



SAT-7 NEWS



SAT-7 SA Newsletter — October 2017

SAT-7 ACADEMY LAUNCHES!

The launch of SAT-7's new educational channel has met with a warm welcome from experts and viewers alike. In celebration of the launch, 1 September, the channel was introduced by an inspiring 10-day live show featuring many distinguished guests.

Hosted by well-known presenter Milad Hadchiti, *ACADEMY: More than Education* aired for two hours each evening from 1 September. On its first night, several key SAT-7 staff members welcomed viewers to the channel and kicked off discussion of its "three pillars": education, social development, and health. Over the following days, respected figures in Lebanon's education, health, media, and development sectors joined the program to express their enthusiasm for SAT-7 ACADEMY.

Reflecting the channel's commitment to providing content for children, parents, and educators, the show's final episode also featured teenage guests, mothers and fathers, and the teachers from SAT-7's popular primary school show *My School*.

"IT'S ABOUT TIME WE HAD QUALITY TELEVISION!"

Speaking on the live show, renowned school principal Sister Caroline Rai said: "It's an amazing idea for a channel to offer this kind of holistic approach to education. So many people will respond to this initiative and love what is offered."

Lebanese Bishop Paul Sayah also praised SAT-7 ACADEMY's holistic approach and positive ethos, saying: "The values it conveys will impact behaviour in ethics, good manners, respect for one another, co-existence, and so on. We need those values in the Middle East ... Where one rejects the other for not being like him."

Dr Raed Moshen, a marital and family therapist, commented, "It's about time we had quality television!" Dr Moshen stressed that SAT-7 ACADEMY's superior educational and psychological content will stand out from that of the few other non-entertainment programs in the region. He added, "I am sure this channel will succeed and be a role model for other channels."

ACADEMY: More than Education also streamed live on social media and the first three episodes aired on SAT-7 ARABIC, reaching the millions who watch SAT-7's longest running channel. Viewers responded with delight on social media, sharing their congratulations and commenting on the issues at hand. "I wish there was always someone in the media who talks about the importance of education and invites

such guests," said one viewer.

The launch has also been picked up by multiple local news outlets.

"LEARN TODAY, ACHIEVE TOMORROW"

SAT-7 ACADEMY, which carries the slogan "Learn today, achieve tomorrow", will help to bridge the devastating educational gap in the Middle East and North Africa. Thirteen million children in the region are out of school while those who are in classrooms are often not taught to think for themselves or extend tolerance to others.

The channel's schedule includes a distinctive range of programs, including *My School* and *iNEWS*, a new youth-presented culture, current affairs show and other shows will focus on music and storytelling.

EDUCATION BEYOND TV

Alongside the SAT-7 ACADEMY channel, SAT-7 has launched an e-learning platform on a new interactive website, www.sat7academy.com. Here viewers can watch programs on demand, customise their learning, and track their progress. ■

FUN AND EDUCATIONAL PROGRAM FOR KIDS

SAT-7's new channel, SAT-7 ACADEMY, aims to engage and entertain children through the program *Fun Farm*, offering a fun approach to educating children about health, nutrition and much more.

Watching television is still an essential activity for many children under the age of 8 in the Middle East and North Africa (MENA). Not only in the long hours of summer but also after school hours. Research shows that television continues to be watched by children of all age groups almost every day. The television set also continues to be the device most likely to be cited by younger children as the one they would miss the most if it was taken away.

BENEFICIAL AND FUN PROGRAMMING

At this critical age, children learn and absorb a lot of information from their surroundings. This is why it is important for SAT-7's channels to provide programming that is engaging, entertaining and educational. Thus, making their few hours of television viewing both beneficial and fun.

Fun Farm is a children's program that involves many attractive segments for SAT-7's young viewers. The program is set on a farm, and every episode of *Fun Farm* is enriched with entertaining and beneficial information. Each episode aims to teach children about the benefits of a particular food item and its uses. It also features segments such as exercising, storytelling, arts and crafts, as well as music and dancing.



Fun Farm's Presenter engages with the viewers through social media where children send videos of themselves performing any form of art they prefer. There's always a question at the end of each episode and children can send their answers to the program. Winners of the competition receive presents.

EPISODES RICH IN EDUCATION AND FUN

On one such episode of *Fun Farm*, children were taught about the benefits and uses of mint for health, and as an ingredient in different food. Special advice was given to children about the

importance of not picking up any random plants or weeds from the road, lest they be dangerous or poisonous.

The presenter then told a story about a surviving mint plant on a farm during winter, and how it grew from a single small plant into a big and thick one full of leaves. Through this story, children learned how to turn difficult circumstances into opportunities for growth. The episode then continued with a segment on how to make different dishes with mint. Then the presenter asked viewers to send in their answers to a question and the winner received a gift. ■

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