEMBER ACTION STEP



2010 in review

SAT-7 TÜRK:

- Successfully merged TÜRK-7 into SAT-7, to become SAT-7 TÜRK
- Created a number of exciting teaching, comedy, drama and children's programs

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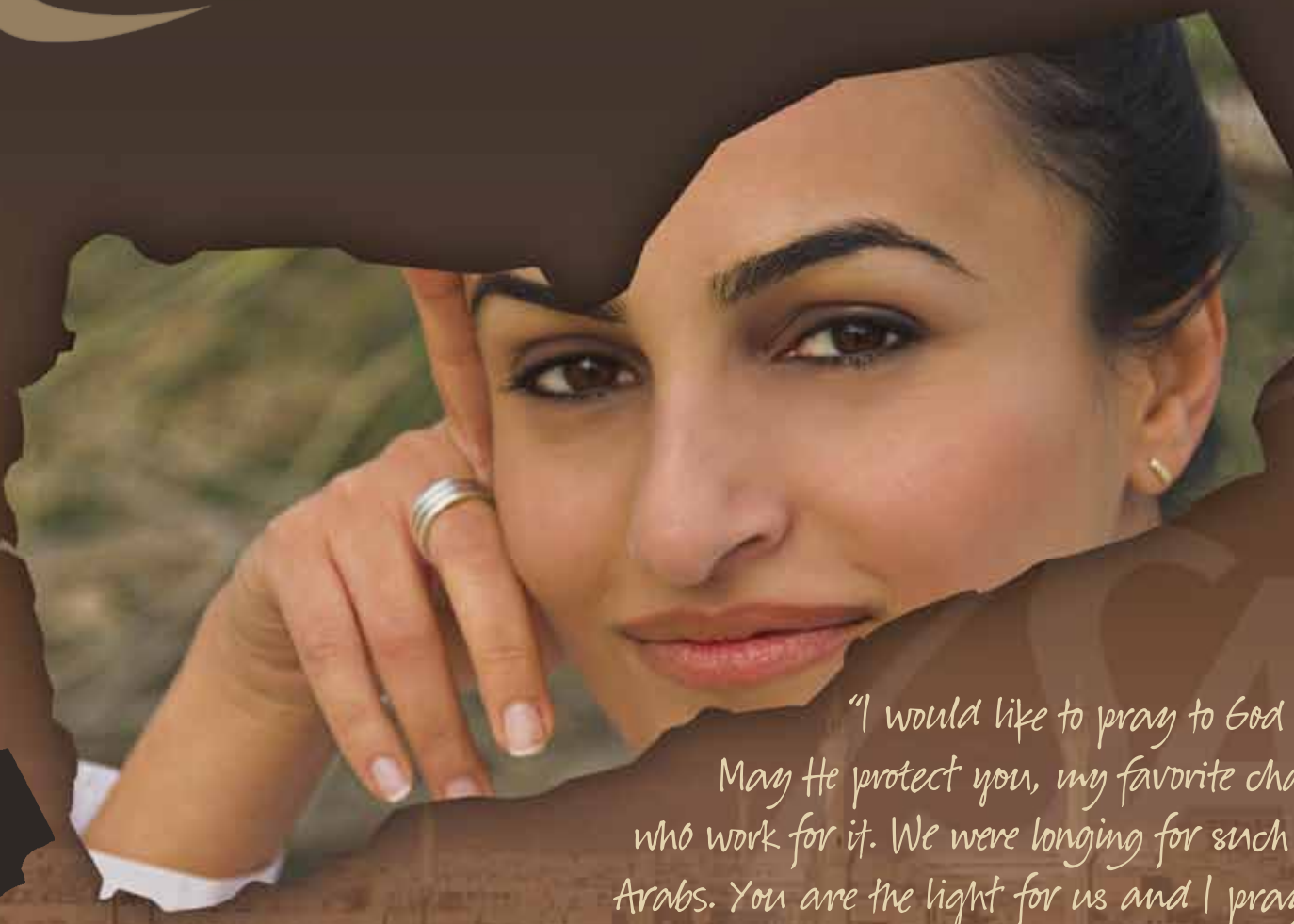
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Address _____ City _____ State _____ Zip _____



"I would like to pray to God to bless SAT-7. May He protect you, my favorite channel, and all who work for it. We were longing for such a channel for Arabs. You are the light for us and I pray that the Lord pours His love and blessing on you."

—a viewer in Yemen

Population: 23 million
Religions: Muslim; small numbers of Jewish, Christian, and Hindu
Language: Arabic

December 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10 SAT-7 KIDS 5 Year Anniversary SAT-7 PLUS 2 Year Anniversary	11	12	13	14	15
16	17	18 SAT-7 PARS 6 Year Anniversary	19	20	21 First Day of Winter	22
23 30	24 31 New Year's Eve	25 Christmas Day	26	27	28	29

“Look! The virgin will conceive a child! She will give birth to a Son, and they will call Him Immanuel, which means ‘God is with us.’”—Matthew 2:23



2010 in review

SAT-7 TÜRK:

- Increased support from churches within Turkey
- Expanded studio and production hours

2013 calendar

JANUARY

	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

APRIL

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY

	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

JULY

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

					1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

SEPTEMBER

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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AR2010-911-LR-4000