

Kahani Kamp, Kids Bible TV Show



Childrens' Programming is vital for Pakistan

Children's TV is so important. Pakistan's 80 million children have had virtually no access to high-quality, age-appropriate Christian programs – it is a huge gap in the market!

And we know that Christian programming for children has a life-long impact. Stories, songs, quizzes and cartoons are all fun and highly effective ways to communicate Christian truth to kids; an amazing opportunity to invest in the spiritual formation of the children of Pakistan.

Christians in Pakistan are in the minority - representing only 1.5% of the population. As a result Christian children are often under pressure in school and in life to hide their faith, or to leave it. We want to strengthen the next generation of Pakistani Christians, to see them growing up owning their faith - not just knowing the stories of the Bible, but understanding their meaning, applying them to their lives, and above all coming to know the author.

These programs are also a great way for children of other faiths to find out what Christians believe, to hear the truths of the Bible, and also to understand that Christians are “normal” people, that they have hopes and dreams, talents to bring to their nation, and that they have struggles just like them.

Designed for Scripture Engagement

In the Kahani Kamp TV show (which means Story Camp, by the way), two cheeky puppets learn and apply stories from the Bible with the help of their ranger leader, Roger. It's designed for children aged 6-10 years old.

Told in a camp site setting, the puppets hear Bible stories and then re-tell them by making up a story in their own words and context. This helps the children who are watching to apply the message of the Bible to their own lives. When the puppets do this, they earn a badge! We also invite viewers to send in videos of them retelling the Bible Story in their own words in order to earn a badge.

After hearing and telling their stories, the puppets then take part in a quiz to test their knowledge of the Bible story and its meaning.



In each episode there is a song, which in most cases ties in with the story that the children have been learning about that day. The songs are great as they stick in kids' minds, and also we reuse them many many times on the channel as stand alone items between programs.

Lastly, Roger prays for the children at the end of the program.



PAK7 has made 2 seasons of this show before. The first season covered a number of parables, and the second season tackled the 10 Commandments (also relating them to what Jesus said about them).

In Season 3 we will be covering topics including:

- Ways we can be like Jesus
- How satan tempts us
- What is heaven like
- Fruits of the spirit
- Why Jesus died for us
- Kingdom of Heaven
- How to love others
- How to talk to God
- Where did sin come from

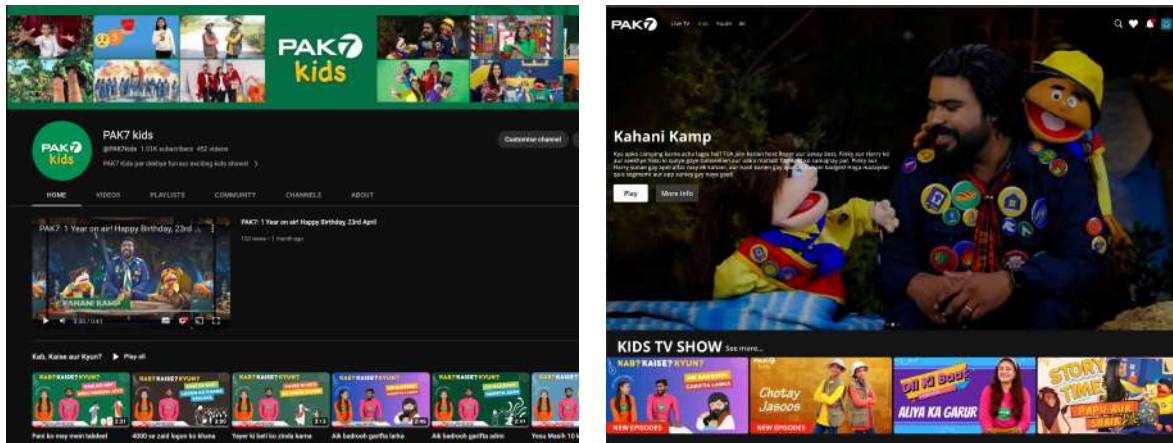
Shown where Children are Watching

The programs are shown in three main contexts:

1. **At home via satellite and cable TV.** PAK7 runs a 24x7 satellite TV channel for Pakistan. This is the primary way that the vast majority of children watch video today. They don't have access to smart TVs or smartphones - perhaps their father might have one, but not the kids. Kids watch on television!

At PAK7 we show 2 hours of high quality Christian TV programs in the morning before school, and 2 hours in the afternoon before dinner. We also show these programs at the weekend, although we give the kids a bit of a lie in on those days!

2. **At home or on the move with mobile.** Some parents do have smartphones and, in the case of a small proportion of wealthy families, on a laptop or connected TV. PAK7 therefore makes all of its programs available on a Kids YouTube channel and on our website and (soon to be released) Android App.



3. **In Sunday Schools.** There are also examples of these programs being used to support Children’s work, where Sunday School teachers use the programs as part of their lessons.

Made in Pakistan, By Pakistanis, For Pakistanis

Kahani Kamp is made entirely by young Pakistani Christians in Karachi, Pakistan. This is fantastic, as the program is conceived in the Pakistani context! The stories that the puppets tell therefore are rooted in Pakistani culture and really make sense to the kids who are watching.

Another thing that is quite extraordinary about these shows is that they are made by a few of our experienced staff and young people that PAK7 has trained - in some cases just months before they made this show! We believe in investing in Christian young people, giving them high value skills like video production, script writing, camera, lighting, audio, and editing.

Part of the value of doing this, is that the young people don’t just learn technical skills, but as they prepare the shows, they engage with the scriptures themselves - growing in their understanding and their ability to read the Bible for themselves.

In this way, PAK7 is helping to equip the Pakistani church for works of service. Building a lasting legacy in Pakistan, of infrastructure, skilled labour, and Christians empowered for the sharing of the gospel.

Budget

Much of the work that goes into these programs happens before a camera is picked up! The quality comes from the time we spend in preparation, writing scripts, creating animations, and preparing talent.

Pre-production	10,446
Production	1,741
Post Production	5,223
TOTAL STAFF EFFORT	17,410
Other Costs	
Set & Studio costs	1,561
Equipment	3,121
Talent	1,419
Broadcasting	12,489
TOTAL OTHER COSTS	18,590
TOTAL PROGRAM COST \$	36,000

Project Planning

One of the exciting things about this project is that it is due to start during the summer of 2023. A lot of the pre-production has been done and so the program is almost ready to be made.

- Work on the songs and animations will be taking place in June.
- Filming of the studio scenes will take place in July.
- Editing will take place in August and September.

This will give supporters of the Outreach foundation a fun and immediate sense of engagement as they get to hear about the work that is about to be done, quickly followed up with behind-the-scenes photographs and short videos of the production being worked on.

Project Media

PAK7 will work closely with the Outreach Foundation Social Media team to supply them with short and well produced media during all phases of the project.

There are also materials available from Seasons 1 & 2 that we can draw on immediately:



Season 1 Promo

An English language description of the show. 2 mins.

 Kahani Kamp Promo



High Resolution Photos

Online album of 120 high res. Images of the puppets, and behind the scenes shots of it being filmed

<https://www.flickr.com/gp/160040474@N06/oLu4U95N2z>



Season 1 & 2 Playlist

On Youtube (full episodes)

<https://www.youtube.com/playlist?list=PLJ8IT4TaHijdlurlFs58IN7qZ8G3I3u69>






Playlist of Songs from Season 2

On YouTube

https://www.youtube.com/playlist?list=PLJ8IT4TaHijd0k-7j0OEY2-QxJ_wihfmL

Contact Details

	<p>Communications Officer Ellie Hart ellie@pak7.org</p> <p>In most cases for comms materials it is best to go through Ellie, and she will liaise with the Production team in Pakistan to get the materials you need.</p>
	<p>Executive Producer Naina Mall</p> <p>Biography: https://pak7.org/staff/naina-mall/</p>
	<p>President, PAK7 US Shawn Wright shawn@pak7.org</p> <p>Biography: https://pak7.org/staff/shawn-wright/</p>