



PRESS RELEASE

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Transplanted American Steers the Helm of International Media Ministry

Growing up on the East Coast of the U. S. A., near to what some call the most European city of America - Boston, Mass., TV and film producer David Sullivan was transplanted to England in October 1989. It was one month before the fall of the Berlin Wall and the changed political face of Europe. David had been involved in the U. S. with Pastoring and church planting with a continuous stream of “tentmaking” work in journalism and radio. “My real interest was film and TV but back then Boston wasn’t the film hub that it is today.” he comments. Centred in the U. K. and in the “Home Counties” (the outer London area) he was well placed within 20 miles or less from film studios such as Pinewood, Ealing, Elstree and Leavesden Studios. Soon the church planter’s time was taken up with ministry and with such film and TV projects as a couple of James Bond films and a Barbara Walters interview with Angelina Jolie.

After about 10 years the Pastoring turned to assisting in leadership training, now in over 47 countries. David continues, “We sensed the Lord say “You’ve done the ministry and the film making. Now put the two of them together.” That really made sense. Working with leaders in so many countries it was easy to get footage and interviews with both local and national leaders.” That filming and his friendship and working relationship with many internationally recognised ministries led to what is now 6 different TV series centred around the theme of “Principles” - “Principles of Leadership”, “Precepts of Leadership”, “Principles of Business”, “Principles of Praise”, “Stars in His Crown” (a Hollywood-themed Principles series) and now, starting production in September, “Principles of Prayer”. Each series features interviews with Christian leaders and figures who are household names or have had an influence on well known Christian personalities. From Joyce Meyer to Brother Andrew and Brother Yun, Heidi Baker to Andrew White (“The Vicar of Baghdad”) to Tim Hughes and Noel Richards the guests are NY Times Best-selling authors and statesmen and women, evangelists and TV preachers, politicians and businesspeople - even the former Head of the British Army, General Sir Richard Dannatt.

David serves as the Director of a U. K. based leadership training and media production charity, Harvest Fields Commissioning International, and its media arm, OLI Productions. The programmes have aired and will be airing on Christian and independent TV networks worldwide with a conservatively estimated audience of 1.6 billion people. From China to India, the Middle East to North America their films and TV programmes fill a niche of, as the Director says, “presenting the Gospel without preaching - so important in many countries.” “The key”, he adds, “is to find people with interesting stories to tell that have varied facets. For example, this spring we interviewed a couple who are internationally recognised evangelists - Keith and Mary Hudson. However, they are even more well known as the parents of popular singer Katy Perry and in-laws to her husband - actor / comedian Russell Brand. That has impact from Boston to Bangalore.”

What does the future hold for the transplanted Bostonian? “My heart’s desire”, he shares, “is to pass on, not just one baton but hundreds and thousands of batons - a new breed of media savvy, cross-cultural servants of God who can impact this generation in ways that we can’t even begin to imagine. After interviewing Daniel Kolenda recently (Reinhard Bonnke’s successor) I found a man who is a 7th generation minister with a hunger to use media to reach his and the next generation for Jesus Christ. That’s refreshing and exciting.”

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.

For further information or high-res photos: Press Department info@principles.tv