



Arabic Television Outreach

Campaign Goals:

To produce and air hundreds of evangelistic programs to the Islamic world from Morocco to Pakistan.

Start Date:

Ongoing

Expected Completion Date:

Until Jesus returns in His second coming.

Location, Number of People

The satellite footprints cover areas where many of the 1.3 billion Muslims in the world live. This includes in the 10/40 window, stretching from Morocco to Pakistan.

Budget Amount

\$1,500,000 per year.

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Project Proposal



Arabic Television Outreach

OPPORTUNITY

There are about 1.3 billion Muslims in the World. That is approximately 19% of the world's population.

The largest Islamic area is located between the 10th and 40th degree parallels known as the 10/40 Window, where approximately 300 million Muslims live. 80% of them have never heard the Gospel even one time. This is why our mission to reach them is so challenging. GCM Ministries produces hundreds of TV programs each year coworking with ex-Muslims. Sixteen satellite TV channels such as SAT-7 are used to preach these evangelistic programs to the Islamic world, from Morocco in North Africa to Pakistan, in the Middle East.

Great Commission Media Ministries

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THE PLAN

To produce hundreds of TV programs each year coworking with ex-Muslims at our IRR-TV partner ministry center in Helsinki, Finland.

Satellite TV channels such as SAT-7 will be used to preach these evangelistic programs to the Islamic world, stretching from Morocco in North Africa to Pakistan. Most of the world's Muslim population lives in this region.

Muslims are open to discussion on God and are fervently looking for the truth. They are often open to the Gospel.

Arabic TV programs produced for our Mega City Media Evangelism Campaigns in Arabic nations.

Campaigns are held in Iraq and Israel, similar campaigns planned for Lebanon, Egypt and other countries in the Middle East.

COST OF PROJECT

The approximate cost per year is \$1,500,000 for the production and airing of satellite TV programming.

This includes:

1. \$900,000: Production, post editing facilities and manpower costs at ministry center.
2. \$100,000: Studio rental, equipment purchase and maintenance, etc.
3. \$500,000: Sixteen satellite TV channel airtime costs.

How many people will be impacted by the Gospel for an investment of:

Investment	People Impacted
\$1,000	380,000
\$5,000	1,900,000
\$10,000	3,800,000
\$25,000	9,500,000
\$50,000	19,000,000
\$100,000	38,000,000
\$200,000	76,000,000
\$300,000	114,000,000
\$800,000	304,000,000

THE PEOPLE AND THE REGION

Not all Arabs are Muslims. Christianity pre-dates Islam in Arab nations and nominal Arab Christians are spread throughout Islamic countries and the world.



PROJECTED SATURATION

We continue to reach most of the 300 million Muslims that are in the 10/40 region. Our TV programs can be seen in the Middle East, North Africa, Europe, North America and Australia. Sixteen satellite channels broadcast our programs, some of them every day. They are produced and aired in the following languages:

Arabic, Farsi, Turkish, Somali, South Sudanese, Hindustani, Kurdish, Tigre and Urdu.

We invest heavily in the production of TV programs because television plays a significant role in families throughout Arabic and Islamic regions in the world. Every family, no matter how poor, has a TV and a satellite receiver. The Arab and Muslim World Missions Department of GCM Ministries produces over 900 new TV programs at our ministry center each year.



PROJECT CALENDAR

Year round

This project continues throughout the year and for years into the future. Satellite channels air these specially made TV programs throughout the day, 7 days a week, 4 weeks each month and each month in every year.

TV PROGRAMS

ARABIC

We produce four different series.

1) *From the Pastor's Desk* series deals with the basics of the Bible.

2) *Your Life Story* series contains true life-stories and they are examined from the point of view of the word of God.

3) *A Better Family Life* series helps families heal and build through constructive spiritual teaching.

4) *Purpose of Life* devotional series helps people to think about the purpose of the life more deeply.

FARSI

Three TV program series called A New Life, Answers From the Bible and Steps Toward Jesus. The first program helps viewers to understand who Christ is.

The second openly discusses the basics of Christianity under the guidance of the word of God. Included are interviews of different individuals, with some musical pieces added and typical questions from Iranians concerning the Bible are answered.

The third contains a 90-part Bible study that focuses on 10 steps in the book Essential Steps to Christ.

HINDUSTANI

These programs will be seen in Pakistan, India and Bangladesh. Hindustani is spoken by hundreds of millions of people in these countries. The new series we are producing is based on the teachings of Jesus' sermon on the mount.

SOMALI

We thank God that we are now producing two TV series in Somali. Together with your help, we have left a footmark in the history of missions work!

It is estimated that 10 to 25 million people worldwide speak the Somali language. Somalis are Muslims and culturally a very closed group, who can be reached only through the media.

A Women's program "For You" features two ex-Muslims, a mother and daughter. It talks about equality and how to have a personal relationship with God.

Whereas "The School of Life" series targets youth, hosted by Somali men who have left behind their faith in Islam and are newborn in Jesus. They talk about changes that have taken place in their life because of their faith.



USING THE INTERNET FOR EVANGELISTIC OUTREACH

WEBSITES

Our TV programs direct people to our 10 evangelical and discipleship websites designed for Arabs and Muslims. We receive between 1 and 2 million visits monthly. The websites offer the opportunity for interaction in these languages: Arabic (6), Amheric, Kurdish, Farsi and Somali.

The following Arabic Christian resources can be downloaded from the websites:
Bible Tracts • Satellite TV Programs • Books • Arabic Christian Music • Questions for Muslims.

GCM Ministries websites also have discussion forums where users can exchange ideas with others and get answers to spiritual questions.



RESPONSE MECHANISMS

GCM Ministries receives many good and encouraging messages from people watching our TV programs. Our audience wants to know more about the road to Salvation and many have come to faith in Jesus.

- 1) Email response
- 2) 8 Websites
- 3) Social Media
- 4) One-on-one contact (covert)

SUCCESS CRITERIA

- 1) Change people's life right in their home
- 2) Reach targetted people by satellite
- 3) Plant churches and prayer groups



GCM Ministries receives many good and encouraging email and SMS messages from people watching our TV programs. Our audience wants to know more about the road to Salvation and many have come to faith in Jesus.

FOLLOW-UP

Our Swedish office is responsible for all the follow-up to Arabs and Muslims who write to us from Europe and the USA.

Our office in Egypt is responsible for follow-up work for precious souls writing to us from Arab countries.

Volunteers and churches around the world also play a vital role in follow-up and discipleship ministry.

