

Impact Snapshot 2018



The Prison Radio Association is a charity that specialises in creating media to transform lives and reduce crime.

audio
production
awards.2017

Independent Production
Company of the Year

It runs National Prison Radio, the world's only national radio station for prisoners. Available across England and Wales via in-cell television, it has revolutionised the way we communicate in prisons.



Our audience...

99% of prisoners know about National Prison Radio

81,786 potential National Prison Radio listeners

6,951 letters sent by prisoners to National Prison Radio in the past 12 months

86% of prisoners listen to National Prison Radio

9.6 average weekly listening hours to National Prison Radio

2015: 3,159
2016: 3,878

45% of prisoners listen every day

182 the PRA partnered with 182 different organisations in the past 12 months

2017: 5,061
requests/messages of support received from prisoners' friends and loved ones

"I'd like to thank you for being that continuous link that allows not only me, but all of us separated from loved ones, to give them a shout out and to let them know that we are thinking about them. It's priceless."

National Prison Radio listener, HMP Stoke Heath

"The Prison Radio Association have been a great partner to work with and it's fantastic what's been achieved over the past twelve years. When you're in prison, in a cell on your own, radio can allow people to speak to each other individually, to address real issues. Most importantly, National Prison Radio is highly valued by people in prison."

Michael Spurr, Chief Executive, HM Prison and Probation Service

National Prison Radio broadcasts programmes to help people in prison reduce their risk of reoffending.

Programmes are produced by prisoners, for prisoners, with support from our team of radio professionals in our production centres at HMP Styal (a women's prison) and HMP Brixton (a men's prison).



Ear Hustle joins National Prison Radio

The podcasting phenomenon from San Quentin State Prison in California joined National Prison Radio this year. Clocking up 6.2 million downloads in its first series, Ear Hustle tells stories of life inside the state's largest prison, shared and produced by those living there.

"Hopefully Ear Hustle inspires my fellow prisoners to continue to pursue their goals and never give up, no matter what situation they are in. I look forward to one day travelling to the other side of the Atlantic and to hopefully meet some of you!"

Earlone Woods, presenter of Ear Hustle

National Prison Radio Takeover Days

Every week National Prison Radio dedicates key programming to a particular prison. Staff run pop-up production workshops in prisons across the country, where prisoners create content showcasing the work taking place in that prison. It helps National Prison Radio to better represent its audience, giving a more diverse range of voices access to the airwaves.

"Thank you for getting me involved."

"It was a one-in-a-million experience."

"It was great to interact with people who work in radio!"

Takeover Day participants, HMP Leeds

Longford: Live

The annual Longford Lecture, chaired by PRA Patron **Jon Snow**, aims to encourage debate about prison reform. For the first time, National Prison Radio broadcast the lecture live into prison cells across the country. Filmmaker and activist **Ken Loach** gave a searing address to the live audience, and to tens of thousands of people behind bars. Former prisoner **Hilary Ineomo-Marcus** presented the broadcast for National Prison Radio.



National Prison Radio in the words of its listeners

"Every single day you have continued to help save my life. Thank you for taking care of me NPR."

National Prison Radio listener, HMP Durham

"I would like to thank you for helping me by sending me books and playing great music to listen to. I'm so proud of myself for giving myself some goals. I told my family I've started reading books, and they just laughed and said, 'wow, really!? I've never known you to read!'"

National Prison Radio listener, HMP Risley

"Thank you to the whole team – you've been great to work with. I learned so much working with NPR and it really built my confidence. Keep up the good work."

National Prison Radio presenter, HMP New Hall

"Dear NPR, I would like to show my gratitude for your service and thank each and every person involved with NPR. Listening gives me hope for the future. It's my first time in prison, and I've been diagnosed with cancer, so my journey has been tough in custody. After each chemotherapy treatment in hospital I look forward to coming back and tuning into NPR. Thank you."

National Prison Radio listener, HMP Pentonville

National Prison Radio: on-air campaign highlights

Campaigns prisoners heard on National Prison Radio in the last 12 months

National Careers Service Drugs
Roll Call Parole Shannon Trust Reading Plan Stop Loan Sharks
BASS Books Unlocked Email a Prisoner
Hardman Trust Listeners
DARTS Open University CCRC
Smoking Prison Voicemail

Books Unlocked

Serialised book readings,
broadcast every night
of the week.



Partnership with the National Literacy Trust & the Booker Prize Foundation

Literacy is a serious problem among the prison population. 57% of people in prison have literacy skills at or below the standard expected of an 11 year-old. Books Unlocked is National Prison Radio's longest-running on-air partnership, giving people in prison access to award-winning literature on the radio.

80%

of NPR listeners heard
Books Unlocked...

...for 18-21 year olds,
this figure was

92%

54%

of listeners said hearing Books
Unlocked had given them the
confidence to read or write more.

1,312

In the three years since this partnership
began, NPR has given away 1,312
books. That's more than a book a day
going to people in prison who are
eager to read.

"The programmes broadcast by the Prison Radio Association have a huge reach and support learning through campaigns and initiatives such as the daily book club programme, Books Unlocked."

Dame Sally Coates, Unlocking potential:
a review of education in prison

National Probation Service

Promotional campaign designed
to improve interactions with
probation staff.



Developing a positive relationship with probation staff is a key factor in reducing reoffending. When we spoke to our audience, we discovered that low levels of trust were inhibiting these relationships. So we developed a campaign to encourage making early contact with probation.

78%

of National Prison Radio listeners
heard the campaign...

63%

...said they were now more likely to contact
their probation officer earlier.

Safe

A series of programmes to
support people in prison who have
spent time in local authority care.



In partnership with HM Prison and Probation Service

Almost 1 in every 4 people in prison was taken into care as a child – compared to 2% of the general population. Safe was a monthly programme on National Prison Radio which aimed to highlight specialist support available to young care leavers in the prison system.

92%

of listeners aged 18-21 had heard of the
programme.

"The young man in Safe who was taken into care aged of 5 after his mum left him at school was such an inspiration."

NPR listener, HMP Wealstun

PRA Productions is the commercial arm of the charity. All profits go back in to supporting our work in prisons. We were named Independent Production Company of the Year 2017.

We create audio, films and animations for a wide variety of clients, including the BBC ... and not just about prison.

audio
production
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**PRA
Productions**



"The judges were in awe of the sheer range, imagination and ambition of the output bringing remarkable, challenging stories to air through drama, live events, music shows, factual entertainment, documentary and debate."

Audio Production Awards Judges

We create powerful documentaries for the BBC.

We've produced dozens of programmes for national and international BBC Radio networks. Recent productions include:

BBC Radio 1 iPlayer film:

Restorative Justice: Meeting the Bogeyman

BBC Radio 4: Architecture of Incarceration

BBC Radio 4: The Abuse Trial

BBC World Service: Lusaka Fire and Rescue

BBC Radio 2: King Biscuit Time Blues



We produce films and animations that create an impact for our partners.

Stop Loan Sharks

To publicise the support available to people targeted by loan sharks, a gripping true story about a man terrorised by illegal money-lenders.

The Parole Board

Following high-profile changes to the way parole is managed, we produced an animation to demystify the process.

Criminal Cases Review Commission

An emotional film about a man wrongly imprisoned for murder.



We produce podcasts to reach a wider audience.

Double Bubble

Commissioned by Stop Loan Sharks

"This is the story of how I did time, and how money did me."

A ground-breaking five-part micro-drama written by and starring Carl Cattermole, who spent time in prison, where he discovered his immense talent for writing.

"If I were a telly company, I'd snap up this story and make it into a TV series."

Miranda Sawyer, The Observer

Sex Talk

Commissioned by Public Health England and Comic Relief

"Uncensored chat about healthy, uninhibited sex."

Presented by BBC Radio 1's Adele Roberts and National Prison Radio's Hilary Ineomo-Marcus, this hit podcast series features real, honest stories about sex - including people addicted to sex, the sex industry, sex in prison, sex and religion, dating and alcohol.

"I was listening to a person living with HIV since the age of 23. I was crying in my cell listening to the story. It was the exact story of my life. The first step is not being scared any more."

Sex Talk listener, HMP Belmarsh



Our brand new digital media channel that helps people to build their own future.

It delivers content to audiences outside prison, via their smartphones, helping them tackle the challenges they face and develop survival strategies for the modern world.

straightline

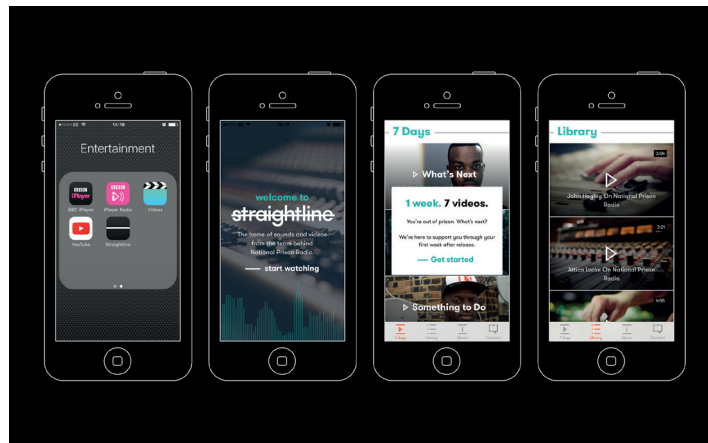


Award-winners

Straightline took to the stage at New York Advertising Week's annual award ceremony to pick up the prestigious **D&AD Impact Promise** award. The awards celebrate the finest in creative advertising and design, rewarding ideas with the potential to change the world.

"With the bespoke support package that comes with winning this award, we know we can develop Straightline into an invaluable resource that will support many people in turning their lives around."

Phil Maguire, Chief Executive, Prison Radio Association



Our digital impact

Straightline provides advice and support across all the areas that affect a person's chance of reoffending. It offers content which lends much needed emotional and practical support, in a format which is accessible, optimistic and easy to understand, using familiar, trusted faces and voices.

It's being developed with people in prison who have previously been released and then returned to prison - because they are the experts who know better than anyone else why it's so easy to fall back into the trap.

Straightline is free to access and totally shareable.
Visit www.wearestraightline.com to find out more.

5,732

plays of our radio shows targeted at those outside prison through our Mixcloud channel

73,464

minutes of audio content listened to on our Mixcloud channel over the past 12 months

30,747

number of podcast downloads in the first four months of release

3,900















views of our Stop Loan Sharks video in the first week of release

Survival strategies for the modern world

Every piece of content we produce provides support around the Ministry of Justice's Pathways to Reducing Reoffending. Our media productions help our audience develop their own strategies for living crime-free and useful lives, in often complex and chaotic circumstances.



2018/2019 schedule

Day	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Eve	Mon	Tue	Wed	Thur	Fri	Sat	Sun			
07:00	<h1>Porridge</h1> <p>The world's first national breakfast show made by and for prisoners. Includes the quiz, 7:40 Shout Out and the Work Out Song. <i>Listen out for...</i> Friday — the famous Porridge Music Special</p>					All Request Saturday <p>The week's Request Shows back to back through the day. Write to us at: National Prison Radio, HMP Brixton, London SW2 5XF</p>	Freedom Inside <p>In-cell yoga with Prison Phoenix Trust</p>	17:00 (or local shows)	Bob and Beyond <p>Reggae classics.</p>	 Red Bull Music Academy Radio <p>Mixes, interviews, hot artists.</p>		Brixton Calling <p>News and requests from HMP Brixton.</p>	NPR Specials <p>See orange box below for details of shows.</p>	Deja Vu <p>From the 60s, 70s and 80s.</p>	Boom Box <p>Classic hip-hop and RnB.</p>			
08:00 (or local shows made in your prison)	NPR Specials <p>See the orange box below for details of shows.</p>	Love Bug <p>Write to the ones you love</p>  <p>Shannon Trust</p>	Igloo <p>Handpicked dance music from NPR's finest presenters.</p>	The Urban Show <p>Hip-Hop, R&B and dancehall.</p>	NPR Friday <p>Sport, chat and ents. Your start to the weekend.</p>	Bob and Beyond <p>A solid hour of reggae classics.</p>		Past Present & Future <p>NPR Takeover The famous UK chart rundown.</p>		George the Poet takes over NPR <p>Beautiful, inspirational words for NPR.</p>	Sex Talk Season 2 <p>Honest talk about love, sex and relationships</p>	Love Bug <p>Write to the ones you love</p>  <p>Shannon Trust</p>	Inside Music <p>The real stories behind the music you love.</p>	Ear Hustle <p>From San Quentin jail</p> 				
09:00	Hot 20 <p>The famous UK chart rundown.</p>	THE SELECTOR RADIO <p>Dance music and upbeat sounds. Repeat from Friday night.</p>		THE SELECTOR RADIO <p>Two hours of new British music from DJ Goldie-rocks.</p>		Boom Box <p>Classic hip-hop.</p>		19:00	<h1>The Request Show</h1> <p>Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at: National Prison Radio, HMP Brixton, London SW2 5XF Get your loved-ones to request tracks for Thursday's show at: www.nationalprisonradio.com</p>		NPR Specials <p>See below for details.</p>		The Request Show <p>Shout out your loved-ones on the outside!</p>		Desi Drop <p>An hour of Asian music.</p>	Inside Music <p>Real music stories.</p>	Ear Hustle <p>From San Quentin jail</p> 	
10:00	Desi Drop	straightline		The Rock Show <p>The very best in loud guitar music from our expert presenters</p>		Deja Vu <p>Classic tracks.</p>		20:00	<h1>The Request Show</h1> <p>Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at: National Prison Radio, HMP Brixton, London SW2 5XF Get your loved-ones to request tracks for Thursday's show at: www.nationalprisonradio.com</p>		George the Poet takes over NPR <p>Beautiful, inspirational words for NPR.</p>	Sex Talk Season 2 <p>Honest talk about love, sex and relationships</p>	Love Bug <p>Write to the ones you love</p>  <p>Shannon Trust</p>	Inside Music <p>The real stories behind the music you love.</p>	Ear Hustle <p>From San Quentin jail</p> 			
11:00	<h1>Porridge</h1> <p>Another chance to hear this morning's show</p>					Boom Box <p>Classic hip-hop.</p>		19:00	<h1>The Request Show</h1> <p>Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at: National Prison Radio, HMP Brixton, London SW2 5XF Get your loved-ones to request tracks for Thursday's show at: www.nationalprisonradio.com</p>		George the Poet takes over NPR <p>Beautiful, inspirational words for NPR.</p>	Sex Talk Season 2 <p>Honest talk about love, sex and relationships</p>	Love Bug <p>Write to the ones you love</p>  <p>Shannon Trust</p>	Inside Music <p>The real stories behind the music you love.</p>	Ear Hustle <p>From San Quentin jail</p> 			
12:00 (or local shows)	Past Present & Future	NPR Takeover <p>See 18:00 for details</p>	George the Poet takes over NPR	Sex Talk <p>See 18:00 for details</p>		Deja Vu <p>Classic tracks.</p>		21:00	NPR Specials <p>See below for details.</p>	The Request Show <p>Shout out your loved-ones on the outside!</p>	Igloo <p>Handpicked dance music.</p>	The Urban Show <p>Hip-Hop and R&B.</p>	The Rock Show <p>The very best in loud guitar music from our expert presenters</p>	Love Bug <p>Write to the ones you love.</p>	Ear Hustle <p>From San Quentin jail</p> 			
13:00	<h1>The Request Show</h1> <p>Requests and shout-outs from prisons across England and Wales Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at National Prison Radio, HMP Brixton, London SW2 5XF</p>					Deja Vu <p>Classic tracks.</p>		22:00	Hot 20 <p>The famous UK chart rundown.</p>	The Request Show <p>Shout out your loved-ones on the outside!</p>		Desi Drop <p>An hour of Asian music.</p>	Inside Music <p>Real music stories.</p>	Ear Hustle <p>From San Quentin jail</p> 				
14:00	<h1>The Request Show</h1> <p>Requests and shout-outs from prisons across England and Wales Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at National Prison Radio, HMP Brixton, London SW2 5XF</p>					Deja Vu <p>Classic tracks.</p>		23:00	<h1>Books Unlocked</h1> <p>by Yann Martel Write to National Prison Radio, HMP Brixton, London SW2 5XF for a free copy.</p>		The Request Show <p>Shout out your loved-ones on the outside!</p>		Desi Drop <p>An hour of Asian music.</p>	Inside Music <p>Real music stories.</p>	Ear Hustle <p>From San Quentin jail</p> 			
15:00	THE SELECTOR RADIO <p>New British music with DJ Goldie-rocks.</p>	All Music Daytime <p>Music and information designed to help you make the most of your time inside.</p>		Hot 20 <p>UK chart rundown.</p>		Deja Vu <p>Classic tracks.</p>		23:30 – 07:00	<h1>Dream Time</h1> <p>Music and advice to help you sleep safe and sound through the night.</p>		The Request Show <p>Shout out your loved-ones on the outside!</p>		Desi Drop <p>An hour of Asian music.</p>	Inside Music <p>Real music stories.</p>	Ear Hustle <p>From San Quentin jail</p> 			
16:00	<h1>The Request Show</h1> <p>Requests and shout-outs from prisons across England and Wales Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at National Prison Radio, HMP Brixton, London SW2 5XF</p>					Deja Vu <p>Classic tracks.</p>		23:30 – 07:00	<h1>Dream Time</h1> <p>Music and advice to help you sleep safe and sound through the night.</p>		The Request Show <p>Shout out your loved-ones on the outside!</p>		Desi Drop <p>An hour of Asian music.</p>	Inside Music <p>Real music stories.</p>	Ear Hustle <p>From San Quentin jail</p> 