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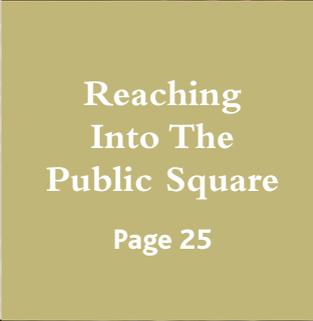
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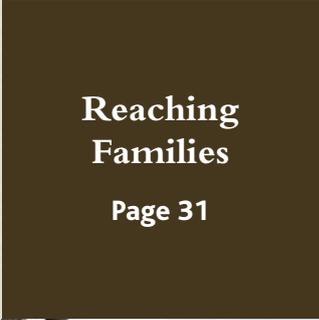
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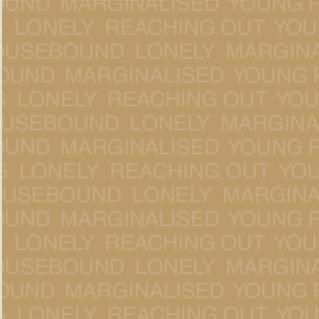
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HE HATH PUT A NEW  
SONG IN MY MOUTH  
EVEN PRAISE UNTO  
OUR GOD  
PSALMS





# Achievements

## In the past year we have had:

*“Premier is the reason I am alive. The programmes have helped me and have opened up my eyes to doing the things that God wants us to do as Christians. Your ministry keeps me alive!”*

### Jo from Guildford

- Over 400,000 regular radio listeners
- A record 235,000 London listeners, according to the Q2 RAJAR figures
- Over one million viewers to Premier Media Group’s websites
- 60,000 enquiries to Lifeline
- Over 800,000 magazines printed and circulated
- 145,000 signatures on the RE.ACT campaign, calling for Religious Education to be included in the English Baccalaureate
- A significant increase in donor support
- 42 Premier events across the UK



*Humphrey Norrington*  
*Former Chairman*

# Chairman's Report

This has been a uniquely difficult and challenging year for Premier Christian Media Trust. We are not alone in our struggles, as the whole world has been thrown into economic crisis. In light of this, we have been astounded by the generosity of our supporters, who continue to believe in our work despite the financial difficulties they face. Premier's national presence continues to grow, with over 400,000 listeners tuning in on a regular basis, and more people than ever tuning in from the capital. God continues to be gracious to us, blessing this station and our efforts to reach out to others with the Gospel.

Now more than ever, Premier has a part to play in bringing hope to this broken nation. In August we saw the uncertain climate coming to a head in the riots across our country. Now more than ever the Christian message needs to be heard, and it is our duty to do everything that we can to promote and protect it in these troubled times.

We continue to campaign for the Christian voice to be heard, understood and respected in the public square. Our RE.ACT Campaign called upon Secretary of State for Education Michael Gove to consider including Religious Education within the English Baccalaureate. Testament to the success of the campaign was the 145,000 signatures on the petition.

Our vision over the past year has been to 'Reach the Unreachable', to support those on the fringes of society, those living alone, the marginalised, and those in need of help and comfort. We believe that we are uniquely placed to reach out to those unreachable by other Christian individuals or organisations. All of our listeners and supporters are part of the Premier family, the 'Church without walls', a family that spans the entire width and breadth of the country, and encompasses people of all church backgrounds.

We value your continued support and prayers, and hope that you will continue to partner with us in reaching all people with the message of Jesus Christ.

**Humphrey Norrington**  
**Former Chairman**  
**Premier Christian Media Trust**

*"Premier is a lifeline for lots of people, but for me, it is my life. I listen all of the time."*

**Peter from Godstone in Surrey**

*"You are what Christ wanted here in London. Come on guys! Come on! Help the people! That's your great commission! God bless you and I love you."*

**David in Clapham**



Peter Kerridge  
Chief Executive

# Chief Executive's Report

It's good to have moments when you just take stock. And in preparing to write this short summary I have had one of those times. A few moments to reflect on what we've been doing in these past twelve months, the huge range of activity and the overwhelming reason that drives our mission.

*"Premier is like the beacon that reaches out with its light across the nation. As a born-again Christian I believe that this is essential to spread the word of the Gospel, and also to enlighten people's lives by the message."*

**Matthew from Fleetwood**

As I talk with Christian men and women every day of the year there is the same mix of anxiety, anticipation, ambition and regret that flavours so much of the conversation. Clearly people are anxious about the state of the economy and the seemingly increasing sense that the Church is on the margins of a society that has lost its way. There is a feeling of anticipation, that there are signs, albeit sometimes fleeting, of what the Church could be and do, if only we could get our act together. There is the unswerving confidence that we serve a great God and in Him all things are possible, but also the regret that we so often fail to make a meaningful impact day to day.

For these reasons and many more I believe in the work of Premier. I believe the Lord has raised us up and given us a unique role in serving the whole of the body of Christ across the UK, that we may together declare that He is alive and that His kingdom is the place where true hope and peace are to be found.

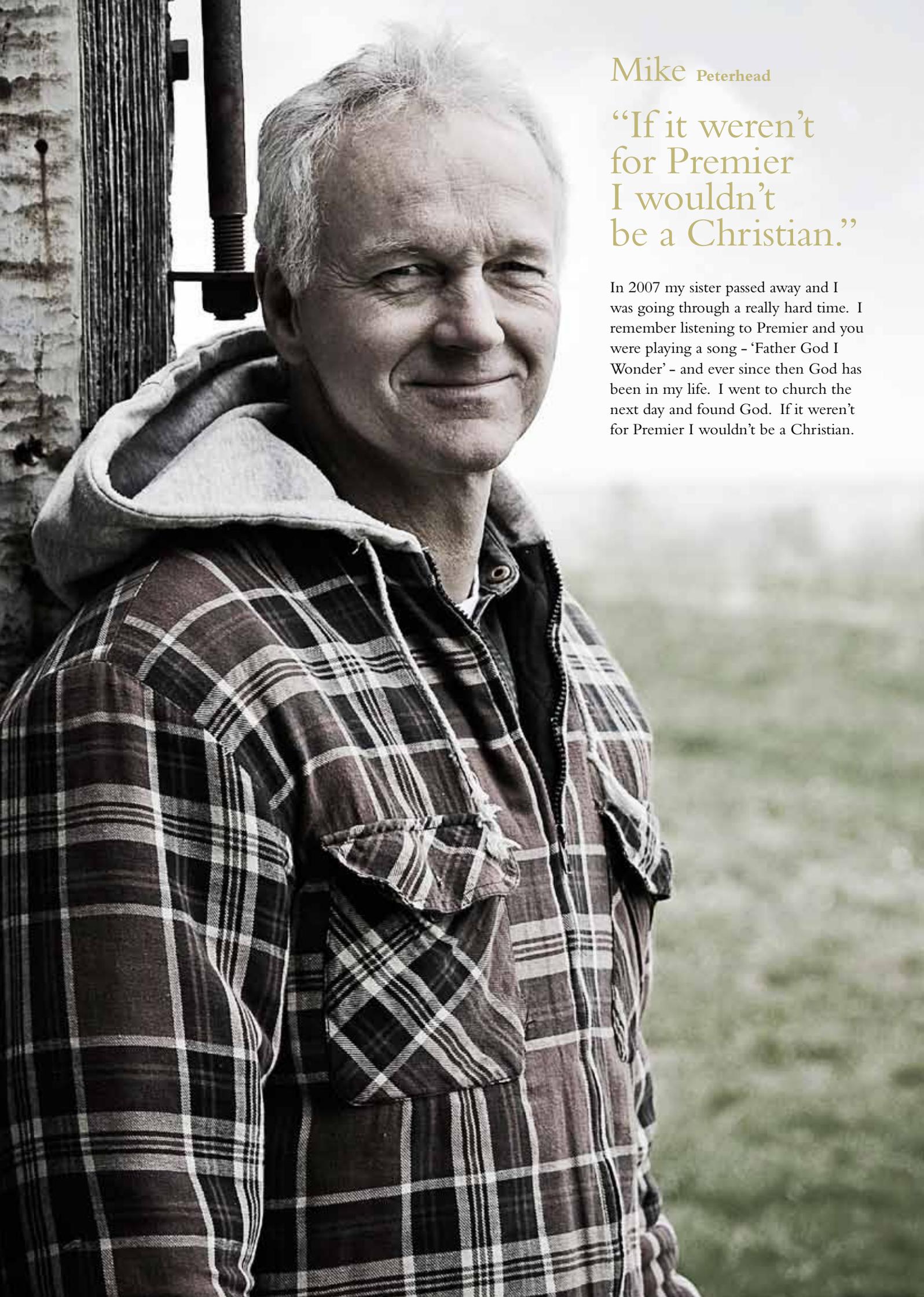
As you read these pages you will, I hope, be thrilled with the sense of purpose and accomplishment that pervades each activity. And please remember, there is only so much you can pack into a short brochure. There is

so much more to tell. However, this short digest will give a flavour of the work we are doing and the spirit in which it is done. We seek to serve the whole Church and enable it to speak out in word and deed into people's lives and the public square. Our heart is to help the Church to 'Reach the Unreachable', those on the margins of faith who we often find it so hard to engage with.

And all of this work could not continue without the faithful support of so many generous friends. Together we have been entrusted with a very important task and we remain faithful to that precious calling. The past year has not been easy and the future looks quite challenging too. But the Lord never promised an easy road or a pain free existence. What He promised and what we consistently see Him prove is that He is with us and in Him we can rest. My God will supply all your needs according to His riches in glory.

May the stories and activities related in these pages inspire and encourage you in all you do for Him. Thank you so much for your support.

**Peter Kerridge**  
**Chief Executive**  
**Premier Media Group**



Mike Peterhead

“If it weren’t  
for Premier  
I wouldn’t  
be a Christian.”

In 2007 my sister passed away and I was going through a really hard time. I remember listening to Premier and you were playing a song - ‘Father God I Wonder’ - and ever since then God has been in my life. I went to church the next day and found God. If it weren’t for Premier I wouldn’t be a Christian.



*Premier at the Notting Hill Carnival*

# Aims and Objectives

In 1995 a new voice appeared on the airwaves of London. It was a bold and radical innovation: a Christian radio station. Premier Christian Radio had arrived. Since then, Premier has gone from strength to strength. It has become a distinctive and respected Christian voice in broadcasting, offering a unique mix of encouragement and support to Christians, a prophetic challenge to society, and practical care for those in need. Our national presence continues to grow after our historic move to National Digital Radio in 2009, and today the station reaches over 400,000 regular listeners across the UK with a range of music, news, comment, teaching and testimony.

*"I will support Premier forever because I can't ever imagine Britain without Premier Christian Radio. When I leave for work at 8.15 am I feel ready to face my day, with a bit more Premier Radio in the car on my way!"*

**Kay (email)**

## **Broadcasting the Christian Message**

Premier aims to provide a clear Christian national broadcast through radio, TV, web and magazine content, which is available to 90 per cent of UK households. We aim to inspire those who watch, read and listen to our output to live out their faith in their daily walk, maximising the reach of the Christian message to our nation.

## **Reaching the Unreachable**

Premier Christian Radio has the unique privilege of reaching far beyond the confines of a church building into people's homes, prisons, hospitals and far-flung places in the country. Premier is able to deliver the Christian message directly to those who may never have heard it before, and who seem unreachable by other Christian organisations and individuals.

## **Supporting the Christian Life**

Premier's desire is to support and nurture Christians in their daily devotions, worship and prayer lives. Premier Lifeline offers help and encouragement to people in all situations, and at all stages of their Christian journey. The extension of the Premier website to include Premier Life, and initiatives like Premier Mind and Soul, are further out-workings of our commitment to meet people at their point of need. Christianity magazine's Agony Aunt column 'Dear Maggie', Premier Christian Radio's 'Hope in the Night' and Premier Community's 'Prayer Wall' are simply a few examples of the ways in which Premier's content supports Christians in their day to day lives.



Enabling Church Event

### Supporting the Church

Premier's desire is to resource the Church in this nation through a network of partners across the UK. We aim to build relationships with churches and develop media relations through the Premier Media Partner scheme in order to increase the reach of the Christian message in this country. Over the past year Premier has hosted church breakfasts in 12 major cities across the UK, bringing together prominent church leaders to network, pray and learn about our work. The inaugural Youthwork Summit saw over 600 youth workers joining together to be equipped, inspired and challenged with cutting edge youth ministry techniques. In addition to training and uniting church leaders Premier Christian Radio's 24/7 output provides clear and consistent Christian teaching to support congregations during the week.

### Campaigning on Christian Issues

Premier is committed to providing a Christian voice in the public sphere. Through campaigns we present issues of particular concern for Christians to Parliament. Premier introduced the RE.ACT campaign this year, calling for consideration of Religious Education as a humanities option within the English Baccalaureate. The scale of response to this campaign was immense; over 145,000 people signed the petition and the campaign received widespread support from faith leaders, academics and MPs.

### Efficient use of Resources and Governance

The economic climate over the past year has been difficult for all organisations, with Premier being no exception. We have been overwhelmed by the generosity of our supporters during this time of financial struggle, and are dedicated to being faithful stewards of the resources, people, property and donations that we have been fortunate enough to receive.

*"I want to thank you for the services you give on a Sunday morning. I have now become a member of the Church with no walls: Premier."*

**Rosemary in Ayr, Scotland**



# Company Report

*"I love the style of probably all the presenters, from the old 'stagers' like Rick Easter to the relative newcomers like the two of you - your fluent style, sense of humour, but also your ability (and that of other presenters) to conduct interviews in such a sensitive way."*

**Robert Perott, talking about Saturday 'Big Breakfast' presenters Dave Gilpin and Lizzie Crow**

*"The past year has taken us on such a fantastic ride. I had no idea what to expect, but just as much as we have taken this responsibility seriously, people have really got on board to support us and spread the word. It's been such a blessing to hear from many listeners who have found Premier Gospel by accident and now can't bring themselves to switch it off!"*

**Nage, presenter of 'Gospel Drive'**

## **Premier Christian Radio – Programmes and Presenters – Awards**

This year has seen some great new additions to the Premier Christian Radio line-up. Legendary Irish entertainer and co-host of the Irish X Factor, Dana, launched her own show on Premier titled 'Dana and Friends'. The show has attracted big name guests so far, including the likes of Ann Widdecombe, Daniel O'Donnell, Gloria Hunniford and Bobby Ball. A new addition to the presentation team is founder of Hope City Church in Sheffield, Dave Gilpin, joining co-host Lizzie Crow on Saturday's 'Big Breakfast'. Lizzie Crow has also become a regular fixture during the week, joining John Pantry on 'Inspirational Breakfast' between 7am and 9am each morning. Other highlights included interviews with controversial author of 'Love Wins' Rob Bell, Grammy Award-winner Amy Grant and Sir Cliff Richard. Our hard work across the station has been acknowledged through several Jerusalem Award nominations: 'The Real Nativity' by Justin Brierley, 'The Bluffer's Guide to Lent and Easter' by Kellie Redmond and 'World Vision's News Behind The Headlines' by Chris Byland were just some of the highlights.

## **Premier Gospel – Programmes and Presenters**

This year Premier Gospel has launched 7 new specialist music shows: 'The Sanctified Selection', 'Reggae Vibes', 'Hip Hop Remedy Sessions', 'Habari Africa', 'The Latin Selection', 'Urban Mix up' and 'Jazz Alive'.

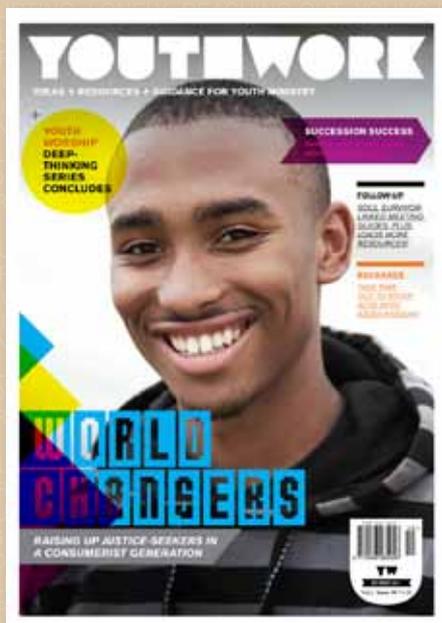
These specialist shows provide the best in Gospel music from all around the world, and have been extended in length due to popular demand. This August also saw the launch of Premier 'Gospel Drive' with Nage. The 3pm to 7pm show promises Gospel classics, live chat and the latest hot releases. Premier Gospel has travelled far and wide over the course of the year, attending the Gospel Festival in Barbados, Nashville to interview Grammy Award-nominee Marvin Sapp and Kenya to interview Vice President Kalonzo Musyoka about how his faith influences his work.

## **Premier Life – Lifeline and Response**

Premier is about listening too. Lifeline is our confidential helpline, manned daily from 9am to midnight by trained volunteers. It provides a prayerful and compassionate ear for the public, responding to around 1,000 people a week.

## **Premier Magazines**

CCP, the magazine branch of Premier, produces three publications: Christianity magazine, Christian Marketplace and Youthwork magazine. Christianity magazine continues to be the UK's leading non-denominational Christian magazine. Over the past year the magazine has undergone some significant changes, with a new Editor and ex-Guardian Journalist joining the team, plus a major redesign. Highlights have included the new 'Why I am not a Christian' feature, where hardened atheists, thoughtful agnostics and ex-Christians are able to



*Youthwork and Christianity magazines get a new look for 2010*

talk about why they don't believe, and interviews with high profile guests such as Rob Bell, Jackie Pullinger and Peter Hitchens.

The Christian retail trade has experienced a torrid year with chains as well as independent high street bookshops closing down. As Christian bookshops decline, Christian Marketplace is strategically placed to fill the gap in the market. By moving from monthly to bi-monthly, Christian Marketplace magazine has weathered the storm and continues to provide insightful industry information and analysis on Christian publishing and retail.

Youthwork magazine has undergone a total transformation over the past 12 months. it has been redesign and refreshed to include cutting edge resources and some of the world's leading writers, the most significant being Mark Yaconelli, N. T. Wright and Danielle Strickland.

### Premier Online

The Premier websites have received over one million visits in the past year alone. Key developments have taken place in social networking and New Media, with Facebook, Twitter and Google+ buttons added across the sites to encourage viewers to share content with their friends, and to reach the unreachable in a fresh and relevant way.

### Premier.TV

Premier.TV has recently revamped its video content with a new 'Spotlight' feature. 'Spotlight' sees the likes of Rob Bell, Amy Grant, Stephen Lungu and Sir Cliff Richard talking candidly about their faith in an engaging, stylish and informative way.

*"I think Premier Christian Radio is wonderful. With all of the trash and evil on our television, it truly is a voice in the wilderness."*

**Ruth McKye in Inverness**



## Premier Christian New Media Awards

Premier launched the Christian New Media Awards in 2007, in recognition of the power and potential of New Media. In particular, the awards commend those who use New Media to reach out to the wider world in an ever more sophisticated media landscape. Once again, this year's awards ceremony was held in Sir Christopher Wren's architectural masterpiece, St Stephen's Walbrook, also known as the 'Internet Church'. 2011 winners included worship leader Vicky Beeching for 'Best Christian Blog' ([www.vickybeeching.com](http://www.vickybeeching.com)) and Peter Mead for 'Most Inspiring Leadership Blog' ([www.biblicalpreaching.net](http://www.biblicalpreaching.net)).

## Events

The past year has been an exciting one for the Premier Events team. This year saw the first Christian New Media Conference, the first Identity Men's Conference, the first 'Enabling Church' Conference, the first Youthwork Summit and the first MindSet Conference. 'Woman to Woman' conferences have gone from strength to strength, attracting over 2,500 attendees in the past year.

*"We cannot afford to be in church every single day. So Premier fills in the gap."*

## Ofun

*"Premier is like Church without walls."*

## Hazel in East London



*Krish Kaidiah at the 2011 Christian New Media Awards*



*Winners included worship leader Vicky Beeching for 'Best Christian Blog'*

# Premier Media: 16 Years

Celebrating 16 years in broadcasting, 2011 has been another monumental year for Premier. In 1995 we began as the first Christian terrestrial radio station serving the capital. We obtained the first national DAB licence for a UK Christian radio station back in 2009. In the past two years the focus of our content has shifted from London-centric to nationwide, and it is our ambition to be seen, as well as heard, across the UK.

- 1995** Premier commences broadcasting to a Greater London audience. Premier Lifeline launched.
- 1996** Premier establishes itself as a major Christian voice in Greater London. Premier runs its own on-air Alpha Course with David Suchet.
- 1997** Premier broadcasts from 'Champion of the World' event at London's Wembley Stadium, the biggest contemporary worship event ever to be staged in that venue.
- 1998** Christian Communications Partnership (CCP) magazine publications is established, and becomes part of Premier Christian Media.
- 1999** Launch of Premier Online ([www.premier.org.uk](http://www.premier.org.uk)) and web broadcasts, including quality news, exclusive interviews, features and lifestyle stories, takes Premier to a global audience.
- 2000** Premier launches on Sky digital network (channel 0123) ensuring further outreach across the nation.
- 2001** Premier's re-licensing campaign begins; this represented a major challenge to the future of the station.
- 2002** New broadcasting licence granted ensuring the future of Premier.  
New studios at Chapter Street opened and dedicated by Archbishop Carey, Cardinal Cormac Murphy O'Connor and Joel Edwards, General Secretary of the Evangelical Alliance.
- 2003** Premier Online re-launched with more functionality and content, receiving more than 160,000 visits to the website every month.
- 2004** Premier becomes available on Freeview (channel 725), the free-to-air service on the Digital Terrestrial Television platform, providing Premier with further national coverage.



# of Reaching Out



- 2005** Premier broadcasts from a wide range of international locations including Barbados and Australia.
- 2006** Premier.TV launches and provides Christian Internet TV on-demand, with a 24/7 schedule and the largest Christian web television archive.
- 2007** Premier Christian Radio begins broadcasting on DAB Digital Radio in London and on Virgin Media (channel 968).  
Premier hosts its first Mind & Soul Conference.  
Premier launches its first Christian New Media Awards.
- 2008** Digital redevelopment of Premier Online to include media on demand, up to the minute Premier output including 'Premier Reports' (news) and Premier.TV (exclusive interviews).
- 2009** Premier Christian Radio begins broadcasting on National DAB Digital Radio. This presents many new opportunities for reaching listeners around the country.
- 2010** Premier Gospel is launched and begins broadcasting on DAB Digital Radio in London and globally via the Internet  
Launch of the 'Reaching the Unreachable' Campaign at Lambeth Palace in the presence of the Archbishop of Canterbury.  
Premier holds the first ever Christian New Media Conference at City University, London.  
Premier hosts the first 'Enabling Church' Conference.
- 2011** Premier hosts its first 'International Week' celebrating the cultural diversity of the Church.  
Planned opening of the first Premier regional centre in the North East.  
Premier establishes The New Media Centre of Excellence.



Lee Southport

“Since listening to Premier I have noticed a change in myself.”

18 months ago I was a heroin addict, living on the streets in London. I started listening to Premier and it's helped me keep clean. God has provided me with a home, a church and loving friends. Since listening to Premier I have noticed a change in myself. I look at the world differently. I no longer look at the world through hate - but through love. I would just like to thank Premier for being there for me.



# Reaching Those Who Don't Know Jesus

Premier is in the unique and privileged position of reaching into the homes of those who do not know Jesus. Whether it is stumbling across Premier on their Digital Radio, visiting a Premier website, or being taken to an event by a friend, we hear countless stories of the ways in which we have reached those who don't know Jesus.

*"Premier has been a lifeline for me when I am going through spiritual battles. I was going through a time of depression and I heard Premier one day and it was like it was speaking to me. It has really changed my life! I want to thank God for you, and want to ask you to continue doing what you are doing."*

## Denise from Redhill

## Ministries

The ministry programming on Premier is one of the channels through which the unreachable are reached. We regularly receive testimonies from listeners and stories of lives transformed. These programmes include leading Christian voices like the Briscoes, Joyce Meyer, Dr Michael Yousseff and Chuck Swindoll. We seek to broadcast content that challenges, mobilises and inspires people.

## An Evening with the Briscoes

Stuart, Jill and Pete Briscoe, from popular ministry programme, 'Telling the Truth', visited the UK in October 2010 for 'An Evening with the Briscoes'. The tour travelled to London, Birmingham and Liverpool and attracted nearly 2000 attendees, with teaching from the Briscoes and worship from Dave Bilbrough and Noel Robinson.



*An Evening with the Briscoes*



## Answering Difficult Questions - Unbelievable?

Hosted by Justin Brierley, the 'Unbelievable?' show on Premier Christian Radio continues to engage believers and non-believers in debates about the fundamental questions of faith.

The first 'Unbelievable? The Conference' was held at Bloomsbury Central Baptist Church in London in October 2010. A day of apologetic discussion, the conference saw leading speakers such as Dr. John Lennox, Jay Smith and David Robertson exploring and answering the tough questions against Christianity. The conference provided an opportunity for attendees to air their intellectual objections to the Christian faith and hear sound theological responses from leading Christian apologists.



*'The Way', a film featuring Martin Sheen and Emilio Estevez*

*"Why isn't there more of this kind of thing being preached from church pulpits? If there were, I'd go more often and I'd stay awake during the sermon!"*

**Comment from a self-confessed irregular church-goer during the 2007 Reasonable Faith Tour.**

**Entertainment**

Premier partnered with Icon Pictures on 'The Way', a film featuring Martin Sheen and Emilio Estevez and set on the ancient Catholic pilgrimage route of Santiago de Compostela. It was a golden opportunity to reach out and invite believers and non-believers from across the nation to hear the faith-filled message of the film. Premier was the Official Faith Media Partner and together with CAFOD and various other Catholic agencies successfully promoted the film throughout the UK.

**Social Media**

Over the past year Premier has been reaching out to those who don't know Jesus through social media platforms. Premier seeks to reach out in this fresh and relevant way in order to drive internet visitors to Premier websites and thus view our Gospel-focused content.



*"I have cancer. I lost God a long time ago. Since listening to your programme He has come back to me. I am so happy that He is here in my life again."*

**David Jonarts**



# Reaching Those Who Are Lonely And Hurting

Premier is on the air 24 hours a day – every day. We provide those who are housebound or living alone with a friend, a comfort and a lifeline.

## Premier Lifeline

Lifeline is a confidential Christian helpline available from 9am until midnight, 365 days of the year. A dedicated and fully trained team of Lifeliners offer a listening ear to the lonely, isolated, bereaved, suffering, ill, desperate and suicidal. Since Lifeline's formation 16 years ago, the team has received nearly a million requests and enquiries, and in the past year alone has taken over 60,000 calls and emails. The Premier prayer team also produce a quarterly prayer diary, sent out to over 30,000 supporters.

The 'Premier Life' area of the website seeks to support and help individuals in need, wherever they are on their Christian journey.

## Prayer Warriors

Rick Easter has amassed over 500 prayer warriors, a dedicated team of intercessors who pray daily during 'The Worship Hour'. Stories of healings and answered prayers flood into the studio on a regular basis, as a consequence of the prayer of this conscientious group.

*"I live on my own and I am lonely. I have been on my own for ten years. When I turn the radio on it is a companion in my home. It is a lovely warm feeling, I feel like I have friends in my front room. I listen to other people's problems and prayers and I pray. I think you are doing a wonderful job at Premier. Please keep on trucking, as they say."*

**Denise from Great Yarmouth**

*"I live in a flat on my own and am in a wheelchair. I find it difficult to sleep at night. Premier has been - forgive the pun - an absolute God-send!"*

**Peter from Godstone**





Michael Cleere



Michael Fanstone

### Worship at Home with Michael Cleere

Michael Cleere's 'Worship at Home' is specifically aimed at those who, for whatever reason, cannot get to church on a Sunday or indeed any other day of the week. Airing each Sunday between 10am and 1pm, it provides all that they would experience by going to church; sound Biblical nourishment, Christian companionship, and time to pray.

### Premier Tonight with Michael Fanstone

'Premier Tonight', presented by Michael Fanstone, addresses specific issues and struggles that listeners may be facing. From addiction to lack of self worth, Michael, along with a specialised counsellor, takes calls from affected audience members and offers on-air advice. 'Premier Tonight' helps many people each week to understand their situation in more depth and so be able, with the Lord's help, to make informed and Godly decisions about their lives and futures.

### Premier Gospel Church Broadcasts

On the first Sunday of every month Premier Gospel broadcasts a church service from a London based church. This enables those who cannot attend a church service on a Sunday to feel part of the wider Church family, and engage with the teaching, prayers and worship from their home. The church broadcasts provide the opportunity for each church community to open up their doors to the wider Church family to share their unique flavour and style of meeting. The broadcasts remove barriers between churches and encourage understanding and respect across denominational borders.

*"I'm just ringing to praise the people who speak to you in confidence. I have spoken to a couple of people and they have been very good. They serve people in a fantastic way. So thank you, and you are doing a really good job."*

### Anon, Winchester

*"Premier helps me in the night. I work in security. I listen to Premier all night long, because I am on a one-man site. It can get lonely. I'm very happy that I have Premier as my friend."*

### Kevin from the North of England

Edith Ayrshire

“Premier has helped me so much since my husband died.”

I'm a widow and live on my own. Premier has helped me so much since my husband died. Listening to Premier is like having a friend in the front room with me. Premier makes me feel so blessed - it's a wonderful voice for our nation and I don't know what I'd do without it!





Paula Surrey

“I became a  
Christian listening  
to Premier.”

I'm disabled and one evening 4 years ago, I went to bed and the bedside radio had somehow tuned to Premier Radio. I used to listen to Radio 4. Because of my disability I couldn't turn it off. So I listened to Premier for an hour and it changed my life. I became a Christian listening to Premier. I have changed completely - all my radios are now tuned to Premier!



# Reaching The Marginalised

*"I wasn't able to hear Premier until it went onto DAB. My mother was in a rehab unit at the time and was isolated, and we were able to put a radio in for her which made a big difference to her recovery."*

**Ann from Isle of Wight**

Premier's desire is to reach out to those on the fringes of society, and to provide a safe place for all people of all backgrounds to hear about the Gospel.

## **Churches For All**

We are committed to ensuring that people are not marginalised due to disability or prejudice. Premier has therefore joined forces with 'Churches For All', a partnership of UK Christian Disability organisations, sharing and supporting their vision of a more enabling Church.

and disability conference. The conference was held in light of a recent survey undertaken by ComRes, which revealed that almost half of the Christians questioned believed their church needed to be more accessible to people with disabilities. The output from the event was reported on Premier Christian Radio and will form the basis of a new publication created to encourage and equip the Church to take full advantage of the 2012 Paralympic Games. Speakers at the 'Enabling Church' Conference included the Rt Revd Michael Langrish, the Bishop of Exeter, Premier Lifeline's Jonathan Clark and Dr Mike Townsend.



*'Enabling Church' Conference 2011*

On October 7th 2010 Premier hosted the groundbreaking 'Enabling Church' Conference, in partnership with 'Churches For All', which brought together over 400 church leaders for the first ever theology

## **Insight**

'Insight', a weekly programme on Premier hosted by Marilyn Baker, focuses specifically on issues affecting Christians with partial sight. 'Insight' aims to reach out to those with sight loss and provide support to those who are facing disability. Many of the contributors to the programme are disabled themselves, and share stories from their own experience. In addition to encouraging those living with disability, 'Insight' seeks to open up the world of disability to able-bodied people. The programme is sponsored by Torch Trust, an organisation dedicated to providing vision for Christians with sight loss.

### Premier Mind and Soul

Premier is concerned that churches should be a welcoming place for those with mental health issues. The Church has a responsibility to create a 'mental health friendly environment', discussing issues often seen as 'no-go' areas in Christian circles. Premier Mind and Soul aims to meet this need, combining the best in Biblical understanding with the support of sound scientific backing. Premier's Mind and Soul website offers a cornucopia of information, contacts and resources, the popularity of which is confirmed by its repeatedly sold-out courses. Through the website, and conferences such as MindSet, we wish to provide a safe place for forum discussion about mental health, and to equip counsellors, carers and mental health sufferers to better understand and respond to mental health issues.

This year Premier Mind & Soul worked closely with the Christian Resources Exhibition (CRE) and provided specialist zones and seminars at all three CRE events in Telford, Peterborough and Sandown Park.

### Voice for the Voiceless

'Voice for the Voiceless' continues to inform and update listeners about the persecuted Church around the world. Hosted by members of Christian Solidarity Worldwide, a Christian organisation working for religious freedom through advocacy and human rights, 'Voice for the Voiceless' brings up-to-date news about areas in which persecution is rife. 'Voice for the Voiceless' reaches out to the marginalised in our wider Church family by calling all with a heart for justice to prayer, and encouraging listeners to remember their Christian brothers and sisters in parts of the world where faith is costly.

*"I was a Christian before I heard Premier, but I had a worsening illness and could get to church less and less. Because of the illness I couldn't go out for months on end sometimes, and couldn't bear to have people visiting because I wasn't well enough. But to be able to turn on Premier Radio, especially on Sundays when I couldn't get to church, it was just life-saving. Just a gift from God."*

### Janet in Harrogate



Mind & Soul 2011



MindSet 2011



# Reaching Into The Public Square

Premier seeks to reach into the public square, by mobilising the Church to maintain a strong Christian voice in our nation and in the corridors of power.

One listener wrote:

*“Can I simply thank you for your programming around the recent civil unrest. This is the sort of thing in which Premier really excels. Amidst the horror and outrage played out on our TV screens, it was wonderful to be helped to bring this all to God. You brought in well-informed voices, caring without condemning or condoning. You provided prayers that put into words for us what we, ourselves, were struggling to articulate, that just seemed to hit the mark so well. Without sensationalising, blame-finding, taking sides, or simply ignoring the whole thing altogether, you gave us what the general media so often fails to do. You gave us not just a thoughtful voice, but a voice full of the hope of God; a chance to reflect and remember to pray rather than panic and overreact. Thank you to everyone involved. It was just so right.”*

**Alison Bingham,  
Cambridge**

## Premier News Coverage

The Premier Reports news team provides a Christian perspective on the latest news from around the world. A recent Christianity magazine survey of readers revealed that Premier’s news coverage was preferred to that of the BBC.

A particular highlight of this year’s news coverage was in response to the riots that tore across our country in early August. The scheduled programming was dropped and the Premier team pulled together to keep our listeners on top of the latest developments from across the nation, and to provide responses to the violence from leading Christian voices. The feedback was extremely positive.

Other significant events over the past year have been the Royal Wedding and the tenth anniversary of 9/11, both of which were given a week of coverage across Premier Christian Radio and Premier Gospel’s schedules.

## The RE.ACT Campaign

Launched on the 20th February 2011, the RE.ACT Campaign called for the Secretary of State for Education, the Rt. Hon Michael Gove, to include Religious Education as a humanities option within the English Baccalaureate.



The campaign received widespread support from high profile faith leaders, academics and MPs. Notable supporters included the Bishop of Oxford and Former Conservative MP Ann Widdecombe, who all criticised the Rt. Hon Michael Gove’s plans. Over 145,000 people signed the RE.ACT petition, which was presented outside Number 10 Downing Street by 6 MPs from across the main political parties in June 2011. In addition to gathering multi-faith voices and over 145,000 signatures, the petition garnered extensive media coverage in national and church press, including The Telegraph, The Times, The Guardian, The Church Times and BBC local radio stations across the UK.



*Freedom of the Cross*



*Lambeth Palace Event*

The campaign was one of the first known petitions to qualify for David Cameron's pre-election promise which stated that 'any petition receiving over 100,000 signatures qualifies for a House of Commons debate'. This process is currently being pursued and, although the government did not include any new subjects in the English Baccalaureate, Premier are committed to monitoring this situation in the future.

**MPs' Briefing Christian MPs at the House of Commons**

Martyn Eden, Premier's Political Editor, organised an MP's briefing in association with CARE at the House of Commons in March. The aim of the event was to brief MPs on the RE.ACT Campaign, as well as instilling a positive impression of what Premier had to offer in terms of resources, programming and New Media. We were delighted that 113 MPs signed the Early Day Motion, a number of whom have been very vocal in supporting the RE.ACT Campaign.

**Consultation on Christian Marginalisation**

Premier has spent the past three years researching and undertaking public polling about Christian discrimination in the UK. Premier's own court case, 'Freedom of the Cross', was heard in June this year, and has won the right to a judicial review in the spring of 2012. Our efforts to campaign for Christian freedoms have been acknowledged by an invitation to submit evidence for a parliamentary inquiry into religious discrimination.

**The Ephesus Project**

We are delighted to announce that we have teamed up with the Ephesus Initiative, a global programme designed to equip and empower persecuted Christians worldwide. The project brings together a number of leading voices to advocate on behalf of the 200 million Christians around the world suffering persecution for their faith. We are committed to protecting the interests of Christians in the public sphere and hope through our allegiance to galvanise support amongst the Christian community for this worthwhile project.

*"I like all the chat shows you can join in with. You don't always have time at church to discuss things that are happening in the world in general, especially from a Christian viewpoint. So it's great to be able to ring in, and join in."*

**Pauline in Merseyside**



# Reaching Young People

Premier is committed to reaching people of all ages and backgrounds. We are passionate about reaching out to the young people of this nation, the next generation, and equipping and training them to be the Church builders of the future.



## Youthwork Magazine

Youthwork magazine provides the best ideas, resources and guidance for youth workers. Youthwork magazine reaches out to young people by equipping the thousands of youth workers across this nation to best serve and teach their youth groups about Jesus.

Over the last 12 months, the UK's most popular youth ministry resource has undergone a total transformation. The magazine has moved to higher-quality, perfect-bound paper, refreshed the content to keep it on the cutting edge, and recruited some of the world's leading writers.

In July, we published a special edition of the magazine in collaboration with Premier Mind and Soul, which took an in-depth look at the issue of young people's mental and emotional health. The edition was very well received, demonstrating that we were meeting real need through taking on the subject.

The magazine continues to evolve and innovate, with new resources such as our visual discussion starter, 'Ready-to-use Storyboard', and a new creative worship

resource developed with London School of Theology. Later this year, the magazine will celebrate its 20th anniversary and, while the content may have changed, and the design has had to move with the times, the heart and vision to support youth workers remains very much the same.

## The Youthwork Summit

October 2010 saw the inaugural Youthwork Summit event, a revolutionary new conference in which a range of speakers get just ten or fifteen minutes to convey a big idea to the watching audience. In this first event, held in London, we attracted nearly 600 attendees; this year's event in Manchester was similarly successful. Feedback was off the scale and we're now working hard to develop even better events in 2012, broadening out from a one-day event to an overnight convention. The Summit provides a face-to-face and interactive setting where youth workers can discuss cutting edge youth ministry ideas, and return to their youth groups packed with ideas and fresh energy to engage with their young people.

*"A young boy phoned in and said that his family brushed off God and don't believe. He is the only one who believes. They have tried to take the radio and the TV and everything possible that he can listen to. But he's managed to find a radio, and listens to Premier Radio. And he said that it was Premier which was keeping him strong and getting him through. I am so thankful to Premier, and want to support it, because if it's getting through to people like that... I want to be a part of it."*

**Susie Talbott**



MindSet Conference 2011



NeYo performs at a Premier Gospel Event



Rev Will Van Der Hart

### MindSet Conference

Premier's Youthwork magazine joined forces this year with Soul Survivor to put on the first ever MindSet conference. Boasting the likes of Dr Rob Waller, Rev Will Van Der Hart and Editor of Youthwork magazine Martin Saunders, and with over 550 delegates in attendance, the conference brought together anyone working with, and mentoring, today's young people to discuss mental health issues.

### Premier Gospel Radio

Over the past year Premier Gospel has been at the forefront of Gospel music, providing an outlet for the best upcoming Gospel artists and breaking new acts to the Gospel scene. Appealing to its young and vibrant audience, highlights have included interviews with Janet Jackson, Rev Jesse Jackson, Tyler Perry and top-notch UK talent Guvna B, Beverley Trotman, Mobo Award-winner Bobby Bovel and the V9 Collective.

This year also saw the successful launch of 'Premier Gospel Live' events, showcasing the best in new UK Gospel artists with concerts promoted by Premier Gospel. New-Ye at London's Regent Hall in February this year was an astonishing sell-out success, attracting young people in their droves.

### Festival Coverage

Each summer thousands of young people from across the UK attend Christian Festivals. To engage with these young people Premier was present at the biggest of them, reporting back on the live events. Youthwork magazine's Martin Saunders reported live from Soul Survivor as part of 'Inspirational Breakfast's' Breakfast week, which featured the likes of Grammy Award-winner Amy Grant and Australian chart-topper Nate Tasker back at the studio in London. Plus 'Sunday Breakfast's' Andy Walton reported from Greenbelt, interviewing guests from the line up and broadcasting his show live from the site. To follow up the festival season Youthwork magazine provided 12 adaptable meeting guides for youth workers, enabling them to reflect back on the summer festivals with their groups, and meet the needs of the 2,000+ young people who make a first-time commitment to follow Jesus each summer.

*"Having 600 delegates passionate about youth emotional and mental health in the same room was incredible. The quality of the material, both psychological and theological I think would be hard to find anywhere else. The breadth of shared testimony and experience underpinned all that was said with ringing authenticity. The Twitter stream was dripping with endorsements and requests for another MindSet conference...and soon!"*

### Rev Will Van Der Hart



Sam London

“Premier has really helped me. I sleep with it and wake up to it.”

I'm a student and I always listen to Premier Radio. Growing up in a non-Christian environment has been hard, but Premier has really helped me. I sleep with it and wake up to it. It's so wonderful!



Lisa Essex

“I was in Holloway Prison for nine months, I listened to Premier solidly everyday.”

I just want to thank Premier for helping me with my spiritual growth. I was in Holloway Prison for 9 months and I listened to Premier solidly every day. I wasn't saved at the time and it sowed so many seeds in me. I've since got out and God has worked miracles in my life. I listen to Premier daily because it helps my growth when I find the Bible hard to read.



# Reaching Families



*Woman to Woman  
Conference 2011*

Premier's content this year has been targeted towards families. Our interpretation of 'families' encompasses all Christian believers, whether single, married, young or old. We believe that all people are part of the Premier family, and it is our desire to reach out to our brothers and sisters across the nation.

## **Woman to Woman**

'Woman to Woman' has covered issues affecting the entire family of believers this year, whether supporting single ladies in their quest to live out God's plan for dating, or encouraging those facing infertility as they struggle to make sense of their situation. Sex trafficking prevention, recovering from abuse, how to support those on death row and having a healthy marriage are just a few of the topics the show has touched upon! The annual 'Woman to Woman' conferences have continued to be places where women of all ages and church backgrounds can gather together to laugh, cry and pray. Over 2,500 women have attended a 'Woman to Woman' conference in the past year.

## **National Marriage Week**

To raise awareness of 'National Marriage Week' Premier Christian Radio devoted a week of programming to marriage, love and families. The Daily Telegraph's ex-Agony Aunt Sarah Abell was available on 'Inspirational Breakfast' to answer listener problems, 'Woman to Woman' ran a series entitled 'Mum's the Word' featuring Deborah Hollamby, and 'Premier Drive' counted down the best love songs of all time.

## **Children's Programming**

There are several fun features and shows on Premier Christian Radio's weekly schedule aimed specifically at our younger listeners. On Tuesday's 'Inspirational Breakfast' each week we hear from a listener between the

ages of 5 and 12 in the 'Little Ones' Big Sing'. After singing along to their favourite worship song, and sharing all about their favourite subjects at school, they are sent a certificate for being a 'Little Ones' Big Sing' Star! Similarly, on a Saturday morning Lizzie and Dave welcome anyone under the age of 16 to chat to them live on the radio and sing along to a song of their choice in 'Kitchen Karaoke'. The family fun feel continues on a Sunday with 'Adventures and Odyssey', a beautifully produced and thrilling drama series that promises to keep youngsters on the edge of their seats.

## **Family Friendly Programming**

This year, founder of Hope City Church and resident Aussie Dave Gilpin joined co-host Lizzie Crow for Saturday morning's 'Big Breakfast'. This dynamic duo explode onto the airwaves each weekend and provide the perfect accompaniment to a family breakfast. Husband and wife team Dave and Helen present Premier Gospel's 'Arise and Shine' on a Sunday morning, and if you listen carefully enough you might even hear their twins!

## **Focus on the Family**

Every day at 2pm Premier Christian Radio hosts 'Focus on the Family', a global Christian ministry programme dedicated to helping families thrive. 'Focus on the Family' provides help and resources for couples to build healthy marriages that reflect God's design, and for parents to raise their children according to morals and values grounded in Biblical principles.

*"I used to sit with my young children listening to Premier. Just like Joshua says "me and my family will serve the Lord", so they would listen to the word of God being preached through Premier and they would be quiet! Premier brought the word of God to my family. Both of my children are now serving in Church ministry; my daughter is a singer and my son plays the drums. I would encourage parents to do all that they can to build seeds of faith at home. Premier Radio was a big part of bringing my children up under the word of God."*

**Janet Koto – pastor at  
Resurrection Church**



# Reaching Communities

*"In these turbulent days we need to hear the voice of the Christian Church. A clear call to the nation to return to God and the principles and precepts of the Bible should be heard. Most of us do not have access to a public platform or the media. How can we effect change? We can pray!"*

**David Vardy, Leader of Bethany Church in Houghton-le-Spring, Sunderland.**

*"On behalf of Graham and the musicians, may I express our thanks for all that you did. The administration was flawless, and all of the logistics were amazingly put in place at such short notice. What is more, however, is the great amount of prayer raised for our country. How marvellous to see hundreds of folk at each venue in concentrated prayer over the areas of need! We pray God will bless your continued efforts to engage individuals, churches and organisations in working to spread Jesus' kingdom of love across this country."*

**Simon Dennis, bass player in Graham Kendrick's band, commenting on the Broken Britain Prayer Tour.**

Premier is committed to reaching communities at their point of need. This year we have worked hard to unite communities across Britain, bringing them together for prayer for this nation.

## **Premier 'Love Britain'**

In 2009 we launched Premier 'Love Britain', a four-year initiative aimed at encouraging and resourcing the Church to work together like never before. Our dream is to see a united Church in this country, to find or create groups of churches that are prepared to act in unity in every area of Great Britain. We long to see Christians demonstrating sacrificial love in unity, and working as one to reach their community with the Gospel. We are two years into the Premier 'Love Britain' initiative, and over the past year have launched the project in new areas of the country, including Bath in June 2011. Premier is supporting 'Love Britain' by providing inspiration, mentoring and communications to encourage Christians in every area of the country to join together for worship, prayer and action.

## **'Broken Britain' Prayer Tour**

In August pictures of riot-torn Britain dominated the news. The shocking events saw businesses, livelihoods and homes destroyed. Over 2000 people were arrested for rioting in London alone. As a result Premier, as part of the Premier 'Love Britain' initiative, organised the 'Broken Britain' Prayer Tour, which called on communities in major cities to join with local church and civic leaders to pray over the events hitting our headlines. It was also a chance for Premier to connect with people affected by the violence, and to discover areas of the country where Christians are marginalised as a consequence of their faith. The tour, which included praise led by veteran worship favourite Graham Kendrick, attracted nearly 4,000 attendees.



*Premier 'Broken Britain' Prayer Tour*



### Post-Riots Poster Campaign

Following the August riots, Premier launched a poster advertising campaign for Premier Christian Radio and Premier Gospel. The posters were strategically placed in the areas of London most affected by the riots, with the hope of injecting positive messages into these troubled boroughs. Areas including Croydon, Hackney and Ealing were targeted with posters, the straplines of which read 'Hope and Inspiration' and 're-discover family values'.

### Premier Gospel Choir

This year Premier launched the Premier Gospel Choir search, a nationwide competition to find undiscovered Gospel talent. The competition was tough, but the judges were tougher; on the panel was Britain's Next Top Model Runner-up Alisha White, Choir Director Marcia McPherson, Premier Gospel's own 'Riversongz' star Muiyiwa and 'Inspirational Breakfast's' John Pantry. 46 talented performers were selected from the hundreds of hopefuls, and went on to perform their first major gig at Premier's 'International Week' celebration. In the choir Premier Gospel has 46 new ambassadors ready and willing to travel the country telling communities about Premier, and more importantly, singing the Good News, the 'Gospel', of Jesus Christ.

*"The aim of these posters was to point to a source of hope. In the aftermath of the riots there was a lot of condemnation. We wanted to focus on a possible way forward; a tried and tested way of re-building lives and communities. Hope and inspiration are things we all need and we wanted to point to a place where people can find it."*

**Peter Kerridge**



# Reaching Across The World

*“Poverty is a harsh reality. But the joyful certainty is that the Church is making a difference, and people’s lives are being transformed because churches are inspiring people to change themselves and their own communities – for good.”*

**Tearfund Chief Executive, Matthew Frost**

*“It was a privilege to be given the chance to see the work of World Vision in the Banja area of Northern Ethiopia. The local staff were enthusiastic, full of faith and so resourceful. They were a real inspiration! I had the chance to talk to many of the children Premier listeners will be helping and to understand something of the grinding poverty so many find themselves in. Being able to see and hear from the people themselves made such a difference, and I hope it came over well on air. I’ll never forget my trip to Northern Ethiopia, and I’m sure the lasting effects of the appeal, and Premier’s relationship with World Vision, will be felt for generations to come.”*

**Andy Walton, Premier Christian Radio Journalist & Presenter.**

Premier’s vision extends beyond the UK; we aim to reach the worldwide Church, supporting Christians in other parts of the world both spiritually and financially.

## **Tearfund: Charity of the Year**

Each year Premier elects a ‘Charity of the Year’, promoting their worldwide work through on-air fundraising campaigns. Christian relief and development agency Tearfund became Premier’s ‘Charity of the Year’ in 2011. Together, Tearfund and Premier invite listeners to see for themselves the difference the local church is making around the world. With radio programming and online activity, Premier will help tell the stories of local churches changing their world through the help of Tearfund, and invite listeners to share in the adventure of seeing transformation come to communities in Peru, Nepal and Uganda. Breakfast presenter Lizzie Crow visited Ogongora, Uganda, to discover how Tearfund are empowering people out there to make a difference in their own communities, and to bring back testimonies, audio diaries and pictures of the life-changing work that Tearfund are doing.



*Lizzie in Uganda*

## **World Vision**

Last year Premier worked with World Vision, one of the world’s leading children’s charities, to target poverty and make a difference to children’s lives across the globe. World Vision’s child sponsorship programme supports children in nearly 100 countries, and Premier sought to highlight how sponsoring a child through World Vision can be a rewarding way to change children’s lives and futures. Over the course of the year over 500 children were sponsored.



### Malaria No More UK

In February of this year Premier Gospel launched 'Tunebreaker' with Malaria No More UK, a music award for unsigned, independent artists. Fans were able to purchase tracks from a dedicated Premier Gospel 'Tunebreaker' micro-site, increasing record sales for the artist whilst at the same time raising money for Malaria No More. Malaria is a preventable disease that claims the life of a child every 45 seconds, more than any other disease in Africa. Malaria No More is part of a global movement to reach near zero deaths from malaria by 2015.

### Outside Broadcasts

On Christmas Day Andy Walton presented the 'Sunday Breakfast' show live from the town of Jesus' birth, Bethlehem. Looking at what makes Christmas unique in the Holy Land, Andy's broadcast came straight from where it all began over 2,000 years ago. Other outside broadcasts included John Pantry's trip to the Spring Harvest Holiday site in Les Pas Opton, France, and his 'walk where Jesus walked' tour through Israel in September.

### International Week Programming

Alongside this year's International Week, Premier Christian Radio and Premier Gospel dedicated each day of the week to a different continent. Shows across the stations included live interviews with guests from the continent of the day, relevant music and themed competitions. The aim of this week of programming was to discover more about churches in different parts of the world and the spiritual climate of their nations, whilst also uniting our Christian family across continental borders.



*Premier's International Week*



*Premier's International Week*

*"I listen to Premier every morning here while it is on in the evening in England. The Lord has used your programmes amazingly in my life. The Lord has opened doors for myself and my husband here in New Zealand. The Lord can use every medium to reach us and he has definitely used Premier to reach me."*

### Naomi in New Zealand



Oh ho  
Great





# Reaching Across The Church

We work best when we work together. It is therefore Premier's aim to create content relevant to all Christians of all church backgrounds, and to unite the Christian family across denominational borders.



Premier's International Week

*"I want to thank you for the Sunday service. I texted my friend to tell her it was on and she thought it was wonderful. To join in fellowship and hear the prayers and hymns is such a fantastic service. The Lord was with us. Although we were separated, we were together through your programme."*

**Stephanie Allford**

## International Week

This year saw the launch of Premier's first International Week, a week-long initiative celebrating diversity in the body of the Church. Thousands gathered together for the International Week Celebration, which featured traditional dancing from Fiji, singers from South America, an Iranian Choir and the debut performance of the Premier Gospel Choir.

## Awareness Sunday

Taking a retrospective look at September 11th 2001, organised by the Awareness Foundation, 'Awareness Sunday' drew together churches and groups from all over the world to create a better understanding of faith and culture, and to educate and encourage engagement with neighbours and colleagues. In the week preceding, Premier's programming included gripping testimonies from 9/11 survivors.

## Church Leader Breakfasts

Over the past year Premier has visited 12 major cities across the UK, bringing together church leaders to meet and network, and to introduce them to Premier's work. These meetings were a good opportunity to gather church support for major projects like the RE.ACT campaign. Together we are stronger and more effective in reaching out to those on the fringes of faith, and we believe that we are uniquely called and placed to unite churches in this way.



Left: *Kristos Church Insight – Roman Catholic Diocese of Lancaster Website*  
Right: *Christianity magazine*

### Kristos ChurchInsight

Premier’s desire is to reach out to the Catholic community, inviting greater interaction and participation across denominational borders. One of Premier’s newest initiatives has been partnering with Kristos Media, an organisation creating media resources for Catholic communities in the UK. Together we have launched Kristos ChurchInsight, a Christian website provider, with the aim of bringing the latest technology to Catholic organisations in the UK. To date many parishes, including the Roman Catholic Diocese of Lancaster, have taken up a new website through Kristos. Premier is proud to be supporting Kristos in this way, and enabling the work of Catholic organisations to further reach out to the unreachable in this nation.

### Heart to Heart

In keeping with our vision to reach out to people of all church backgrounds and unite Christians of all denominations, we have adapted our e-sends accordingly; this year Premier launched ‘Heart to Heart’, an e-newsletter that provides audio and video content particularly relevant to those from a Catholic background.

### Cpanel

Premier’s Cpanel has worked closely with ComRes over the past year, with the hope of obtaining a representative view of Christians

on matters of concern. The poll took the form of an online questionnaire, completed by Christians across the denominations. The results of the polls provoked numerous press releases on issues including the perception of Religious Education and the threat of secularism to Christians in the UK.

### Christianity magazine

Christianity magazine continues to be the UK’s leading non-denominational Christian magazine. Over the last 12 months, the magazine has undergone some major changes: we’ve recruited a new Editor, an ex-Guardian Journalist, and an internationally-respected freelance art director. Together we put the magazine through a major redesign and relaunched it with a new logo, new paper and many new features, including ‘Why I am not a Christian’, an opportunity for hardened atheists, thoughtful agnostics and ex-Christians to talk about why they don’t believe. We’ve also run profile interviews with well-known Christians from many spheres, including Martin Sheen, Rob Bell, Jackie Pullinger and Peter Hitchens. Our endeavour is to create content relevant to, and accessible by, Christians from all church backgrounds. We’ll continue to do everything we can to realise our vision to help Christians go deeper in their walk with God, and stay connected with what is going on in the Church and the wider world.

*“I just love listening to Premier because there are so many different people, different cultures, men, women, different accents, different views, different opinions, that I am learning so much and am not bombarded with just a single view that you have to believe. Everyone is contributing to a common cause – if anything is going to save my life – it won’t be a drug, or a book – it will be the teachings I am learning through Premier Radio.”*

**Charmaine De Berry**



# Time, Efforts, Prayers and Financial Support



*Lifeline's Jonathan Clark*



*Volunteers in Action*

## Premier Lifeline Volunteers

Premier Lifeline and Response have received three quarters of a million phone calls in the past 16 years. Premier's Lifeline volunteers are on call 15 hours per day, seven days per week. A 'Lifeline' is exactly as described: they are a 'lifeline' to the lonely, isolated, bereaved, suffering, ill, desperate and suicidal. Let's then continue to pray for them, and thank God for them and their continued service to those in need.

## Premier Events Volunteers

Premier's event volunteers have helped us at all of our events over the past year. Some give up a couple of hours of their time, others a couple of weeks in residential stay. Their time and effort ensure that our events run smoothly on the day, and that Premier is well represented. We're truly blessed to have a team of dedicated helpers, and we wouldn't be able to do half of the things we do without them.

## Premier Radioactivists

At the frontline of Premier's Church liaison activities are an army of over 500 Radioactivists. They consist of passionate Premier listeners who truly believe in the importance of having a Christian voice in the UK and feel compelled to tell others about us. They help spread the news about Premier directly to their local churches, promoting events that we are hosting

**If you would like to know how you could become a Premier volunteer please visit [www.premier.org.uk/volunteer](http://www.premier.org.uk/volunteer)**

and encouraging their congregations to support us financially. They are also our eyes and ears on the ground, feeding back information about events happening in their local area. Their role is vital in taking Premier to the people of this nation, and we are very grateful for their continued service to us, and for the sake of the Gospel.

## Prayer Partners & Intercessors

Premier has over 200 Prayer Partners who commit themselves to pray for Premier's vision, work and staff on a regular basis. They are invited to a monthly Prayer Intercessors Meeting at Premier's main office in London, and receive regular updates on our prayer needs, with items for praise and thanksgiving.

## Volunteer Appreciation

Each year, as a 'Thank You' for the hard work our volunteers do for us, we put on an evening for which they don't have to work! Held at St. Martins in the field last December, and with Dave Bilbrough, John Pantry and Andy Walton entertaining the crowds, Director of Lifeline Jonathan Clark took this opportunity to thank our volunteers personally.

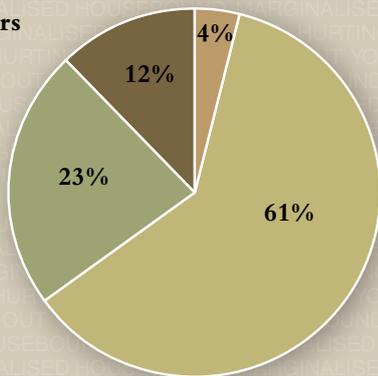
The Board of Directors would like to thank our volunteers for their dedicated work and support, and encourage you to remember them in your prayers.

# Partner Organisations

|                            |                           |
|----------------------------|---------------------------|
| 20th Century Fox           | Micrositez                |
| AEG Live Events            | MoneyGram International   |
| AKA                        | National Theatre          |
| Barbados                   | NHS                       |
| British Museum             | Operation Mobilisation    |
| Brittany Ferries           | Royal Air Force           |
| Champneys Health Resorts   | Sainsbury's               |
| COI                        | Sewynters                 |
| dewynters                  | Shakespeare's Globe       |
| Disney                     | Soda Pictures             |
| eHarmony                   | South African Airways     |
| EL AL Israel Airlines      | Stage Entertainment       |
| eTeacher Group             | Stannah                   |
| GlaxoSmith Kline           | Tearfund                  |
| Harper Collins             | The Globe Theatre         |
| Icon                       | The National Theatre      |
| Ireland                    | The National Wedding Show |
| Israel Govt Tourist Office | Tilda                     |
| Israel Ministry of Tourism | Tourism Ireland           |
| Jamaica                    | Vectone                   |
| Jordan                     | Vectone Mobile            |
| Lebara                     | Veetee                    |
| Malta Gozo Comino          | Western Union             |
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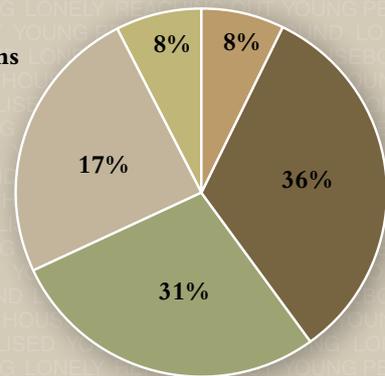
# Your Support

- Donations
- Ministry Partners
- Advertising
- Other



**Income**

- Broadcasting
- Staff
- Listener Relations
- Premises & Maintenance
- Other



**Expenditure**

*“Thank you for this amazing station. It’s a breath of fresh air in a world seemingly oblivious to the Lord’s way. Thanks for directing us when we find ourselves drifting”.*

**Nick in Surrey**

## Premier Radiothons 2010/2011

Premier Christian Radio listeners responded to November 2010’s ‘Reaching the Unreachable’ Appeal with staggering enthusiasm and helped to raise over £519,000.

July this year saw the first ever Radiothon for Premier Gospel. It was also the first time Premier offered Paypal and Text Giving, which resulted in the best ever year-on-year web result. In a critical campaign faithful listeners helped us to raise over £424,000.

## Legacies

As Christians we know that we hold everything we have, even life itself, in stewardship from God. In life we seek to

use our money and possessions in His service, and a will is one way of ensuring that we do that in death too. Our dream of reaching all parts of the UK with the Gospel message is costly. Premier has continued to encourage its supporters to consider us in their will, making them a part of this historic step forward for the Gospel in the UK, and leaving a lasting legacy that will impact generations to come.

## Major Gifts

‘Reaching the Unreachable Across the UK’ is a two year major gift campaign to raise £4 million from new significant supporters. This new support will ensure we can continue to reach out to some of the most isolated and marginalised in our society.

**Your support is vital for the continued work of Premier. Please visit [www.premier.org.uk](http://www.premier.org.uk) to find out how you can help us continue to reach the unreachable across the nation.**



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