



PRESS RELEASE

principles.tv

For release 17 February 2012

TV Producers Find More Giants to Stand on Their Shoulder

For more than five years under the title of “Principles of Leadership” the U. K. based Christian TV producers Harvest Fields Commissioning International, a U. K. Based charity, and their media production arm, OLI Productions, filmed on location throughout the world. From Brother Andrew (“God’s Smuggler”) in Holland to Brother Yun (“The Heavenly Man”) in Scandinavia from Anne Graham Lotz in Wales to Joyce Meyer in England this unique TV series has since aired worldwide to an audience estimated in the high hundreds of millions. After 52 programmes HFC International began a new follow-up series called “Precepts of Leadership”. Sharing on their own take on leadership guests have included Heidi Baker, Dr. Young Hoon Lee (Pastor of the world’s largest church) best selling author Philip Yancey and Brother Yun’s son Isaac Liu, now Pastoring in Germany. Producer David Sullivan told us “We believe that both of these series are unique because they present the Body of Christ as it is - different people from different backgrounds sharing various theological slants but all serving and lifting up the name of Jesus Christ. Sullivan adds, “From a London East End gangster (Alan Mortlock) to singer Katy Perry’s evangelist parents, from one of China’s leading economists (Zhao Xiao) to Reinhard Bonnke’s successor Daniel Kolenda, these men and women of God have opened their hearts and opened their walk with God to scrutiny by a worldwide audience.” It is said that we can see so much further by standing on the shoulders of giants and these leadership interviews seem to assist Christians and leaders in every corner of the globe to do just that. The British based producer, who also hosts the programmes, is about to be featured in a 1 hour special on Romanian TV. Sullivan shares “Doing so many of them I don’t tend to get nervous that often during the interviews. However, in Japan, while interviewing the Pastor of the Guinness Book of World Records proclaimed “largest church in the world” my knees were literally shaking. Having 30 minutes to ask this “giant” of faith the questions that millions of Pastors and leaders around the world would like to ask is a great responsibility. The room was also filled with top Christian dignitaries and personalities from Japan and Korea. It’s times like this that you feel out of your own depth and into the depth of God’s mercy and grace.”

The series also attempts to choose guests that are household names or the people behind household names from various fields of Christian leadership - authors, politicians, ministers, educators and media personalities. Future guests for “Precepts of Leadership” include Francis Chan, founder and former Pastor of Cornerstone Community Church (CA - U.S.A.), best selling author and former leader at St. Andrew’s, Chorleywood, Mark Stibbe and one of the top experts in the field of Jewish & Christian history Dr. Marvin Wilson. The series has now passed the half-way point and the producers are looking to the future. “We believe that this whole area of leadership warrants one more and third series like it after “Precepts”. That will mean that, in the end, there will be 156 of the world’s leading Christians sharing their practical insights into a life of leadership. When used as a training programme it would take 3 years to “unpack” them all. That’s a lot of inspiration and valuable information as well as application.”, David Sullivan explains.

With such a wealth of material and a dearth of good leadership materials outside of the West HFC International has attempted to aim at a worldwide audience “beyond our doors”. Thus, some of the wider audiences, are in the Middle East, China, India, Brazil and the Russian speaking world. Their next goal is to find an organisation to get the materials into the Spanish speaking world. There always seems to be another “impossible” goal on the horizon for this forward looking organisation.

HFC International is on a mission to assist in raising up and encouraging leaders personally and through the media in over 47 countries and on all 5 continents for work in churches, charities, NGOs and other humanitarian assistance groups. Using the media and cutting edge technology they attempt to work alongside those knowledgeable in each culture and people groups and develop the tools needed. Their website is at: www.principles.tv.