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SAT-7 Prioritizes Live Programs to Support Viewers as Coronavirus Causes Global Lockdown

NICOSIA, CYPRUS - March 19, 2020 - "We are making every effort to ensure our live programs continue, our Audience Relations teams can respond to our viewers and that whatever happens over the coming weeks and months, SAT-7 will continue its ministry," shares **Rita El-Mounayer**, SAT-7 CEO as the world responds to the continuing challenge of the coronavirus.

"All channels are working with fewer staff due to the current situation. Rather than rely only on pre-recorded programs, however, producers, presenters and crews are committed to ensuring that as many live programs as possible can still go ahead," shared **George Makeen** of SAT-7 ARABIC.

On Friday March 20 a special live broadcast offering encouragement and prayer support will be aired from Lebanon to give viewers the opportunity to connect to the program and share how the current situation is affecting them and their families.

"With Iran in lockdown as the number of cases jumps to over 14,000 and over 724 deaths reported, our programs are once again a crucial lifeline to many, with our regular viewers expecting to be able to contact us and participate in the programs," said **Panayiotis Keenan**, Director of SAT-7 PARS.



As the first case of the coronavirus was announced in Turkey, SAT-7 TÜRK's program [World View spoke about God's peace](#) to send hope into the lives of its viewers amidst the fear and panic caused by news and social media. "We have a unique role to ensure we are informing our viewers as well as encouraging them spiritually to deal with the situation," explained **Melih Ekener**, Director of SAT-7 TÜRK.

Broadcasting in Arabic, Persian and Turkish to more than 25 countries across the Middle East and North Africa, SAT-7 has more than 20 years' experience creating programs to support its millions of viewers. However, the coronavirus is bringing a further challenge to many already troubled communities.

Churches that would usually be open in countries across the region are also now closing their doors to protect the health of their congregations. The regular Sunday broadcast from Resurrection Church in Beirut went ahead as usual on Sunday, but this time, the congregation was asked to join the worship service from home through SAT-7.

Dr. Rex Rogers, President, SAT-7 USA, comments, "The Coronavirus is marching across the globe like a conquering invader creating an epidemic of anxiety, despair, and hopelessness. In the midst of this pandemic, where do people turn for encouragement, reassurance, and hope?"

People once turned to God, the Church, or family. Today, not so much, and now for public health, churches are closing their doors. In this chaos and crisis, SAT-7's broadcasting ministry continues to beam the Light into darkness, reminding people the Sovereign God is with us; He has not forgotten, He loves, He is our source of solace, protection, and peace."

"With so many countries across the world affected and many on lockdown, the concern of SAT-7 is to protect the health of our staff and others by adhering to the guidelines governments are putting in place. We are responding to this evolving crisis by ensuring crucial live programs can still go ahead to support viewers who need encouragement and prayers more than ever," said **Ms. El-Mounayer**.

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Launched in 1996, SAT-7 (www.sat7usa.org) – with its international headquarters in Cyprus – broadcasts Christian and educational satellite television services to an audience of at least 25 million people in the Middle East and North Africa. Its mission is to make the Gospel available to all, and to support the Church in its life, work and witness for Christ. SAT-7 broadcasts four different 24/7 program schedules, in Arabic, Farsi (Persian), and Turkish using multiple satellite channels and on-line services.

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