



SABEEL MEDIA

السبيل للإعلام

[www.sabeelmedia.org](http://www.sabeelmedia.org)

## 2018 Annual Report

*A Wellspring of Media Arts!*

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716

### VISION

A world with access to the stories of the Bible for everyone!

### MISSION

SABEEL MEDIA inspires and enables Christians and Muslims to bridge cultural differences by creating and distributing high quality, multilingual, artistic products promoting God's Word in culturally relevant forms.

### PURPOSE

To produce and distribute high quality materials of spiritual, moral, cultural, and ethical value in various languages.

We create original, spiritual, culturally relevant, compelling media programs, digitally distributing them all FREE to our international audiences around the globe, utilizing the power of mobile phones and the Internet. ***We believe in capturing the exceptional artistic nature of the scriptures in all our media content creations.***



**Director**  
Stephen M. Coats

*"Thanks to our many partners, volunteers, team members, Advisory Board and our Board of Directors for making 2018 a year of significant growth!"*

### Board of Directors

**Danny Dyess** - Chairman of the Board

**Ken Keisling** – Board Member

**Eric Sholander** – Board Member &  
Secretary/Treasurer

**Phil Saksa** – Board Member

**Befkadu Meshesha** – Board Member

**Welcome 2 new board members, Danny Dyess and Befkadu Meshesha!**

**Special Thanks to Darrel Kauffman for his many years of service on our Board!**

**Special Thanks to Allan Smith for his many years of service on our financials!**



# ***“SERVICE TO ALL” and other DISTINCTIVES***



- Accessible language
- Training others for a sustainable future
- Humility
- Building bridges of peace
- Transforming lives
- Pioneering new media
- Existing social networks
- The Scriptures are for everyone

- Putting God first
- Beautiful quality content
- Timeless Stories
- Keep it simple
- Maintaining Biblical accuracy
- Engaging creative artists
- Powerful cultural forms
- People before products
- Chronological approach

We pray that through our humble service we may transform lives, promote reconciliation and alleviate suffering.

We are continually asking the question, ***“How can we provide something of lasting value to our community?”***





# #RefugeeExperience



## COMMUNITY RADIO PROGRAMS

New video releases! <http://www.sabeelmedia.org/refugeeexperience>

### Children's Refugee Experience [Compilation] – April

Mohammed, Pardais, Suliman and Shushana speak transparently about their experiences as children and the effects being a refugee has had on their own children!

[https://youtu.be/tuZ\\_eqjWcc](https://youtu.be/tuZ_eqjWcc)



### Suliman's Story [Syria] – April

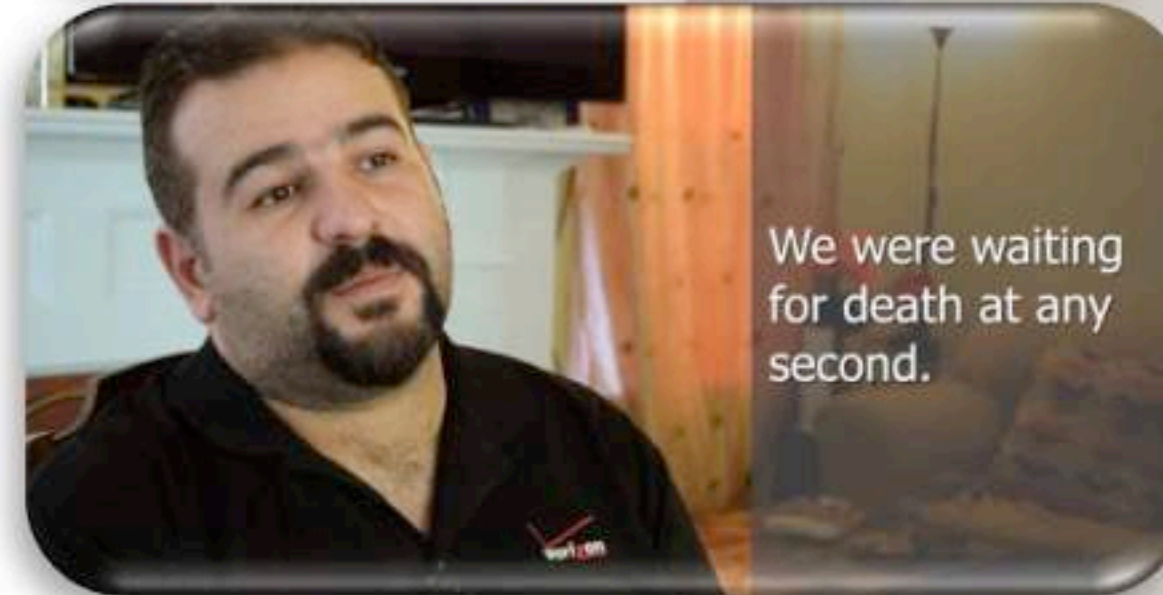
Suliman suffered many horrors in Syria with his vulnerable family! *"We were living in caves underground, which were shelled previously. We could end up being arbitrarily arrested and beaten and humiliated. The sound of the fighter jets attacking made the kids behave wildly, running here and there like crazy people."* <https://youtu.be/u05E12ILEvs>

### Pardais' Story [Afghanistan] – May

Pardais and his family left Afghanistan because of war, devastation, and turmoil. Now he has a hope and vision for the future of his dear children! <https://youtu.be/tXyUWISKYpk>

### Aso's Story [Kurdistan] – September

Aso has been a refugee 3 different times along with other members of his family. Fleeing various turmoil in Kurdistan to Iran, Turkey and eventually the United States. He faced religious persecution for his beliefs and has responded with love. <https://youtu.be/ubhkHAt6lhY>



سمير حداد  
Samir H. Haddad

Arabian  
Candles  
الشموع  
العربية

Thursdays  
11AM EST

Engaging guests and relevant topics  
of culture, arts, diversity and faith.

To hear more go to...

<https://soundcloud.com/sabeel-media>



Naser Musa Janini

A radio interview with the program Arabian Candles by Mr Samir Hanna Haddad who is doing great work for our culture and music. May God bless him and bless you all.

لقاء مع ناصر موسى في برنامج  
شموع عربي من تقديم الاستاذ سمير  
حداد الذي اكن له كل الاحترام  
والتقدير على محبته لثقافتنا العربية  
وعمله لتقديمها في احسن صورة.  
الله يباركه ويبارككم جميعا

10m Like Reply See Translation





**ScriptureEarth**  
Scripture Resources in Thousands of Languages

Our team assisted [www.scriptureearth.org](http://www.scriptureearth.org) in making more Bible resources available in various languages online, searchable and findable through the easy to use interface!



[Link](http://prophetstories.net) to stories of the prophets in Bedouin: [prophetstories.net](http://prophetstories.net)



[Link](https://www.youtube.com/) to stories of the prophets in Bedouin: [youtube](https://www.youtube.com/)

*"These videos are Amazing. Really wonderful!!! Praise God for all your hard work in getting them to this level. Very good work. One can't help but compare them with those early videos, when you asked for my response. Look all that God has taught you .... and everyone involved at Sabeel. I know the steps of video production and what it takes to direct them. No matter how good the talent-managing the personalities involved is complex. And it's a rough road to getting your own vision from that talent. It's so thrilling to read and see what you send to keep us in the loop. Love, Julianne."*

<https://www.youtube.com/sabeelmedia>



NASR AL-QADASI commented on your video



اناشيد من زبور نبي الله داود عليه السلام  
Psalm of David  
قد حق في كل الامم 96



NASR AL-QADASI

جميل جدا كلها كلمات تعظيم لله سبحانه وتعالى

*We saw a steady increase in  
YouTube comments especially  
on our Psalms videos!*

**Very beautiful are all words maximizing  
God Almighty**



# "STORIES OF THE PROPHETS"

## NEW AUDIO Releases

Sudanese Dialect of Arabic  
The Disciples of the Messiah  
<http://www.risalatalhuda.com/>

رسالة الهدى

English عربي

قصص وأعمال الحوارين

أيها الزائر الكريم

هاهي سيرة الحوارين أتباع سيدنا عيسى عليه السلام الذين نشطوا في الدعوة وخدموها وتعرضوا للكثير من الأذى في سبيل نشرها، هذه المرة نقدم لك الجزء 18 من هذه القصة التي تتكون من 21 جزءاً، وسنوالي تقديم بقية الأجزاء تباعاً باذن الله.

نترككم مع أحداث القصة.

أهلاً وسهلاً بكم

قصة سيدنا آدم أبو البشر عليه السلام

قصة سيدنا نوح صاحب الفلك عليه السلام

قصة سيدنا إبراهيم الخليل عليه السلام

قصة سيدنا يوسف الصديق عليه السلام

قصة سيدنا موسى كليم الله عليه السلام

قصة المؤمن المحارب جدهون

قصة راعوث المؤمنة الموابية

قصة سيدنا داود صاحب المزامير عليه السلام

قصة سيدنا سليمان الحكيم عليه السلام

قصة سيدنا أيوب الصبور عليه السلام

سيرة الحوارين - 1

دانلود 16.6 ميجابايت

Listen 11.4 ميجابايت

اسمع عبر الإنترنت 11.1 ميجابايت

## NEW VIDEO Release

Mosuli Dialect of Arabic (North Iraq) "Calling of the Messiah"  
Dubbed from the "Scenes from the Heavenly Books" Series  
<https://youtu.be/AxNQOOofIBok>

Tamador Gibreel shared a link. 4 hrs · Google Photos ·

PHOTOS.GOOGLE.COM  
New photo by Tamador Gibreel

You and 7 others 3 Comments

Like Comment Share

Tamador Gibreel  
ميتشجان.. مشروع انتاج قصص الانبياء للاذاعة....

See Translation

Stephen Coats  
The good old days!!

Tamador Gibreel  
Michigan.. Project Production of prophets stories for radio....

4h Like Reply See Original

Tamador Gibreel  
Sabeel Media



Benjy Johnson  
1 hr ·

A few years ago I was contacted by Sabeel Media in Detroit to record in-house bible stories in the Sudanese dialect of Arabic. It was the most ambitious project I had ever been a part of at that point in my career. It was quite daunting but incredibly rewarding! 13 straight 10 hour days of recording and editing a language I could not read OR understand. That's dialog editing bootcamp son!!!! I was like an editing ninja at the completion! I made many great friends and think back on that time fondly. Take a listen for yourselves!!!!

رسالة الهدى

قصة سيدنا إبراهيم الخليل عليه السلام

زوارنا الإفاضل

يسرنا أن نقدم لكم هذه المرة قصة الفداء العظيم - قصة سيدنا إبراهيم الخليل عليه السلام المكونة من ستة أجزاء، وهذه المرة نضيف الجزء الأخير من القصة

www.sabeelmedia.com

Billy Weatherman  
Very important work! Great job.  
Just now Like Reply More

Stephen Coats  
Thanks Benjy Johnson you did great work you were very patient and gracious with all of our quirks and idiosyncrasies !!! I think thes stories will live on for many generations .  
Just now Like Reply More

Benjy Johnson  
Thank you Stephen Coats!! Very fond memories! So great to hear these again!  
3 mins Like Reply More

Benjy Johnson  
The after party at our house was something that my family and my kids will never forget. !  
3h Like Reply



To hear our dramatized audio stories go to...  
[www.prophetstories.net](http://www.prophetstories.net)



## REPORTS & FINANCES

### YOUR GIFTS MAKE A HUGE IMPACT

You can find our annual reports here...

<http://www.sabeelmedia.org/about>



To make a contribution here...

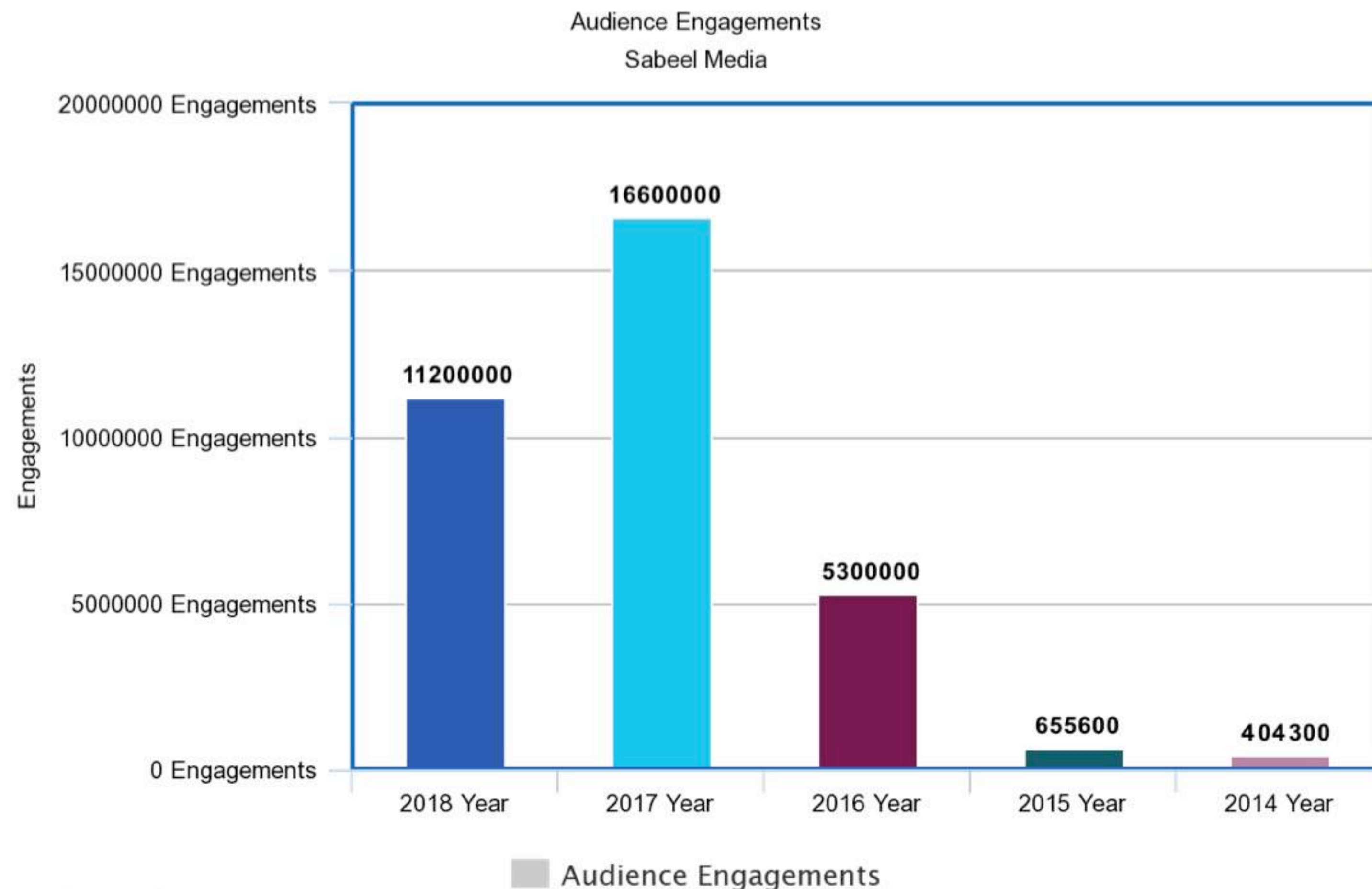
<http://www.sabeelmedia.org/donate>

See our full non-profit profile on GuideStar including IRS form 990-EZ here...

<http://www.guidestar.org/profile/20-5606777>

## DISTRIBUTION HIGHLIGHTS

Total Audience Engagements were **11.2 Million in 2018** down from **16.6 Million in 2017!** Facebook continues to be our #1 distribution platform with vast specific audience promotional capabilities.



An **“AUDIENCE ENGAGEMENT”** is when a person(s) interacts through a video view, repost, page view, audio listen, stream, download, click, comment, like, open or share on any piece of our digital media content.





The  
**yemeni  
American**  
NEWS

اليمني الأمريكي



*What an honor it was to share in the YAN 10 year anniversary and humbling to be honored with an award – “Person of the Year” presented to our Director Stephen M. Coats! This mutually beneficial relationship has yielded many amazing stories from the community over the years.*



#### VIDEO STORIES PRODUCED IN PARTNERSHIP

- Jaleelah Ahmed – Yemeni Educator
- 10<sup>th</sup> Anniversary of Yemeni American News
- Abu Sinan – Yemeni Chef Spotlight
- David Coats – The Yemen Years 1976-1981
- Various Local Public Figures
- Bassam Aboul-Hosn – Car Salesman
- Amaal Haimout – Palestinian Health Worker
- Fatina Abdrabboh – AMAAL Director
- Bob Abdrabboh – Professor & Educator
- Hamtramck Public Schools

<https://www.youtube.com/YemeniAmericanNews>



**COLLABORATION**



## INTERNATIONAL MEDIA CONSULTATION

For the **8<sup>th</sup> consecutive year** we sent team members to the **2018 International Media Consultation**.

They participated in a **Trauma Healing Workshop** and networked with the 725 attendees from 193 organizations and 63 countries represented! As a result of the training, upon returning to Michigan they held a **5 week Trauma Healing Workshop** with an average of 8 students in attendance each week!



# IMPACT



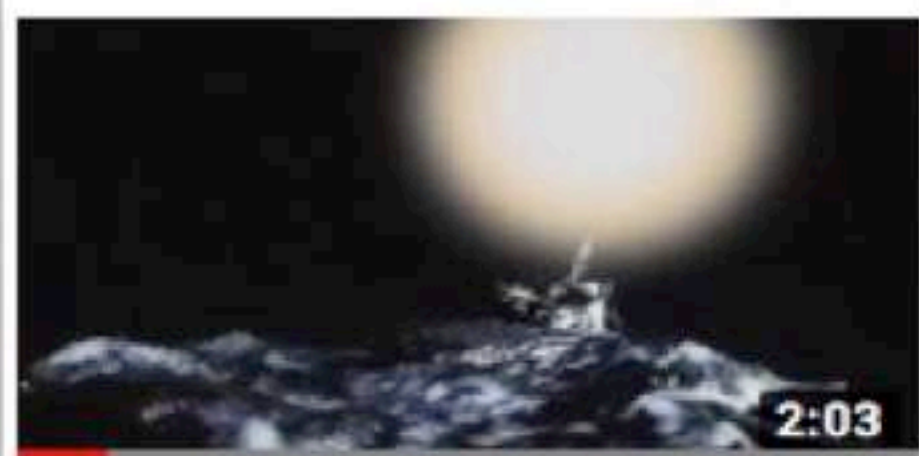
Top 3 performing  
YouTube Videos all-time



قصة النبي سليمان الحكيم عليه السلام -  
قصص الانبياء  
Solomon  
364K views • 8 years ago



قصة سيدنا موسى عليه السلام كليم الله -  
قصص الانبياء  
Moses  
93K views • 8 years ago



قصة النبي يونس عليه السلام - قصص  
الانبياء  
Jonah  
49K views • 8 years ago

## LinkedIn Comment

< Feana Humphrey ...



minutes to watch I would  
love to know your  
thoughts, thanks, Stephen



Mohamed's Story [SYRIA] -  
MEDIUM #RefugeeExperience  
youtube.com

12:03 pm



Thank you for sharing this  
brave and courageous  
story.

12:44 pm

< Mariea Luisa Macavei ...  
Active now

in

Mohamed's Story [SYRIA] -  
MEDIUM #RefugeeExperience  
youtube.com

9:49 pm

LinkedIn Comment



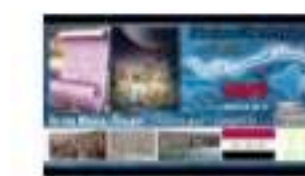
That was a very powerful  
and inspiring story. I do  
love what he says about  
how the media is helpful in  
telling us what's going on  
in the world. Certain  
channels of media only  
represent the negative and  
everything bad in our  
society. It's refreshing  
seeing the good too and  
finding media outlets like  
yours that portray stories  
like Mohamed's. It's  
immensely rare that the  
media showcases good

events in the world. I think  
that's where we need to  
bridge the gap with media,  
advertising, and video.  
How are you using  
marketing to share these  
visions? How are these  
videos working for you? I'd  
love to figure out a way to  
work together and spread  
more awareness.

<https://www.youtube.com/sabeelmedia>



فاطمة احمد commented on your video



قصة سيدنا ايوب عليه السلام - قصص الانبياء - باللهجة  
الموصلية 2



فاطمة احمد

روعة اطلى شي من توصل هذه القصص بهذا الاسلوب الجميل والكلام واللهجة الاجمل الموصلية ليستفاد منها الجميع  
شكرا لكم جعله الله في ميزان حسناتكم وجزاكم الله كل الخير

Magnificence of the most beautiful of these  
stories reach the most beautiful style and  
words and the most beautiful dialect of Mosul  
to benefit them all Thank you God in the  
balance of your good deeds and God reward  
you all the best

May your work be blessed beyond  
your wildest dreams.  
I viewed a number of your vid's  
they were excellent.

Love,  
Rick + Debi