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**FOR IMMEDIATE RELEASE**

**LLBN celebrates first year of international broadcasting by  
launching the first Arabic-language Adventist channel**

After almost 12 years on the air—five of those years nationwide, and one of those years internationally—the Board of Directors of Loma Linda Broadcasting Network (LLBN) will be officially launching the world’s first Arabic-language Adventist television ministry. A special consecration service will be held December 18, 2007 during a special edition of the weekly live talk show “Christian Connections.”

Why Arabic? “The Middle East holds a significant percentage of the world’s population that is often neglected in outreach efforts,” noted Dr. Lawrence Geraty, LLBN Arabic division chairman and president-emeritus of La Sierra University. Dr. Geraty grew up in Lebanon where his father was president of Middle East College (now Middle East University) in Beirut. “This is a ministry that can reach these people through television, a medium that virtually everyone can access in the Middle East.”

Ganim Hanna relates how growing up as a member of the Christian minority in the Middle East made him reluctant, at least initially, to reach out to the people of the region. “Recently, however, through friends and Board members, I believe that God impressed me that the Gospel Commission does not exclude any group of people on the face of the earth,” Hanna shares. “As a Board, we have decided to accept the challenge of beaming God’s message of salvation to the Arabic-speaking world.”

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Programming for the new ministry will be recorded primarily at LLBN Studios in Loma Linda, California. The scheduled lineup includes sermons and other spiritual programs as well as health and musical features. The initial distribution method will be through internet streaming, including DVD-quality PCTV, and IPTV, a revolutionary method of receiving televised broadcasts via a box connected to an internet port. By eliminating the need for a computer and going direct to television, IPTV programs are accessible to large numbers of people. As funding becomes available, the network plans to expand LLBN Arabic to a direct-to-home satellite that is widely popular throughout the Middle East.

According to Hanna, the Directors are taking an enormous leap of faith in launching this new channel. As a lay ministry that supports the Seventh-day Adventist Church, LLBN is entirely viewer-supported and not funded by any church, organization or institution. Until this past year when LLBN added their first two paid staff members, the network has also always been reliant on volunteer labor to sustain their 24/7 operation.

But LLBN has always been a ministry of faith. “Since our inception in 1996, we’ve been preaching faith in Jesus and we’ve been living by faith as well,” Hanna declares. “We’ve learned that when God calls us to do something, He provides for our needs. We’re trusting Him to do it again.”

Readers are invited to learn more about the globe-encompassing mission of LLBN by visiting the network’s website at [www.llbn.tv](http://www.llbn.tv).

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