PAK7
ANNUAL
REPORT
2019
COVID-19
UPDATED

PAK7 INTERNATIONAL

Having ministered in different parts of Pakistan, I have lived outside for a number of years although these days I am able to go back regularly to teach and to advise in a number of Christian institutions.

My commitment to the land of my birth is as strong as it ever was and I long to see people come to know Christ and to follow him.

Pakistan is an old country with a long history and rich culture but it is also, in its present form, a new nation which is facing enormous challenges in health, the economy, in education, with religious and other kinds of extremism and much else besides. For these reasons, I am thrilled to serve on the International Council of PAK7, as I know that media has a vital role to play in addressing many of these issues.

In this time of great need let us pray that God will bless this work and the nation of Pakistan.

Bishop Michael Nazir-Ali
Chairman, PAK7 International Council

What happened before the Coronavirus seems rather irrelevant now, but 2019 was a hugely significant year in the life of PAK7, as we began the process of building a team and turning our vision into a reality. We made great progress with *VideoStar* (our reality-TV show), training young people, and some early steps in Social Media.

Now with the virus having a massive impact on Pakistan, we have to ask ourselves if it was an accident that we started PAK7 at this time? Or was it "for such a time as this"? If we want to see the nation of Pakistan transformed by his love, now is the time, like never before, and media has the most incredible role to play.

Although you may be anxious about the future, please raise your eyes to the unique opportunity before us for the gospel in Pakistan today.

Andrew Hart
PAK7 International CEO

PAKISTAN FACTS

- 220 Million people
- 5th Largest nation in the world
- Over 90% Muslim, with large Christian & Hindu minorities
- 70% of people under 35 years old
- 35% under the age of 15
- Many trapped in endemic poverty
- GDP per capita of just 5827 USD p.a.

Since 1992, Pakistan has been a focus of my life and ministry, when God called me and my wife to serve Him there with Teen Challenge, a drug rehabilitation ministry.

Pakistan has been close to my heart ever since that time and it was therefore with great excitement that I joined as President of PAK7 US in June 2019.

In the last few months I have had the privilege of sharing about the work of PAK7 with numerous churches and individuals. It has been a joy to see them respond with enthusiasm and generosity, in the shared belief that the wider non-Christian population will, through sight and sound, come to a greater understanding of what Christians believe and the tremendous blessing Christ-followers are to Pakistan.

Now, perhaps like never before, is the time for the gospel.

Mark A. Hausfeld

Dr. Mark Hausfeld
President, PAK7 USA

PAK7 USA

The best part about the whole journey is pursuing the career I've always wanted to have - VideoStar has given me that by giving me a platform where I could learn, grow and achieve
Sana - PAK7 Intern

2019 HIGHLIGHTS

Building Production Capacity: One of the biggest challenges we face is finding enough Pakistani Christian film producers who can make the kind of programs we need to make. Our strategy to address this was, and is, to work with partners and to train talented young people. During 2019 we established a production team of 3 people and trained 11 young people on a summer media school all of whom are now interns with PAK7.

VideoStar: Knowing that we needed to train more people, we decided to run and film a reality-TV contest for young Christian filmmakers. This enabled us to identify a number of talented young people and choose the best of them to work with further. We also got a high quality TV program out of it - which will be finished in early 2020.

Growing Our Development Capacity: Raising the funds necessary to see our vision become a reality is key to our success. In 2019, PAK7 US appointed Dr. Mark Hausfeld as its President to increase our fundraising capacity in the USA. In addition, we built relationships with foundations, recruited part-time support for grant writing and communications, and produced a number of quality promotional videos.

PAK7

VISION

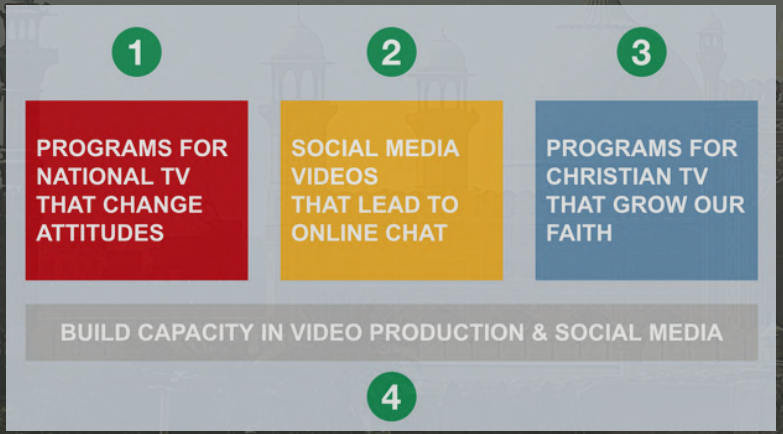
To see God glorified and enjoyed in Pakistan; his church built up in the knowledge of God, the appreciation of the gospel and the fulness of the Holy Spirit; and the people of Pakistan transformed by God's love

MISSION

To serve Pakistani Christians in their witness to Jesus Christ and the gospel through exceptional television programming and video content

PAK7 is not a TV channel today, and is not likely to be one in the short term, that is a long term goal and there are things we need to do first to make that achievable. So hold with us as we invest in production capability, make some great programs that people of all faiths will enjoy, and build our reputation with viewers and authorities in Pakistan.

Our strategy is to focus on four areas which work to support our long term vision and mission. As you read this Annual Report, you will be able to look at all of our programming efforts and initiatives and see them relate to one of these four items (where possible a Green Number denotes which Strategic area each project relates to):



PAK7 STRATEGY

1 Programs for National TV that change attitudes to Christians and the gospel.

These are shows like *VideoStar* and *Community Makeover*, that are designed to have broad appeal to Pakistanis of all faiths, and which we hope will encourage greater understanding and acceptance of the Christian faith.

Our plan is to get these shown on existing national secular TV channels. In the future we would like to run a national channel of our own which would require us to get a license from PEMRA, the Pakistani TV regulator.

2 Social Media Videos that lead to online chat and follow-up

We have begun producing a series of short videos for Facebook, YouTube and other platforms that will appeal to young people who most often use smartphones to access media content. These platforms also give us a capacity to connect with and respond to our viewers, enabling us to assist them in ways that are not possible using traditional broadcast TV.

3 Programs for Christian TV that grow our faith.

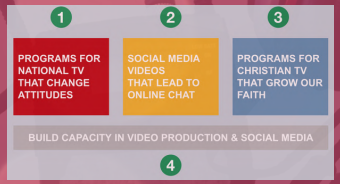
There is a real need to help the Christian community with higher quality programming to bring quality teaching, to strengthen ties between denominations, and to invest in programs for children and young people. For the time being we will seek to license these programs to other channels for a fee or show the programs via the Internet.

4 Equipping local believers in video production and social media.

Underpinning those areas of programming is the investment we need to make in Christian Pakistani filmmakers and media professionals. Through initiatives like *VideoStar*'s media summer school, masterclasses for those already involved in Christian media, and the purchase of new equipment for them to use, we are giving Christians in Pakistan a platform and a voice to speak to their nation.

***VideoStar*:** This ground-breaking Christian reality-TV show looks set to be a great success. Over 16 episodes we follow the journeys of 22 young people competing for places on a media summer school. The program shows Christian young people as positive, hopeful, educated - in sharp contrast to the way they are often perceived in Pakistan. Designed to be shown on National TV in Pakistan, we are excited about the potential *VideoStar* has to change attitudes to Christians and the gospel. Post-production of this show is due to complete in March 2020.

Zavia & Point of View: Having taken part in PAK7's 2 month media summer school, ten of the young people opted to stay on and take part in an internship program. During this time they have learned about pricing and contracting for projects, working with clients and making productions of their own. One team produced *Zavia*, a series of short dramas for Social Media, and the other worked on *Point of View*, a series of Vox Pop Interviews about issues facing Pakistan today. These were both in post-production at the end of 2019.



Green numbering denotes which strategic area that project relates to

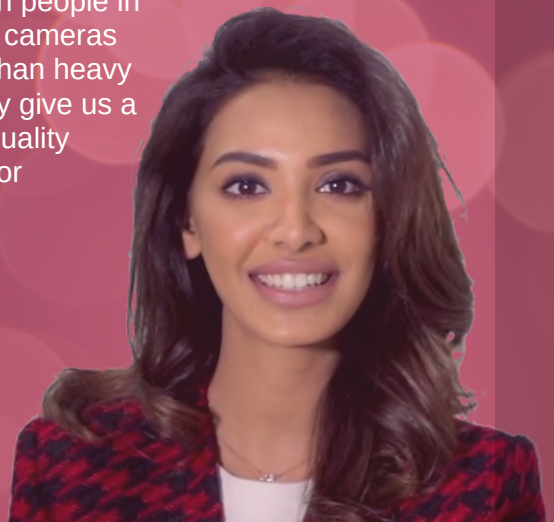
2019 PROGRAMMING

3

Stories Jesus Told: This children's program shares accounts from the gospels and is introduced by Saroj, a friendly young presenter. Over 13 episodes we learn about Jesus' birth, his ministry, his death and resurrection. There are very few Christian TV programs designed for children, so this is a very significant production. Although filmed in 2018, post-production was completed in 2019. *Stories Jesus Told* is intended to be shown both online and on existing Christian TV channels.

4

Equipment Purchases: in 2019 we were able to invest in a number of cameras and some audio equipment. This has enabled us both to produce high quality programs in Pakistan and also to train people in how to use them. These cameras are Digital SLRs rather than heavy studio cameras, and they give us a low-cost way of filming quality productions, especially for outside productions.



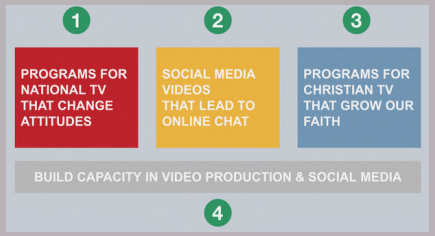
At PAK7 local believers make amazing programs that change attitudes to Christians and the gospel in Pakistan.

Naina Mall, PAK7 Programming Manager

At the time of writing there are just 750 cases of Covid-19 in Pakistan, but we forecast that it will suffer far worse than Western countries, due to poor economics, and cultural factors.

We pray that it will be different, but if they cannot slow the rate of spread, tens of millions will be infected in a matter of weeks and the scale of human tragedy will be hard to comprehend.

PAK7 cannot change that, but at a time of great anger, grief and disillusionment, PAK7 can be there with the gospel at a time when people need it the most.



The fourfold strategy we outlined earlier is therefore on hold, as we now focus in exclusively on Social Media content & engagement at this time.

Social Media videos will focus on issues of grief, disappointment, and disillusionment and will engage viewers in discussion.

A follow-up team is being rapidly mobilized to work with people who want to explore faith during the pandemic.

2020 PLANS

A number of Apologetics videos and Answers to Questions of Life are to be prepared to help those looking for answers at this time.

Sadly, we have taken a decision to postpone our second Media Summer School for young Pakistani Christians. We hope to resume this training in 2021.

It is my country and I know there is a lot of work we have to do for our youth. Like people don't know about Jesus or they know Jesus but don't have that strong faith they need to have…I have a motive now. PAK7 has given me direction.

Amoos Kaffee
PAK7 Media School Student

2019 FINANCES

In 2019 PAK7 raised income of $398,000. Gifts came from some long term supporters, but also from a number of new investors - we thank God for each of our partners. However, in this our first year, it was difficult to forecast income and as such we did fall short of our income budget.

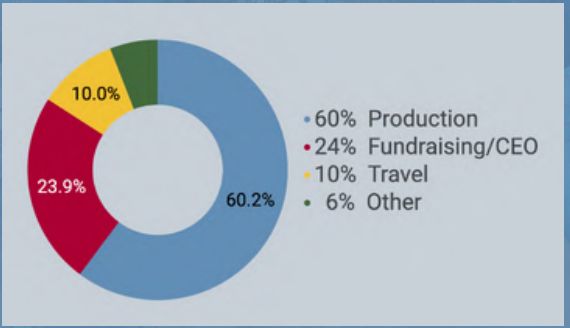
2019 was PAK7's first full year of operation and we stretched ourselves to achieve the things that we felt God had called us to. However, given the shortfall in income, expense exceeded income by $116,000 and we ended the year in deficit. We also invested $47,000 in equipment which is reflected on the balance sheet.

We are grateful to one of our partners for a loan facility that in addition to the reserves we held at the start of the year, enabled us to manage through the year.

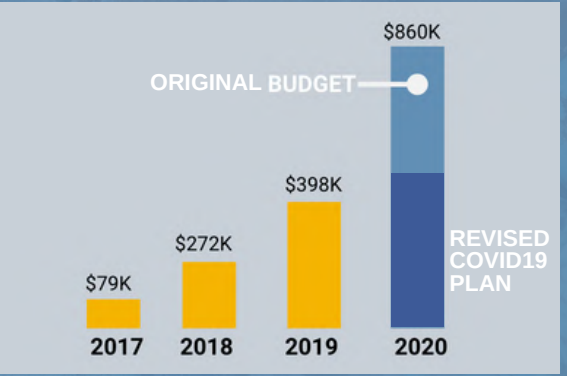
Consequently, equity dropped from $81,000 to -$35,000 during the period. The 2020 budget is designed to fully repay the loan and recapitalize the balance sheet.

INCOME	EXPENSE	NET LOSS
$398,000	$514,000	$116,000

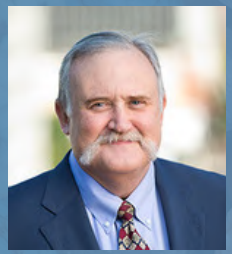
2019 FINANCIAL SUMMARY



2019 EXPENSE BREAKDOWN



INCOME ACTUALS & FORECAST

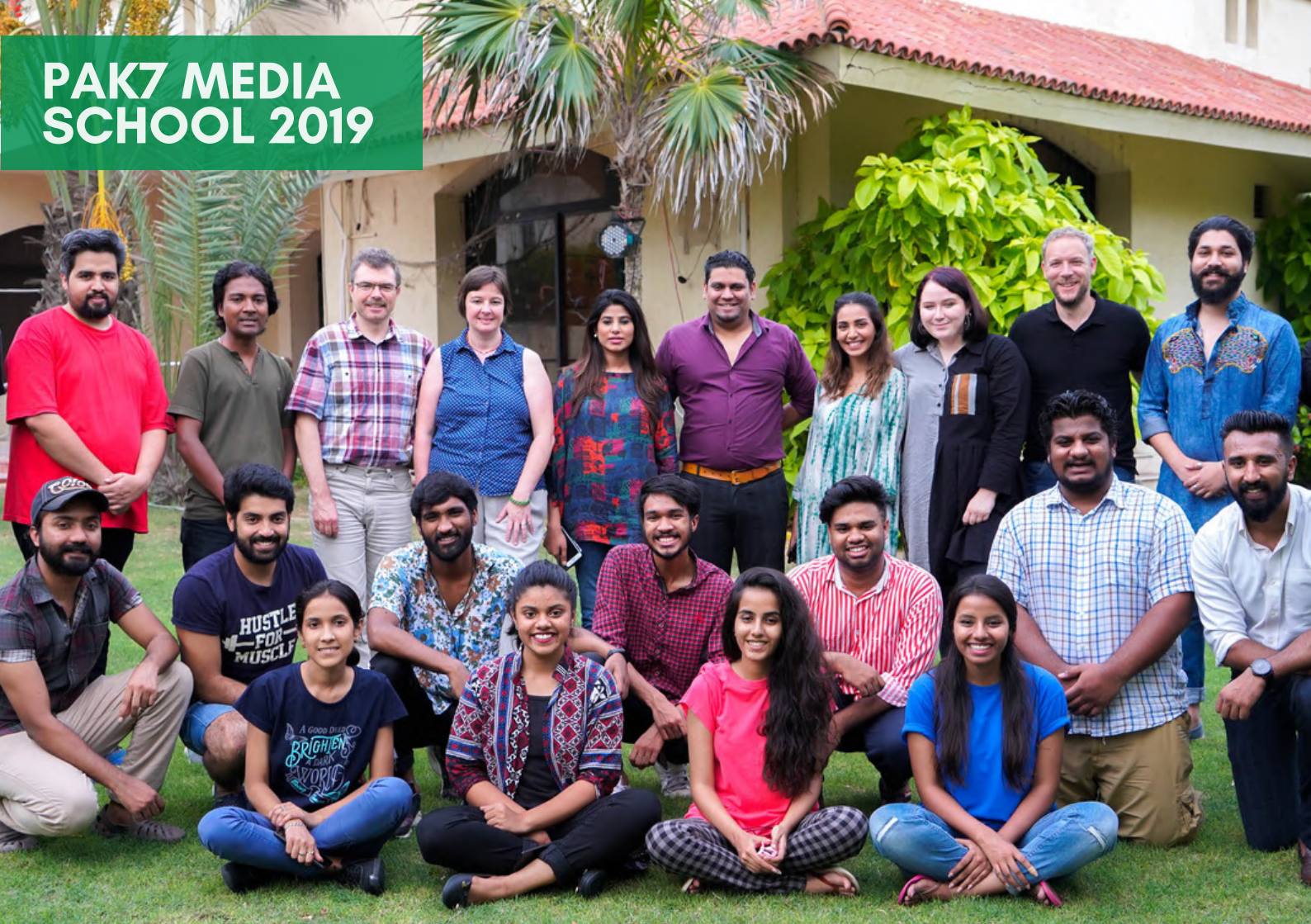


Unsurprising for a start-up ministry on the rise, we ended 2019 with a negative cash balance which, under normal circumstances, would not be concerning. We are not, however, operating under normal circumstances. We expect to to be challenged throughout 2020 by the economic effects of the coronavirus pandemic. Thankfully, we have relatively low fixed costs, which permit us to adjust many of our expenditures in accord with our income, by cancelling or deferring certain projects.

At the same time, we have also made what we think are thoughtful and strategic adjustments to our ministry message, to meet the specific needs of Pakistanis today. As disruptive and destructive as the coronavirus has been for those of us living in the affluent west, it is difficult to imagine the worsening impact on the people of Pakistan. This once-in-a-generation upheaval provides an unprecedented opportunity for us to bring our message of infinite hope to an audience that is likely to be more receptive to that message than ever before. To accomplish this, we need your support now more than ever. Please ask yourself what you can do to help us come alongside people in a time of great need for the Gospel.

Mike Underhill
Chairman, PAK7 USA

PAK7 MEDIA SCHOOL 2019



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