

Words of Peace Annual Report 2016

Our stated aim for 2016 was to share Prem Rawat's message by supporting events around the world, and by providing clear, effective information on upcoming events and the need for their financial support.

2016 saw Prem Rawat carry out 94 speaking engagements across 27 countries. Eighteen of those engagements were media interviews, which were broadcast to tens of millions of people. The biggest breakthrough in terms of media in the year was the use of radio, especially in South Africa, where it remains the most prolific medium.

Although Prem had done some radio interviews before, it was never to the extent that occurred in South Africa where on one day two radio interviews reached over 25 million people, with syndication to other stations and content repeated several times.

Although TV and print media will still be important, radio will now develop as a significant medium for Prem Rawat's message, as a means of reaching many more people in far-flung areas who cannot attend events. With global reach, online as well as traditional radio will be another mechanism by which a global audience can benefit.

Here are the numbers ...

94

speaking engagements and interviews attended by Prem Rawat

464,023

estimated people who saw Prem Rawat speak at a live event

87,551

social media followers

216

countries where website visitor sessions originated

666,700

website visitor sessions

1,546,000

YouTube and wopg.org views of WOPG videos

2,091,972 Euros

in donations. Many thousands of generous people from across the globe gave support with donations, both large and small, totaling 2,091,972 Euros. The money was channeled into a range of areas to support Prem Rawat's work, including: live events; media-related activities including archiving and cataloging of produced materials; activities related to the Keys; the upkeep of the website and online systems.



TV & Radio

Across the 27 countries where Prem Rawat toured in 2016, interviews included national broadcasters in South Africa, Cote d'Ivoire, Portugal and Malaysia.

TV / radio interviews included:

- Jacaranda FM - South Africa's largest commercial radio station
- South African Broadcasting Corporation's Newsroom TV program
- Umhlobo Wenene – Southern Africa's largest Xhosa radio station
- SAFM, South Africa's oldest national broadcast radio station
- Anjan TV – 23-50 million daily India
- Kaya FM South Africa
- RTP 1, Portugal national broadcaster - Light Behind Bars – documentary on PEP in a Portuguese women's prison
- RTP 2 interview with Prem Rawat on "Watching the World" news documentary show
- Italy - Sky TV – 5 million
- National TV & radio – Cote d'Ivoire
- Live Radio broadcast, Benin
- Lite FM Radio – Kuala Lumpur, Malaysia
- BBC Radio Bristol

In addition there were numerous newspaper articles in India.

In Japan three magazine articles and two newspaper articles reached just over 800,000 people.

