Speakers at the SAT-7 Vision Day 19.9.2014

Terence Ascott - SAT-7 CEO, has lived in the Middle East and served as the leader for indigenous media ministries for almost 40 years.

In 1973 Terry moved to Beirut, Lebanon and worked to launch an Arabic Christian publishing ministry. After the start of the Lebanese Civil War, Terry and his family evacuated to Egypt. In Egypt, Terry launched an Arabic youth magazine called "Huwa wa Hiya". This was the first Christian magazine to be successfully distributed on Arab newsstands across the region. It was published for 25 years.

While working on the magazine, Terry's ministry became involved in other media projects including video production. In 1995 he, along with Middle Eastern Christian leaders and around twenty partner organizations working in the region, launched SAT-7, the first Arabic Christian satellite television channel. The channel was a pioneer in many areas, breaking ground for other ministries to follow. In the years since its launch, SAT-7 has grown from a two-hour a week broadcast, to a network of four 24-hour channels.

Rita El Mounayer, Executive Director, SAT-7 ARABIC and SAT-7 KIDS

Rita began her media career as a radio host and producer with Far Eastern Broadcasting Associates radio in 1992. She joined SAT-7 in 1995 and hosted its first program, *Ears of Wheat* (in Arabic, *Assanabel*). This program ran for 12 years and became one of the channel's most successful programs.

Rita's role soon expanded to programming director for all children's programs on SAT-7. In 2004, she also became programming director for all of the Arabic programs at SAT-7. In 2008, Rita was named executive director for SAT-7 ARABIC and SAT-7 KIDS, followed by SAT-7 PLUS in 2010.

Rita also plays a key role in mentoring new TV producers and continues to host two programs -- *Bedtime Stories*, a children's program, and *My Story*, a live talk show.

Rita first served SAT-7 in Lebanon, and since 2005, she has served SAT-7 in Cyprus. Rita holds an M.A. in communications from Cardiff University, Wales.

What is SAT-7

Since 1996 SAT-7 has been working to illuminate countries in the Middle East and North Africa with God's love. The ministry currently has five channels (SAT-7 ARABIC, SAT-7 PARS, SAT-7 KIDS, SAT-7 PLUS and SAT-7 TÜRK), each of which holds to a similar ethos - show viewers God's love, give local churches in the region a satellite TV platform to educate and encourage their communities, combat misconceptions about the Christian faith in the region, work inter-denominationally, and foster bridges of understanding with the much larger non-Christian majority without compromising the truth of God's Word. SAT-7 has more than 150 employees, mostly Middle Eastern nationals, who work in its offices and studios in Egypt, Lebanon, Cyprus, Turkey and the UK.