

ARAB VISION

Strategic Plan 2010-2014

Vision, Mission, Goals and Program Content



1. THE DNA OF ARAB VISION

The strategic goals and content of our TV programs are driven by our Vision and Mission Statements. We implement our work in a manner that is characterized by our Core Values, our Key Internal Commitments and our Key External Commitments. For this reason we open this document with those statements.

1.1 Vision Statement

We envision an Arab World with, in each people-group, an increasing number of vibrant Churches that play a strategic public role in shaping their societies in accordance with the Gospel of the Lord Jesus Christ

1.2 Mission Statement

Arab Vision is a community of Christians committed to changing individuals and societies through the Gospel of Jesus Christ, by producing and distributing effective Christian television programs in the languages of the peoples of the Arab World.

1.3 Core Values of Arab Vision

- 1. COMMUNITY:** John 14 - We reflect the Holy Trinity in being a community.
- 2. SERVANTS OF CHRIST:** Phil 2 - As followers of Jesus Christ we emulate his servanthood.
- 3. CHURCH:** Eph 2 - Our life and work are embedded in the Churches of the Arab World.
- 4. INDIVIDUAL:** John 3 - Each person is unique and entitled to maximum personal development.
- 5. SOCIETY:** Isa 1 - We work for a just society as testimony to the Kingdom of God.
- 6. INNOVATION:** Ps 8 - Innovation is part of our work as a testimony to the Creator.

1.4 Key Internal Commitments

- 1. COMMUNITY:** Acts 2 - As Christian fellow-workers, we focus on developing authentic community with one another.
- 2. COMMUNICATION:** Acts 11- We communicate promptly and honestly.
- 3. AVAILABILITY:** 2 Cor 1 - We are available to each other in work and personally.
- 4. COOPERATION:** Rom 14 - Our cooperation is done in an atmosphere of mutual trust and respect.
- 5. CONFLICT RESOLUTION:** Mat 18 - Conflicts are unavoidable; we follow Biblical procedures for conflict resolution.



1.5 Key external commitments

1. **TRUSTWORTHY:** 1 Cor 4 - We say what we do and we do what we say.
2. **OPEN:** 2 Cor 1 - Every person and organization we deal with can count on our open and honest attitude.
3. **FAIR:** Phil 2 - We always have in mind what is fair, both for our stakeholders and for us.
4. **COOPERATIVE:** Eph 2 - Our cooperative stance marks how we help our stakeholders in fulfilling their needs.
5. **ACCURATE:** 2 Cor 1 - In our public communication we are committed to accuracy.

2. PROGRAM CONTENT ISSUES

2.1 Arab Christians serving the Church in the Arab World

With our programs we serve the Church in the Arab World in those areas where its leaders (both formal and informal) express needs, and within the parameters of our documented goals.

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

This threefold witness is normative for a fully developed Church life. In our programs we strengthen the Arab Church by focussing on each of these three elements.



2.2 Arab Christians witnessing in the Arab World

2.2.1 Kerygma

Many Muslims are starting to think about the Christian Gospel; the increase in openness over the last decade has been remarkable.

Many Arabs do not respond very well to an approach that is aggressive, but they are much more open when Christians show them that they are fellow pilgrims on the road of life.

There is a need for programs in which Jesus Christ and his Church are clearly presented to Muslims, in a non-confrontational manner, with an ethos of love and friendliness. This sort of approach is the most suitable for supporting MBBs and for creating an interest in the Gospel among Muslims, and it is considerate of the sensitive situation of the Church in the Arab World.



2.2.2 Diakonia

Beside programs containing the kerygmatic witness, there is a need for programs that portray the diaconal life of these churches to society.

There is a need to show how Arab Christians throughout history and today have played an important role in the development of Arab society as well as in caring for individuals.

2.2.3 Koinonia

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



2.3 Arab Christians serving the Rest of the World

We no longer live in a world where Western Christians tell people elsewhere what to think and believe. In addition, the centers of spiritual vitality have moved away from the Western World. Christian mission nowadays is therefore multi-directional.

This means, among other things, that the Churches in the Arab World have a message for Christians worldwide. Arab Churches do mission in their own lands, and they have a message for the world. Therefore, they should not only be the recipients of Christian broadcasts, but they should also be communicating to the rest of the world.

There is a need for education in the Western World about matters such as: Churches in the Arab World, the Arab World and Islam in general, and how to reach Muslims with the Gospel of Jesus Christ.

2.4 Important focal points in programs

In communion with the Church, our aim is to use our programs for proclaiming 'the full counsel of God'. In this context, there are some themes that need extra attention in the Arab World and in our days:

2.4.1 Diversity and Conformity

The Arab World suffers from the conflicting trends towards pluriformity and conformity. There is a great diversity in the Arab World, of lifestyles, languages, cultures etc. Yet for many Arabs, diversity is unacceptable as they consider it a weakness.

There is great diversity in the Churches. In spite of this, the Churches are united in Jesus Christ. This unity-in-diversity is a helpful concept for Arab society as a whole, and testifies to the power of Jesus Christ to unite people – even when they are very different.



2.4.2 Human Rights Focus

As Christians, we believe in a Gospel that has transformational and prophetic power. Arab Christians are very visible in the world of NGOs for development and human rights in the Arab World.

Rights issues in the Arab World revolve around matters like: women, access to clean water resources, environment, health, urbanization, freedoms, FGM, socio-economic development, language rights, UN millennial goals, support of persecuted Christians, migration, and more.

2.4.3 Other Content Issues

The Gospel is related to real life; it is not something ethereal. Therefore, the true witness to this Gospel can only be contextual and concrete.

We use a shortlist of themes on which we focus our work. In all of our programs, as well as in our organizational life and relations with others, we make sure that the themes mentioned in this document have a prominent place. In addition we always consider whether we, among other things:

- Portray gender-equality
- Show an interest in young people
- Are understandable for the intended audience
- Reflect a prayerful life
- Produce unique programs
- Train people on the job



3. ORGANIZATIONAL ISSUES 2010-2014

3.1 New Media

Many young people use video media on mobile phones or other cheap cameras; this is good in itself, and it forces us to look for cheaper methods and forms of production and distribution.

There is a need to empower young Christians in media usage, in order to encourage constructive criticism, and in order to use the media as a platform for sharing their Christian views.

3.2 Theology and Community

We participate in the St Francis Institute for strengthening and developing our theological thinking about the Gospel, community, and contextualization.

3.2.1 Theology of Community

'Arab Vision is a community of Christians' according to AV's mission statement. We are a Christian community of people in the Arab World (and elsewhere) gathered around our productions, distribution and audience follow up.

We have a theological understanding of community that does not replicate Church and is not descriptive of a commercial company either.

3.2.2 Contextual Theology

In the context of community, we maintain a contextual theology that is both biblically orthodox, and suitable for a vibrant and increasing Christian presence in the Arab World.

3.3 Train Arab Christians

We endeavor to train other Christians in the Arab world in the production and distribution of TV programs.

3.4 Participation in the market place

We are involved in commercial activities, as part of our vocation to impact society with the Gospel, and in order to diversify our income sources. This income serves our expressed goals only.

4. PROJECTS 2010-2014

Based on the aforementioned concepts and issues, we have decided that by the 2014, as a minimum, we want to be implementing the following projects. Under each (group) of project(s) we show how we, annually, evaluate our progress on a scale from 1-10.

For those projects that did not exist in 2009, we could of course not give a rating for 2009. Otherwise, we have also given it a grade relative to our goal for 2014. How we came to these figures can be requested from our International Office.

4.1 Programs aimed at Arab Christians

4.1.1 General Christian Issues

Two weekly programs of 25 min. on general Christian issues with a focus on the Christians in the Arab World; the choice for subjects and target audience depends to a large extent on the need of the Christian broadcasters. Target audience: Arab Christians.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.1.2 Christian news for the web

Two weekly programs of 25 min. of news and Christian comments on the news of the Arab World, including prayer for the Arab World. Produced by young (mainly volunteering) Christians for the Arab World, to be used as streaming video on our own webTV broadcasts. Target audience: Arabs Muslims, 16-21 years old.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014



4.2 Produce programs for Muslims that witness to the Gospel

4.2.1 Christ Explained for Muslims

A weekly TV program of 25 min. for satellite broadcast clearly aimed at Muslims, explaining the Christian faith in a sympathetic manner where all are seen as pilgrims together. Target audience: Arab Muslim women 20-40 years old.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.2.2 Church life in the Arab World

A weekly 25 min TV program for satellite broadcast with a focus on the Church in the Arab World. A program that shows the audience the role of Church in the history and development of the Arab World, and its contemporary presence. Both the diakonia and the koinonia of the Church are central in these programs, linked to the presence and example of Christ. Target audience: Arab Muslims, 20-40 year old.



Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.2.3 Human rights issues

A weekly TV program of 25 min for satellite broadcasts that specifically focuses on human rights issues. Target audience: Arabs, 20-40 years old.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.3 Produce programs for the Western World for usage on the Internet or DVD

4.3.1 Info on Arab World and Church

A monthly program of 25 min. on events and developments in the Arab World, with a focus on Churches in the Arab World. Produced by Arab Christians. Target audience: Western Christians, adults.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.3.2 Info on Islam

A monthly program of 25 min. that explains Islam. Produced by a former Arab Muslim. Target audience: Western Christians, adults.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.3.3 How to reach Muslims

One monthly program of 25 min on how to reach Muslims with the Gospel. Produced by Arab Christians and former Muslims. Target audience: Western Christians, adults

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.4 Languages

We focus on the spoken languages of North Africa, Egypt, Iraq, Northern Sudan and Yemen. We will produce programs in 10 major languages.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.5 Distribution

4.5.1 Relating to Christian Broadcasters

We have a strong distribution department that relates on many levels to the broadcasters.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.5.2 Distributing to non-Christian stations

We distribute our programs not only to Christian broadcasters but to others as well.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.5.3 Our own WebTV

We run a website offering streaming video of all of our productions, and also a specialized website for each separate theme or series of programs

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014



4.5.4 Streaming Video on other websites

All our programs are available as streaming video on websites of others.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.6 Audience Follow Up

We develop our audience follow up department into a mature ministry of our organization.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.7 Financial Matters

4.7.1 Work in marketplace

Our separate production entities all engage in commercial activities in the market place of their location, for the sake of impacting society, for developing the abilities of our personnel to work competitively in accordance with the qualities requested by the market, for creating some financial reserves, and also for diversifying our income base.

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

4.7.2 Finances

We have no debts and we have reserves of 25% of our annual turnover.

4.7.3 Fundraising

We have effective fundraising offices in Holland, the USA, the UK, Korea and in Singapore.



Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014

Assessment of accomplishment (scale 1-10)					
2009	2010	2011	2012	2013	2014