



TIME OF TRANSITION FOR SAT-7

Deputy CEO and Chief Channels Officer Rita Elmounayer was appointed as CEO Designate by the SAT-7 International Council at its recent meeting, held before the NETWORK 2018 conference.

The transition of responsibility is likely to take place in 2019. Founder and CEO Dr Terence Ascott explains what will happen in the lead up to change:

“Rita will continue to operate in her current role as the Chief Channels Officer, and myself as the CEO. In this regard, she continues with her focus on supporting the Channels with their delivery of our strategic goals.”

DEDICATED TO THE MINISTRY

Rita Elmounayer has been with SAT-7 since its very beginning. Born in Lebanon, she was the first presenter to brave being on-screen in 1996, when SAT-7 broadcast just a two-hour weekly Arabic program.

Now, 22 years on, Elmounayer’s passion and dedication for SAT-7’s ministry is stronger than ever: She comments:

“SAT-7 is trying to make a difference in this turmoil, society, and culture that we’re living in. God is always at work – we never know where and when the seed will grow. Our responsibility is to sow it.”

DR ASCOTT’S FUTURE ROLE

Having invested over 40 years in the Middle East and building SAT-7 from the ground up, many are asking what Dr Ascott’s plans are for the future. He comments:

“When most people retire, they pursue what they enjoy – this is what I enjoy doing! After the transition takes place, I will take on a new role, as “Founder/President”. This will initially include continuing to be available to Rita as the new CEO and other members of the Middle East Leadership Team – for advice or help, as requested. It will also involve me continuing to promote the

organisation to our supporters and potential supporters worldwide, spending more time writing and in supporting our governance structures.”

The International Council’s Executive Board will meet in July 2018 to agree Dr Ascott’s future role with the ministry.

Please pray for Ms Elmounayer, Dr Ascott, and SAT-7’s leadership in the coming year of transition. Please pray that SAT-7 remains faithful to God’s leading and that He would be glorified through its ministry. ■

We do thank God for the faithfulness and sacrificial support of our Partners and friends, and for the tireless efforts and good stewardship of our staff – all of whom helped maximise the impact of our resources in 2017.

FAITHFUL WITNESS TO OUR VIEWERS

SAT-7's new five-year strategic plan lays out an ambitious strategy for the ministry, as it seeks to impact and change the Middle East and North African region through its broadcasts.

Chief Operations Officer (COO) Andrew Hart presented the detailed strategy at the SAT-7 NETWORK 2018 conference.

“When SAT-7 started 20 years ago, it was the right strategy, with the right technology at the right time. But times change – the way in which people consume video today is changing as well. For this reason, SAT-7 has conducted an analysis of the big factors that are affecting our viewers and laid out a five-year strategy to ensure that the ministry stays relevant to their needs,” says Hart.

KEY STRATEGIC POINTS

- Preparing for an on-demand future. The way people in the MENA watch television is continuing to evolve: SAT-7 will develop to offer new ways to watch its programming on-demand.
- Launching high-definition broadcasts. As loyal viewership is increasingly driven by screen sizes and HD programming, SAT-7 will be focusing on increased quality of content and picture quality.

- Capacity building. The ministry is invested in developing the existing team of committed Christian professionals, who live out SAT-7's ethos and values and who are passionate about the Mission and Vision.

INCREASED INFLUENCE IN THE MENA

Dr Terence Ascott, SAT-7's Founder and CEO, says these strategic plans will allow SAT-7 to seize the incredible opportunity at hand:

“Today 400 million people between Morocco and Afghanistan have a satellite dish at home. If we were important when we started in 1996 with two hours a week of broadcasting to a potential audience of a couple of million people, how much more relevant and influential are we today broadcasting 1000 hours a week over five different channels to such a huge audience? It's a tremendous opportunity to make a difference.”

SAME ETHOS, SAME MISSION

Many of the fundamental elements of SAT-7's strategy remain in place and have not changed since the ministry was

established, such as its vision and mission and the sensitive, holistic approach of its programming policy.

Building from this strong foundation. SAT-7 has identified the pivotal issues it needs to address in order to remain relevant to the needs of its viewers and influential in the future. ■

OUR 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 services.

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