



# PRESS RELEASE

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## Top Leadership Problem Solved by Leading Media Makers

According to most experts one of the main leadership problems facing people in far flung locations from East and West Africa to China to India is a lack of affordable leadership training materials and practical programmes. One U. K. based charity, Harvest Fields Commissioning International turned to DVDs about 15 years ago for a solution. Yet, while attending a European Christian media conference one TV network leader leaned across the dinner table and said, "I've heard what you've been sharing with the others and we want your films on our network." Coming to the conference HFC International's Director, David Sullivan, had the huge vision of their materials being in 1 million homes. The network boss at the conference took him aside and said "you've reached your goal many times over because we reach across the whole of the Pacific region." That began what HFC International calls "Principles TV". Sullivan shares "Now rather than reaching the ones, tens and hundreds we are about to reach the 2 billion mark in 2011." Their programmes including the popular "Principles of Leadership" series and the newer "Precepts of Leadership" series are broadcast on over 30 Christian and independent TV networks worldwide. In the autumn three of their twenty-three series are expected to begin airing on a national TV network in China. In the month of August they will begin broadcasts in their latest region - India. Between India and China alone the number of viewers for the leadership training programmes are expected to be in the hundreds of millions. The unique programmes feature interviews with a long list of well known and respected Christian leaders, singer / songwriters, business people, actors, directors and prayer leaders. David continues "Our guests have been so gracious to give of their time to help us to reach these needy nations. From Jentezen Franklin to Joyce Meyer, Luis Palau to Anne Graham Lotz, George Verwer to Loren Cunningham we have been able to ask questions that leaders worldwide would like to be in the chair asking. Each veteran leader has a lifetime of experience to look back on so that the principles are not just ivory tower theories but successful plans based on Biblical principles. When you travel to these countries you don't see a great wealth of things outwardly but you almost always find a satellite dish where we're able to beam in training that would be impossible to gain in any major University in the world."

Are there any other methods that this charity is looking at for future use? The Director continues "We're already making available much of our material in the mp4 format and in other languages for ipods and such. One Chinese businessman has just uploaded our entire "Principles of Leadership" 52 part series to his own company's smartphone app. That's powerful, progressive and an efficient use of the wonderful wealth of inventions that God has allowed us to use. I started out in the reel-to-reel tape and cassette age and we thought that was progress. I now have a 32 GB memory stick that can be filled with Principles TV programming - and even that is outdated." In the end, however, it's all down to, as Jesus said, passing on what He taught to faithful ones who can pass it on to others. The principles are age old while the methods become more cutting edge every week.

HFC International has a mission to assist in raising up and encouraging leaders in over 47 countries and on all 5 continents for work in churches, charities, NGOs and other humanitarian assistance groups. Its website is at: [www.principles.tv](http://www.principles.tv).