PAK7

Showing Pakistan God's Love

OUR MINISTRY PROFILE

Pakistan

A STRATEGIC FOCUS

With 220 million people, Pakistan is the world's fifth largest country and by 2030 it will become the largest Islamic nation. It's a beautiful land, famous for the hospitality of its citizens, and full of youthful optimism, but one which wrestles with issues of religious intolerance, extremism and violence.

We are a media initiative—indigenous, strategic, and innovative—that shares the good news of God's love with the people of Pakistan.

We address the human, social, spiritual, emotional and even entertainment needs of both Christian and non-Christian audiences throughout Pakistan. And we encourage and equip the Church, facilitating its witness to Jesus Christ.

About PAKISTAN

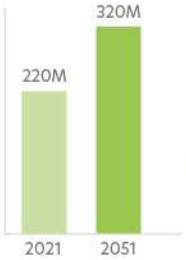
MOST POPULATED COUNTRIES

Pakistan is the 5th most populous nation in the world and it is growing fast.

1. CHINA
2. INDIA
3. UNITED STATES
4. INDONESIA
5. PAKISTAN

PAKISTAN POPULATION

In the next 30 years it is estimated that Pakistan's population will grow by over 100 million people.



220,000,000
CURRENT POPULATION

+100,000,000
INCREASE IN 30 YEARS

ESTABLISHED
1947

HISTORY OF PAKISTAN

Pakistan was established in 1947 as a homeland for the Muslims of India. A number of Christians were pivotal in its creation as an inclusive state for all religious groups. However, in the 1970's and 80's Pakistan became increasingly Islamized, and it has become a challenging place for religious minorities to live.

AGE OF PAKISTAN'S POPULATION

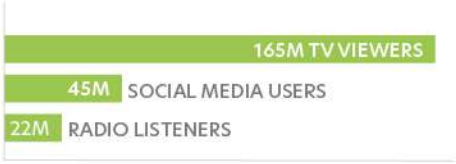
70% of the population are under the age of 35. 35% of the population are under 15.

75 Million
UNDER THE AGE OF 15

35%

MEDIA USERS

Pakistan is one of the least digitally connected nations in the world but given its large population it still boasts about 45 million Social Media users. However, television is still by far the main platform for media consumption. Notably, each platform reaches different audiences.



RELIGIONS OF PAKISTAN

PAKISTAN FLAG

The green of the flag symbolizes the Islam religion and a vertical white band symbolizes minority religions. A large white crescent and star are traditional symbols of Islam.

URDU: NATIONAL LANGUAGE

Although there are over 70 different languages spoken across Pakistan, Urdu, the national language, the language of education and of business, is widely spoken and understood by the vast majority.

78% UNDERSTAND MOST OR ALL PROGRAMS BROADCAST IN URDU

REGIONAL LANGUAGES SPOKEN

Punjabi: **39%**
Pashto: **18%**
Sindhi: **15%**
Saraiki: **12%** (a Punjabi variant)
Urdu: **7%** (mother-tongue)
Balochi: **3%**
Other: **6%**

Christians
OF PAKISTAN

Pakistan is a difficult place to live, and that is especially true for its religious minorities, many of whom live in poverty with quite limited opportunities for social advancement. And yet, among Christians in particular, there are towering examples of courage and faithfulness.

The 4 million Christians who live there are sometimes persecuted and often discriminated against; they are often poor, and many are uneducated.

Although the church in Pakistan faces adversity, it is remarkably resilient. It meets freely and openly, and there is growing cooperation between church leaders of different denominations. Churches are well attended and these communities offer much support to one another, but there have been few opportunities to bring their witness to others.

WE ARE THE CHRISTIANS OF PAKISTAN: All of our production staff and 75% of our International Board are from Pakistan.

WE PARTNER WITH THE CHURCH: We serve the church with media training and tell their stories through our programs.

Pakistan certainly faces challenges, but it also has reasons to be hopeful about the future.

Vision
& MISSION

OUR VISION: God glorified and enjoyed in Pakistan; his church built up in the knowledge of God, the appreciation of the gospel and the fullness of the Holy Spirit; the people of Pakistan transformed by God's love.

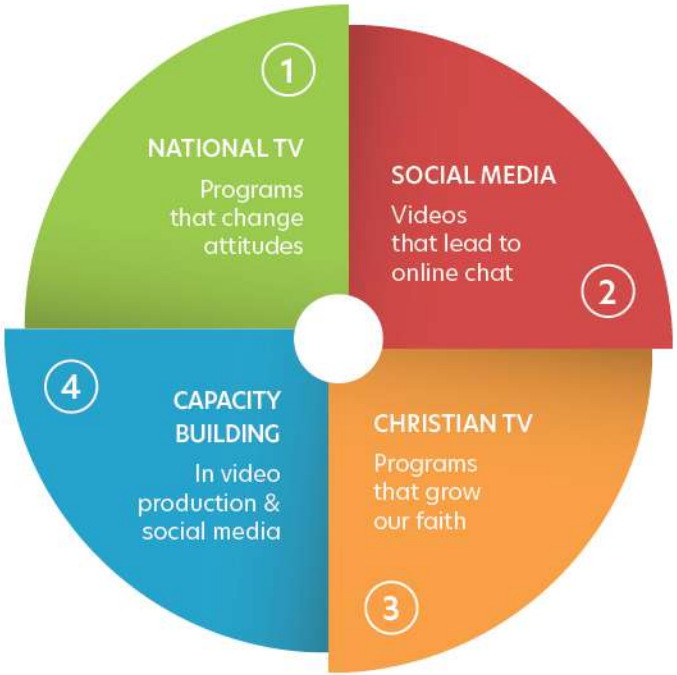
Our mission is to serve Pakistani Christians in their witness to Jesus Christ and the gospel through exceptional television programming.

Where We Focus

Our activities in Pakistan focus on four main areas, all of which work to support our long term vision and mission.

1. NATIONAL TV
2. SOCIAL MEDIA
3. CHRISTIAN TV
4. CAPACITY BUILDING

PAK7 is not a TV channel today—that is a long term goal and there are things we need to do first to make that a success. In the meantime, we are laying a strong foundation by making some great programs to show online and on other channels.



HOW WE OPERATE

We empower local Christians, who are best placed to make our programs, especially programs for children, young people and women.

Recognizing that we are competing for people's attention in an increasingly crowded media market, we work hard to utilize interesting formats such as reality-TV, documentaries and dramas.

We work with all denominations to demonstrate the unity that we share as believers.

We invest in local people, helping them get access to the training, equipment and funding they need to build successful media businesses that will also serve the church.

We never criticize other religions or denominations. Instead we present the positive message of God's love, grace and forgiveness in Christ.

Stories

SHAPING ATTITUDES

PAK7 makes programs intended for national TV that have broad appeal to Pakistanis of all faiths, and which encourage greater understanding and acceptance of the Christian faith.

We believe that storytelling through long-form programs is one of the most effective ways of communicating values and shaping attitudes to Christians and Christianity. Stories help viewers to empathize with characters and consider points of view that they would not through other forms of programming. Stories shape our culture, our lives and the way we perceive the world.

- Where are the positive Christian characters in our dramas?
- Where are the Christian presenters and role models?
- Where are the stories of Christians contributing to the good of society and culture?

VIDEO STAR: This reality-TV program shows Pakistani Christians in a positive light—with skills, aspirations, and much to offer their country. We follow their journeys, experience the highs and the lows, and learn about media production along the way.

COMMUNITY MAKEOVER: This program models mutual respect and healthy interaction between Christians and Muslims. It is much needed in Pakistan. Our two hosts, one Christian, one Muslim, visit charities across Pakistan to help them renovate their facilities.

2 SOCIAL MEDIA: VIDEOS THAT LEAD TO ONLINE CHAT

Questions
OF FAITH & LIFE

The Internet is a window into another world. Young people are looking online for answers, friendship and support. For this reason, PAK7 produces short videos for Facebook, YouTube and other platforms that appeal to young people. These address some of the biggest issues facing them like loneliness, relationships, anger, forgiveness, and questions of faith and life. We share the difference Jesus makes in these situations.

Viewers who like our content can visit our website for advice and those who want to talk about their personal situations can contact us via online chat.

We have prayed for people who are in desperate need, people searching for work, searching for love, searching for hope. In many cases they have written back with answers to prayer, being healed, set free from anger and depression, and with a new interest.

VIDEOS WATCHED BY MILLIONS

20% WATCHED TO THE END

WE CHAT & PRAY WITH PEOPLE

45M FACEBOOK USERS

Christian PROGRAMS

There is a real need to help the Pakistani Christian community with higher quality programming —to bring quality teaching, to strengthen ties between denominations, and to invest in programs for children and young people, who are the future of the church.

Many are surprised to learn that there are already a number of Christian TV channels for Pakistan. The programs focus predominantly on preaching and church services. They appeal predominantly to a limited Christian audience.

These stations are not licensed by the government and are not generally shown on Cable TV where most people are watching. They are instead shown on satellite TV which is watched by just 20% of the population.

PAK7 produces a spectrum of programs that appeal to all audiences, especially children, young people and women for whom there is a lack of programming. We use lively songs, animations, talk shows and engaging children's formats.

In the future we hope to launch a Christian TV channel of our own, but until that time we will seek to license these programs to other channels for a fee or show the programs on YouTube.

FUN SONGS:

A range of praise and worship songs with actions that kids can join in with.

STORIES JESUS TOLD:

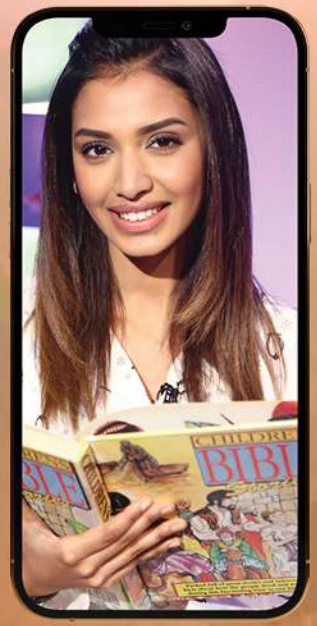
The gospel accounts told through simple animations with the help of a friendly host.

DUBBED CONTENT:

Like the 'Prodigal', an award winning animation.

BEDTIME STORIES:

Where a big sister reads a story from the Bible with the help of a cheeky puppet.



4 **CAPACITY BUILDING:** IN VIDEO PRODUCTION & SOCIAL MEDIA

Initiatives

TO TRAIN & EQUIP

There are many barriers to entry for Christians into media.

PAK7 invests in Pakistani Christian filmmakers and media professionals—through initiatives like the PAK7 media summer school and internship, as well as the provision of short term training courses and loan equipment. We do this so that we can establish a strong and healthy pool of Christian media professionals that PAK7 and other ministries can use, and who can contribute to the wider media industry.

Distinctively, PAK7 aims to help Christians get into the media by helping them establish their own businesses. We believe that by giving training, access to equipment and by creating an internal market for video production, that we can kick start the Christian media production industry.

MEDIA SCHOOL

EQUIPMENT ACCESS

BUSINESS KICKSTART

We give individuals the opportunity to use their gifts to serve God, to serve their communities and to make a better life for themselves.

THE ETHOS OF PAK7

Working with all branches of the church, showing God's love through our unity.

Equipping and encouraging Pakistani Christians to bring their witness.

Treating people of all faiths with respect.

Training and supporting local people to lead the work.

Investing in local Christian businesses.

Favoring local Christians on screen, rather than Western religious figures.

Boards
& PARTNERSHIPS

PAK7 was born out of a series of consultations in Pakistan with local Pakistani Christians and representatives from the global church. They looked at the gaps and the opportunities for Christians to be involved in the media as a force for good, and this culminated in the launch of PAK7 in 2018.

OUR STATEMENT OF FAITH

The Nicene Creed (325AD) and the Lausanne Covenant constitute our statement of faith. Together these statements express our heartfelt commitment to Trinitarian Orthodoxy and to the Great Commission.

PAK7 INTERNATIONAL COUNCIL

The governing board of PAK7 is its International Council. It includes a broad cross section of the Pakistani church and the global church, with a good balance of men and women. The majority of the Council is Pakistani Christians. PAK7 International is a Charitable Incorporated Organization in the UK. Visit our website for a list of current Board members.

PAK7 US

Currently we have one regional development office: PAK7 US. This has its own board which provides expertise and relationships which help PAK7 to raise funds and support in North America. PAK7 US Inc. is a non-profit with 501(c)3 status.

PARTNERSHIPS

PAK7 is multi-denominational and will work with all churches and organizations that share our Statement of Faith. We have a growing number of relationships with partners that include prayer support, financial investment, and joint projects.

Funding
& ACCOUNTABILITY

Our funding comes from a variety of sources including churches, foundations and individual supporters.

Our supporters include Impact Partners who give monthly. Our donors include Pakistani Christians who believe in this work and who want to see it develop. Whether large, or small, we regard our donors as investors in the kingdom of God.

In addition we generate some income from our efforts by producing programs for others, and renting out our equipment. In the future we hope to carry appropriate advertising on our channels.

Wherever PAK7 has legal entities our accounts are prepared by independent accountants, and we follow local guidance regarding independent audits and reviews. In the USA, the Evangelical Council on Financial Accountability (ECFA) has accepted us as a member because we adhere to its high standards.

"We believe telling powerful stories of God at work changes lives and, ultimately, nations."

How You Can Support PAK7

- **REPRESENT:** Share the mission of PAK7 with others as an Ambassador.
- **PRAY:** Download our 30 day prayer guide to pray for the peoples of Pakistan. www.pak7.org/prayer
- **INVEST:** Become a Monthly Impact Partner who gives regularly. www.pak7.org/donate
- **INVITE:** Ask us speak with your church, board, or friends about the work of PAK7.
- **REQUEST:** Ask us for a proposal as to how we could partner on a project.
- **PLAN:** Consider including PAK7 in your estate planning.

PAK7

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