



FEBRUARY 2010 - #1

NEW YEAR, NEW VISION!

The end of a year is always a great time. Finally one can take a breath and look back at what one has achieved over the past year - successes and failures; challenges and victories. But what is even better than the end of a year is the beginning of a new one. With it comes new hope, new vision, new strategy. A fresh start to a new beginning!

Last year was a very challenging year for me personally. With no finances to employ some key personnel I was very active working on the ground – training offenders and producing our television programmes. Although a number of volunteers did join us throughout the year they were short-term volunteers. I spent 3 weeks over Christmas just consolidating 3 Terabytes (3000 Gigs) of video footage that I was unable to do during the year.

In light of this, our strategy for the beginning of this year is to employ MANPOWER! Although we are already a registered non-profit organisation, we are in the final stages of becoming a Public Benefit Organisation with Section 18A status. This will mean that your donations will be **TAX DEDUCTIBLE** - for both individuals and corporates.

In light of the economic crisis that many people found themselves in over the past year or so, we are certain that this will make a difference to people's giving and assist us to bring in some much-needed full-time staff. A number of our previous offender students have now been released and it is our intention to employ one or two of them as well as some professional staff.

We will continue to train offenders in television production and will enrol a new intake as soon as we have staff to facilitate this. They will then produce at least two other television series during the year which will be broadcast to the greater prison population. We will also put more time and resources into establishing a dedicated prison television channel.



FEEDBACK ON JAIL STAR! 2009

Late last year we produced "Jail Star!" a "pop-idols" style television series with offenders and Correctional officers. It was a huge success with the media globally! At least 7 radio stations conducted interviews with us and we heard of numerous other stations that were discussing Jail Star!. We received a full front page article in the "Weekend Argus Life Section" as well as a full-page article in "The Star". "Special Assignment" produced a half-hour programme on us and online publicity went global reaching America, Singapore, France and Australia – to name but a few. Japan's leading newspaper with a daily distribution of 8 million also came to Cape Town to conduct an interview.

Unfortunately, all this publicity did not convert into funding but it did ensure that millions of people around the world now know about us. Nine Correctional Centres have thus far received the series free-of-charge for broadcast in their Centres and we await their feedback. If you would like to sponsor a series for broadcast in a Correctional Centre they cost R450 a series. If you would like to broadcast the series in your Correctional Centre please give us a call. We hope to bring you a few testimonies in our following newsletter.

VOLUNTARY POSITIONS

If you reside in Cape Town and would like to volunteer your services either on a full-time or part-time basis, we would like to hear from you. Experience in television production or administration would be an advantage. Please send your details to Marius at info@prisonbroadcast.org.za.

May 2010 be an exceptionally blessed year for you, your family and business. May it truly be a year to remember for all the good that came to you and for all that you did for others.

Kindest blessings,



PRAYER NEEDS

- For monthly donors and programme sponsors
- For specialist TV volunteers & staff
- For protection & wisdom

OTHER INFORMATION

Prison Broadcasting Network is committed to the holistic rehabilitation and moral rejuvenation of inmates utilizing the mediums of radio and television.

We are a registered Non-Profit Voluntary Association - Reg. 027-721NPO and a registered Service Provider to Correctional Services – Reg. PL004/06.

We are members of the Association of Christian Broadcasters and accountable to Valley Christian Church.

We exist by faith and value your support and prayers. We receive no government funding.

CONTACT DETAILS

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