

# Where faith comes to Life

Annual Review  
2011/2012



**Premier**  
CHRISTIAN MEDIA

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# Will you join us?

Premier has a big vision: to reach this nation with the good news of Jesus Christ in a digital age. Over the past 17 years we have gone from a single radio station to a multi-faceted organisation working across many platforms, adapting and developing with changing technology, and reaching millions of people each year. Every step of the way, our supporters have been an essential part of what we do: praying for us, supporting our work financially and cheering us on. We couldn't have done it without them.

Over the years Premier has changed, but the vision hasn't. There is still so much more to be done, and we need your help.

# Premier by numbers



2,498,802

VISITS TO THE PREMIER WEBSITE

2,000,000

PREMIER TV YOUTUBE CHANNEL VIEWS



£894,000

RAISED BY FUNDRAISING CAMPAIGNS

729,000

PREMIER MAGAZINES PRINTED



**400,000** REGULAR LISTENERS TO PREMIER



**65,899**

NEW PEOPLE ADDED TO OUR CONTACT DATABASE

**120,000**

SIGNATURES ON CAMPAIGNS

**50,000**

CALLS TO PREMIER LIFELINE



**14,510**

PEOPLE ATTENDED PREMIER EVENTS



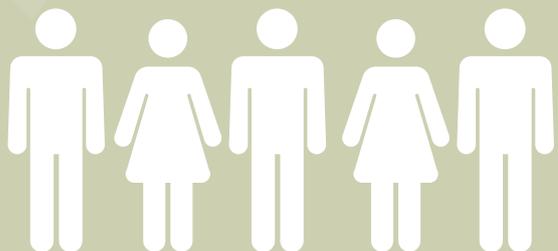
**320**

DEDICATED VOLUNTEERS AT EVENTS



**1100**

REGISTERED PEOPLE REGULARLY PRAYING FOR PREMIER



# Chairman & CEO's Report



**I stumbled upon it and since then the phrase has hardly left my mind. 'Never believe that a few caring people can't change the world. For, indeed, that's all who ever have.'**

Of course at Premier we are privileged to meet, work with and report on, many inspirational people on a daily basis. The church is full of people who have a real passion to see their faith worked out in thousands of different practical ways.

Premier has collaborated with Christian leaders the length and breadth of the UK and right across the range of church groupings to highlight and promote the wonderful difference Christian faith can make in the lives of individuals, families, villages, towns and cities. The church is alive and well and working tirelessly to make Jesus known.

## AND YET.....

There are a number of things that keep me awake at night.

We still have a huge problem in attracting and retaining young people in our churches. That is why we have launched 'Childrenswork' magazine and continue to resource youth leaders with 'Youthwork' magazine. We need to systematically improve the quality of our care and education of young people in our churches and Premier is committed to helping in this area.

We also have a problem that with each year that passes the church is getting greyer and more infirm. The people who were once pillars of our fellowships often now are not able to attend

church at all. They feel isolated, cut off from family and friends with failing health, often living in less than optimum sheltered accommodation. At the time in their lives when they should feel the embrace of Christian love and support too often that support is missing. At Premier we have begun to respond to this and via our broadcasts are bringing ministry to people who really do appreciate the hope our broadcasts bring. In addition 'Premier Lifeline', our Christian helpline offers a listening ear and Christian support and prayer at the end of a telephone line. Over 60,000 people called our service this year.

As we become increasingly a 'post-Christian' country there are millions of people who will never darken the doors of our churches but who need to hear of the love of Christ. And there are many within our congregations who long for good preaching and accessible worship. Premier provides all of this on a daily basis. Five hundred thousand people are now regularly tuning into our broadcasts and finding there a Christian perspective for their lives.

In these challenging times the church is often portrayed as out of touch and irrelevant when actually there are countless 'good news' stories that simply don't get told. Premier's journalists and presenters are tasked with seeking these inspirational stories out and making them known to as many people as possible.



As our nation goes through the deepest depression in living memory the leaders of our churches are increasingly under incredible pressure and often just can't cope with the huge demands laid upon them. People need to feel they are being listened to and have access to someone who cares. The local church leader can't be on hand 24 hours a day so we need to find ways to offer that comfort and support. Premier has developed 'Premier Mind & Soul' (specialising in equipping the church better in the area of mental health) and has helped deliver 'Churches for All' (initiatives to help in the area of physical disability) as yet more ways we can help make a difference.

The past few years has seen the rise of an increasingly vocal group of activists who are antagonistic to the Christian faith. It seems that they are seeking to undermine the Christian worldview at every opportunity. Too often the church seems unable to give a strong reason for our faith. We need better apologists and more of them. Premier's 'Unbelievable' broadcast, podcast and conference activity is dedicated to just that aim.

Our Government at both a local and national level sits uncomfortably with faith in the public square. It would seem that Christians are meant to leave their faith at the door of their workplace, as impossible as leaving our health at the door of the gym. In response Premier has consistently brought issues of concern to the awareness of the Christian community and mobilised opinion via our campaigning activity to ensure a Christian voice is heard in the Public Square.

The church in the UK is an increasingly illiterate church. We don't know our bibles or attend worship as frequently as our forebears. There

are competing priorities for time and attention. Local congregational life is suffering as the lack of commitment to regular gatherings weakens its witness. Premier with its consistent teaching and worship programmes seeks to bridge that gap and along with its conference programme, websites and publication 'Christianity' magazine seeks to fan the flame of faith to strengthen local witness in communities across the UK.

At both a local and national level the church appears introverted and in 'survival' mode. There are many reasons to cooperate together, to pool resources and do things differently. However, we are all creatures of habit and change comes slowly. Meanwhile the world is changing fast. Premier is committed to helping the church to reach out beyond its walls via all of our media platforms and enable it to do together what none of us can do alone.

In a digital world the church is very unsure about how to engage effectively. Lots of church websites are out of date, we struggle with video production and how to harness 21st century technology to engage an emerging generation with the Christian message. Premier is uniquely equipped to help the UK church to move forward in this area. We feel called to help the church to communicate well in a digital age and in doing so play our part in changing the world for good.



**PETER KERRIDGE**  
**PREMIER CHRISTIAN MEDIA**  
**CHIEF EXECUTIVE**

# Premier's Year at a Glance

## The Highlights

### OCT 2011

In October 2011, we hosted two of our largest events - **London Awakening** [the Woman to Woman Conference] and the **Youthwork Summit** - both of which had record turnouts.



### NOV 2011

For the second year running, Premier organised the **Christian New Media Awards and Conference**, celebrating the exceptional work happening across the Church in the digital sphere.



### DEC 2011

Thousands gathered in churches across the country to break the **Guinness World Record** for the number of carollers singing the same songs in multiple locations, with a staggering 18,100 people taking part.



### MARCH 2012

The first of Premier's regional offices was launched in March, the **North East office** - with the aim of extending Premier's reach to a wider audience.

### FEB 2012

Premier launched the **SafetyNet campaign**, in partnership with Safermedia, to lobby internet service providers to block porn at a network level.



### JAN 2012

In response to increasing levels of homelessness in the UK, Premier partnered with Christian homeless charity **Green Pastures** to assist them in their vital work.

## APRIL 2012

The **economic downturn** has affected us all. Premier sought to encourage Christians experiencing financial hardship through tailored programming and output.



## JUNE 2012

In June, Premier marked the **Queen's Diamond Jubilee** with an on-air series titled 'Marching on' - reflecting on the past 60 years of the Queen's reign. Premier's inaugural **lecture** was delivered by Christian sociologist Os Guinness.



## MAY 2012

May was a busy month, with the **Unbelievable? conference**, the regional **Woman to Woman** conference and the **Youthwork Summit**. We also had our most successful **Radiathon** campaign ever, raising a massive £620,000.



## JULY 2012

**Childrenswork** magazine launched in July, a brand new resource for church-based children's workers, and the sister title to Youthwork magazine.

## SEPTEMBER 2012

Premier launched its first ever **disability week**, to tie in with coverage of the **Paralympics** across all platforms.



## AUGUST 2012

The team at Premier worked hard throughout August to produce 24 hour coverage of the **Olympics**, and partnered with **More than Gold** to deliver good news stories about how the Church was engaging with the Games.





**Throughout the year,  
Premier has strengthened  
and encouraged both  
young and old in their  
journey of faith**



THIS YEAR, PREMIER HAS...

# Responded

2012 has been a year of great highs and great lows. Throughout the year, Premier has worked tirelessly to journey with Christians in their everyday lives – speaking hope and comfort into the difficult situations affecting us all, and providing a Christian perspective on national events.

## THE DIAMOND JUBILEE:

To mark Queen Elizabeth's Diamond Jubilee, Premier produced tailored programming and coverage, organised community events and activities and celebrated the most influential Christians during the Queen's reign.



### RADIO

Over the Diamond Jubilee weekend, and in the run up to it, Premier's programming was devoted to celebrating this significant occasion. 'Marching On', a six-part radio series on Premier, explored the history and development of the British Church over the last 60 years, featuring songs from each of the six different decades. The Queen's Thanksgiving Service was also broadcast live from St Paul's Cathedral.



### MAGAZINES

Christianity magazine discussed the role of our monarch in the Church of England today, and ways in which the Church could engage with the Diamond Jubilee celebrations, and Youthwork magazine explored five things that young people can learn from the Queen.



### ONLINE

An entire webpage dedicated to the Jubilee hosted a video from the Archbishop of Canterbury, and an exclusive article titled 'Long to reign over us' from the Telegraph's Editor of Religion, George Pitcher.

**Premier's Influential Index.** In celebration of The Queen's Diamond Jubilee Year, Premier compiled a list of the 60 most influential Christians alive during the Queen's reign. The list includes the likes of Bono, Mother Teresa and Rev. Nicky Gumbel,

and recognises the work of Christians across the Commonwealth, from all spheres of society. CEO of Premier Christian Media Group, Peter Kerridge, said: 'The list celebrates Christians who have excelled in their chosen sphere of endeavour and have, accordingly, been a major influence in the shaping of our world since our Queen came to the throne. We feel it is appropriate, in this Diamond Jubilee Year, to acknowledge their work.'

## EVENTS

### The Queen's Diamond Jubilee Beacons.

This country has a long and unbroken tradition of celebrating Royal Jubilees with the lighting of beacons. In 1897, beacons were lit to celebrate Queen Victoria's Diamond Jubilee, and again in 1977 and 2002 to celebrate the Silver and Golden Jubilees of Queen Elizabeth. Over 2500 beacons were lit across the country on the evening of the 4th June this year to commemorate the Diamond Jubilee – 600 of which were organised by churches, and coordinated by Premier.



## OLYMPICS & PARALYMPICS:

**In this unforgettable year, Premier was at the heart of the Church's activity during the Games: reporting on the sporting action, interviewing athletes and equipping Christians to reach out to their local communities.**



### RADIO

In addition to live updates on the Games, Inspirational Breakfast's journalist Marcus Jones interviewed Christian athletes such as GB rowers Debbie Flood and Richard Chambers, USA's Brian Clay and New Zealand's Nick Willis. Premier also heard from churches and individuals who were making the most of the opportunity the Games brought to engage with their local community, working closely with More Than Gold and 2K Plus to gather the content. During the Paralympics, Premier launched its first ever Disability Week on air, to highlight the achievements of Paralympians and to equip the Church to be more effective at welcoming people with disabilities.



### MAGAZINES

Christianity magazine's August edition looked at how churches used the Olympic Games to reach out to their communities with Olympic-themed events, and the September issue reflected on how the national mood had been impacted by the uplifting summer. In the run up to the Olympics, Youthwork magazine provided youth workers with ideas for how to reach out to young people during the Olympics, and printed a feature length article on the spiritual side to sport.



### ONLINE

All of Premier's Olympic coverage – across the platforms of radio, magazines and TV – was collated on Premier's Olympic homepage. Exclusive web content on the Olympics included interviews with athletes, with churches and Christian organisations doing Olympic-themed outreach events, and with well-known figures such as the chair of Christians in Sport, Mark McAllister.

Premier was at the heart of the Church's activity during the Games



### **MORE THAN GOLD**

International Christian organisation More Than Gold seeks to engage churches with the Olympics. For the duration of the Games, we hosted the More Than Gold communications team in our building, enabling them to get the word out about what churches are doing, to link churches and Christian ministries together and to support the evangelistic efforts of the Church. Our links with the communication team provided us with up-to-the-minute news about what individual churches were up to, and round-the-clock coverage from the Games. In the run up to the Olympics we partnered with More Than Gold to cover the prayer relay which followed the torch relay around the country.

Premier ran remarkably smoothly during the whole Olympic period, with little interruption to the schedule or programming – a testament to the hard work and dedication of the staff.

### **OLYMPIC-THEMED EVENTS**

Premier Gospel was invited to host an interactive stand at the Flame Congress, the largest Catholic youth event since the visit of Pope John Paul in the 1980s. The day was themed around the Olympic values of friendship, respect and excellence, and was attended by approximately 8000 young people. The team was able to meet and interview former Olympian Jason Gardner, Team GB's Debbie Flood and Paralympic silver-medalist Stef Reid.

## ECONOMY:

2012 has been a difficult year for many people in this country. With unemployment and debt at an all time high – Premier's desire has been to extend hope to those struggling financially, and journey with them through this troublesome time.



### RADIO

On the Sunday Breakfast show this year, Andy Walton was joined by Premier's political editor Martyn Eden to discuss the 'Big Issue' topics of redundancy, debt and depression. One particular show explored how family-friendly the UK is in the 21st century, in light of David Cameron's promise to make the UK the most family-friendly country in Europe. 'Awkward', a youth-focused phone-in show launched this year by Premier Gospel in collaboration with Youthwork magazine, addresses the difficult and unspoken issues affecting teens. Over the past year the team has looked at the riots, unemployment, pornography and drug abuse.



### MAGAZINES

Christianity magazine explored the growing distrust of banks in the UK, in its September feature - 'Barclays or Bust: should we move our money?' – questioning whether or not Christians should opt for ethical banking as an alternative. Speaker and social justice campaigner Danielle Strickland's article on 'Fighting the greed epidemic' in Youthwork magazine encouraged youth workers to stand against the 'fat spirit' of the modern age, liberating young people in their care from the consumerist culture they belong to.

## NEWS:

A survey conducted by Premier revealed that listeners value our news output highly. Premier followed closely behind Radio 4 for the most popular news output, pipping Radio 1 and Radio 2, Classic FM, Magic, LBC, and BBC Local Radio. Responding to these findings, we have amended the daily broadcast schedule to provide a whole 'News Hour' each day – with live interviews, social media reactions and in-depth analysis on the day's stories from a Christian perspective. There is also increased synergy across the company's various platforms, with journalists working more closely together to create high quality news output in all formats.



### ONLINE

Politics Today is Premier's online political blog, which includes the latest updates and information from parliament, and a Christian perspective on events. Big events covered this year have included the General Synod vote on women bishops, the expansion of Heathrow's airport and the Parliamentary Commission on Banking Standards.



### SOCIAL ACTION

With the cuts setting in and unemployment on the rise, the year started with increased levels of homelessness across the UK. In January, Premier partnered with Green Pastures, an award-winning social enterprise which provides homes for the homeless and those most in need. Currently housing 400 people through a national network of 29 partners, Green Pastures is relatively new but growing fast. Through on-air promotion Premier raised awareness of the project, and the problem of homelessness in this country. Premier celebrated the work of Green Pastures by awarding the organisation a Christian New Media Award for the Best Christian Organisation Website in October of this year.

## LIFELINE:

Since its inception, Lifeline has received over a million calls. Each year Premier's confidential helpline provides a listening ear to people in need of prayer, support or simply someone to talk to. Lifeline is manned by a dedicated team of volunteers across the country, who give up their time to speak to others in their area. One volunteer said: 'I feel it is a great blessing to be able to come alongside needy people and listen to the cry of their heart and then, where possible, encourage, build them up and give them hope.'



THIS YEAR, PREMIER HAS...

# Influenced

As religious freedoms are being threatened and religion increasingly privatised, Premier is committed to protecting the rights of Christians in the public square and the corridors of power, and mobilising the Church to be a united and prominent voice in this nation.

## SAFETYNET CAMPAIGN:

Launched on 7th February this year, the SafetyNet Campaign – a joint venture between Premier and SaferMedia – called on Internet Service Providers to block pornography at network level, enforcing an 'opt-in' system. The campaign was launched in response to the shocking statistics that one in three ten year-olds has viewed pornography online, and that 81 per cent of 14-17 year-olds regularly access explicit content on their home computers. To date, 120,000 people have signed the petition which has been endorsed by over 140 peers and MPs. Other notable supporters include philosopher Alain de Botton, rapper Jahaziel and broadcaster Louis Theroux. Premier has also sponsored the printing of the report, the official findings from the parliamentary inquiry into online child protection, chaired by Claire Perry MP. Premier hosted a seminar in parliament with neuroscientist Dr. William Struthers titled 'What's the harm', which was attended by CEOs, journalists, MPs and peers and focused on the impact of pornography on adolescent brain development.





Research shows that only 12 per cent of adults know the facts of the Christmas story



## FREEDOM OF THE CROSS CAMPAIGN:

Premier has been fighting an ongoing court case over a Christianity magazine advert to be aired on Premier Radio. The advert asked listeners to share their experiences of marginalisation at work, on account of their faith. Last year the Court decided to ban the advert on the basis of its apparent 'political' nature. Premier recently won the right to appeal the Court's decision in favour of the ban and the case is listed for a hearing. As a consequence of Premier's own Freedom of the Cross case, we were invited to intervene as a third party for other high profile cross cases at the European Court of Human Rights. Premier Christian Media Trust was granted the permission to be a third party intervener in the two cases of Nadia Eweida and Shirley Chaplain who were refused the right to wear crosses at work. Premier was one of only a few organisations worldwide to be granted the legal right to intervene. The Premier submissions, presented by Professor Mark Hill QC, argue that the original UK court decisions comprise a significant violation of Article 9 of the European Convention on Human Rights. A decision from the ECHR is expected shortly on this case.

## CHRISTMAS STARTS WITH CHRIST CAMPAIGN:

Research shows that only 12 per cent of adults know the facts of the Christmas story in any detail. If Christmas is to continue being about Christ then it is essential that we re-tell the story of his birth in ways which will engage the public's interest. Premier partnered with the Churches Advertising Network to launch the Christmas Starts With Christ

campaign, a poster advertisement which re-set the nativity in a modern context. For the advert, cycle couriers and plasterers took the place of the shepherds, while the wise men were represented by successful entrepreneurs. The gifts were iconic treasures of modern culture: a Swarovski crystal perfume bottle, a Fabergé egg and a Damian Hurst-esque highly decorated skull. Despite all of this, Jesus remained the focus of the image. The compelling message of the poster read: 'However you dress it up... Christmas starts with Christ.' Church leaders across the denominations welcomed the campaign and joined with Premier to urge Christians and churches all over the country to get involved.

## PREMIER LECTURE:

Leading Christian sociologist Os Guinness delivered Premier's inaugural lecture in June of this year, titled 'Soul Freedom – living with our deepest differences in an age of expanding diversity'. Os Guinness addressed the declining respect for Article 18 in the Universal Declaration of Human Rights (1948) which states that: 'Everyone has the right to freedom of thought, conscience and religion, including "the freedom to change one's religion or belief" and to manifest them in teaching, practice, worship and observance'. Dr Guinness' response was to propose a Global Charter of Conscience to protect religious freedom and freedom of thought for all, in an era of increasing diversity. The goal of the charter is to create a naked public square - a civil public square in which everyone is entitled to think, express and practise their beliefs while respecting the right of others to do the same. He was joined in drafting this Global Charter by a 50-strong panel representing many faiths and none. Premier



## Premier seeks to mobilise faith in the public square

Christian Media Trust will campaign on this agenda at three levels. Nationally, we will seek to promote the Global Charter of Conscience to the government and MPs as well as to influential voices in the media. The Foreign Office has expressed interest in the Charter and a meeting has been arranged to discuss it with them. Senior church leaders will be briefed on Premier's campaign and the conversations with the FCO, and Premier supporters will be invited to join the campaign and lobby their MPs to back the aims of the Charter. The lecture is set to become an annual occasion, addressing a serious issue from a Christian perspective in an intelligent manner, and accessible to a wider non-Christian audience.

### THE NATIONAL PRAYER BREAKFAST:

The annual National Prayer Breakfast is organised by Christians in Parliament with the support of the Bible Society. Attended by MPs, Ambassadors, church and Para-church leaders, the usual format is for speeches of welcome and thanks by the Speaker of the House of Commons and the Lords Speaker, followed by speeches from members of the two Houses. This year Lord Michael Bates and Baroness Grey-Thompson spoke about the Olympics and the Bishop of London gave the principal address. Premier Christian Radio has been represented at the National Prayer Breakfast for many years and this year, for the first time, we recorded the event and broadcast extracts from it. Our hope is that in future we might be allowed to broadcast live so that our audience can be involved via their radios. There are many prayer groups and services in Parliament and the Breakfast opens the doors to a large number

of non-members; it is our wish to extend that possibility to many more people.

### DISABILITY WEEK:

In addition to campaigning in the public square, Premier seeks to influence the thinking and flavour of the nation for the better. In September of this year, Premier launched its first ever Disability Week in partnership with Churches for All, the campaign of Christian disability organisations to promote a fully inclusive and enabled Church. The week coincided with the Paralympics, and included on-air interviews and features on disability and the Church, a bespoke website with links to resources, and the promotion of Disability Sundays in churches. Earlier in the year, Premier Lifeline was invited to attend the first ever Catholic disability conference, entitled Everybody has a Place. Interviews from the event included Cristina Gangemi of the Kairos Forum, who explained how churches can include rather than just accommodate those with disabilities.

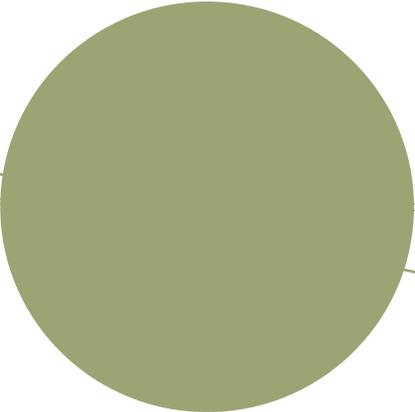
### HEALTH PROMOTIONS:

This year Premier teamed up with the government to educate and inform people about staying fit and healthy, and how to spot signs of illness. Features on the website included a stroke awareness page, with detailed information about symptoms and how to take action if symptoms persist. Premier also joined forces with NHS Organ Donation to raise awareness about the growing need for organ donors, particularly from African-Caribbean and South Asian backgrounds. Rick Easter hosted an on-air discussion about bowels and bodily functions in order to promote awareness of bowel cancer, and how to detect it in its early stages.

A professional broadcast microphone with a white cube-shaped pop filter. The pop filter features the Premier Christian Radio logo, which consists of the word "Premier" in blue and "CHRISTIAN RADIO" in green, with three green circles above the "i" in Premier. The microphone is mounted on a black boom arm and is set against a dark background with a diagonal striped pattern in the lower-left corner.

**Premier**  
CHRISTIAN RADIO

Premier is one of  
the most influential  
Christian voices in  
the UK today.



**We are always looking for ways to engage with an international audience**

## GUINNESS WORLD RECORD ATTEMPT:

On the 18th December 2011, over 18,100 carol singers flocked to 196 churches across the UK and Geneva to sing five different carols back to back for at least 15 minutes. Premier was declared current world record holder for 'the largest group of carol singers across multiple locations', beating the existing record of 14,100 singers set by Disney in 2009. Carollers participated from Scotland to Cornwall, Leicester to London, singing carol classics like Silent Night and Hark the Herald Angels Sing. Peter Kerridge, CEO of Premier, said: 'It was inspiring to see so many people across the whole of the UK get on board with this record breaking attempt. It brought people out to celebrate and really be part of the spirit of Christmas. It was great that we were successful at breaking the record'. Premier's aim for this initiative, sponsored by Bible Lands, was to provide churches with an outreach tool; many churches involved their communities and used the Guinness World Record attempt as an opportunity to invite non-Christians to church.

## REGIONAL REACH:

Premier's vision is to reach the whole of the UK with the message of Christianity. One of our strategies for implementing this vision is to expand to regional centres across the country, the first of which was opened in Newcastle in March of this year. The North East, with its low income levels, extreme unemployment and poor

life expectancy, is one of the highest areas of economic and social deprivation in the UK, and statistics suggest a considerable decline in church-going in this region from 1989 onwards. It was in light of these findings that we chose the North East as the destination for our first regional centre. Since its launch, the centre has been staffed with a Director of Regional Support, Sylvia Walters, and a Church Relations Coordinator, Stephen Bowring. So far, our North East staff have raised awareness of Premier in the region by developing connections with churches, building a sustainable donor base and enhancing relationships with listeners. Events in connection with the North East office have included An Evening with the Briscoes – hosted by Inspirational Breakfast's John Pantry in Newcastle – and a digital media training day coordinated by the New Media Centre of Excellence.

## INTERNATIONAL REACH:

As part of the Church, we are an international family, and are always looking for ways to engage with an international audience. Premier Gospel has successfully broadcast to Ghana, South Africa, Tennessee and Nigeria over the past year, through various partner organisations. Premier rallied behind Tearfund in October 2011 – our charity of the year – to raise awareness of international concerns through our various media outlets, and to encourage support for their work. The campaign, ending in June 2012, was a huge success; over 300 people sponsored children through Tearfund as a consequence of our support.



Throughout the year, Premier has helped Christians to celebrate their faith and be ambassadors for Christ.



THIS YEAR, PREMIER HAS...

# Resourced

Premier is unique in its broad reach; we have contact with Christians of all ages and backgrounds, from all denominations, and from all areas of church life. We take our ministry of resourcing the church at all levels seriously, and continue to produce the best radio, magazines, web content and events that we can, in order to make this happen.

## RADIO PROGRAMMING:

Consistently high RAJAR figures, a record-breaking radio fundraising campaign and a stellar year of radio programming with the Jubilee and Olympics have all combined to make this a memorable year for the radio team.

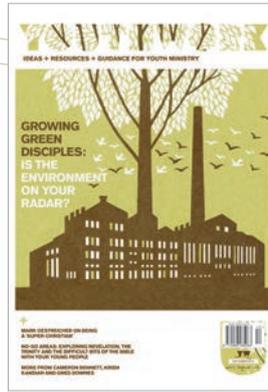
### PREMIER CHRISTIAN RADIO

This year has been a big one for Premier Christian Radio, covering national events like the Jubilee and the Olympics, interviewing high profile guests and performing numerous outside broadcasts. This year we have: broadcast the Breakfast show live from Israel, spent a whole month on the theme of 'Mind, Body and Soul' across all shows and platforms, got the whole Premier presenting team involved with a collective Lent attempt, made Easter specials on Christians in the persecuted Church, broadcast live from St. Paul's Cathedral and Wembley... and much more! Notable guests on Premier Christian Radio included Fabrice Muamba, Joe McElderry, Sir Bruce Forsyth, Ainsley Harriot and Chris De Burgh. Our hard work across the station has been acknowledged through several Jerusalem Award nominations: 'Unbelievable?' by Justin Brierley

for the Strand category; 'The Arab Awakening?' by Marcus Jones for the Long Form category and the Under 25s category; 'Catalyst with Steve Chalke' by Chris Byland and 'Dana and friends' by Chris Byland, both for the Series category.

### PREMIER GOSPEL

Premier Gospel has broadcast far and wide this year, from Tennessee in South America to Accra in Ghana. Popular new shows include 'Awkward', a teen phone-in show discussing difficult-to-talk-about issues, and 'The Writer's Block', which gives bloggers, journalists, Hip Hop artists and poets the opportunity to have their say. Premier Gospel has had a successful year on the awards front too, scooping the 'Best contribution to UK music' at the 2012 AGMAs, and a MOBO Award nomination for 'Jazz Alive's' presenter Femi Tewowo.



## MAGAZINES:

CCP, Premier's magazine publishing arm, has made some significant changes over the past year. We have ceased publication of our specialist bi-monthly title Christian Marketplace - aimed at bookshop managers and suppliers - while continuing to publish the bi-annual 100,000 print run of the A5 sized mini-mag, The Christian Marketplace at your fingers. We have also launched Childrenswork magazine, a sister title to Youthwork, with resources, ideas and guidance for Christian children's leaders.

### CHRISTIANITY

Christianity is the UK's leading Christian magazine. Our heartland readership is UK charismatic evangelicals, but we seek to provoke, inspire and engage readers from the breadth of the Christian spectrum, reaching more than 32,000 people every month.

We believe in connecting Christians to each other. In 2011-2012 we published a huge range of articles on theology, biblical interpretation, interviews, debates and changes and trends within the Church scene from a whole range of people, to keep our readers informed about what is going on in the whole of the Church, not just the bit they inhabit. And some of those interviews attracted a great deal of wider press attention.

Outside of Church news, Christianity magazine brings a Christian perspective on issues which affect the whole of society, such as politics, economics, international news, science and current affairs. We also make sure we regularly cover cultural trends, looking for prevailing messages in our culture and how the Christian story can speak into them.

Above all else, Christianity magazine is about helping its readers to go deeper with God, rejoicing with those who rejoice and weeping with those who weep. To that end, we've covered suffering, prayer, generosity, guidance, spiritual disciplines, along with pastoral issues such as bereavement, sexual abuse and singleness. We have had a huge amount of positive feedback from readers and key church leaders, who appreciate the range of

issues we've brought, and the depth, warmth, entertainment and humour with which we've brought them.

### YOUTHWORK

Youthwork magazine provides the best ideas, resources and guidance for youth workers. Although we can't reach every young person in this country, we can equip the thousands of youth workers across this nation to best serve and teach their youth groups about Jesus. Over the last 12 months, we have made some exciting new additions to the magazine and exciting resources were developed in partnership with Tearfund and London School of Theology.

For the August special issue, Youthwork devoted itself to all things internet. With session plans on the use of social media and technology for youth workers to run with their young people, articles on internet porn, digital etiquette and the 100 best websites for youth work - this special issue covered the breadth and depth of how to do youth work in a digital age, with a digital generation. Building on the success of last year's redesign, Youthwork has gone from strength to strength this year - with fresh and playful graphics, innovative cover concepts and fun features - thanks to our new in-house designer. Over the course of year, the magazine has featured contributions from the world's leading writers, including Mark Yaconelli, Patrick Regan, Bishop Graham Cray, Fuzz Kitto, Patrick Dixon, Dr. William Struthers, Jamie Treadwell and Mike Pilavachi.



## CHILDRENSWORK

Like you, Premier believes that the future of our nation is determined by the investment we make in our children. That's why we launched a brand new magazine called *Childrenswork* in July of this year, stuffed full of ideas, resources and guidance for children's leaders in churches. The magazine, which is a sister publication to *Youthwork* magazine, is aimed at people working with children 0-11 years, and covers the latest developments in children's ministry, as well as interviews with the leading voices in children's work. Every issue of *Childrenswork* magazine is packed with the same mix of creative ideas, stretching feature articles and spiritual support



that has made *Youthwork* an invaluable resource for Christian youth leaders over the past 21 years. It has been an exciting start for the magazine, which has already exceeded expectations with almost 2000 subscriptions being taken up in the first six months. There is nothing else like it in the children's ministry market, meaning that the magazine has not only hit on a ministry need but has gathered significant support from those working in this sector. The momentum has been encouraging; we fully expect this magazine to go from strength to strength in the coming year and to establish itself as a vital resource for anyone who works with children in a Christian context.

## PREMIER TV

This year, Premier TV surpassed a major milestone: hitting the two million mark for YouTube channel views. The site has featured a star-studded line up of guests, ranging from Nicky Gumbel and Matt



Redman, to Amy Grant, actor Graham Cole and cricketer Henry Olonga. Highlights have included a powerful testimony from 9/11 survivor Sujo John, which was shortlisted for a Jerusalem Award, an Advent series of 25 videos – one released each day for the whole of December - a debate between Rob Bell and Unbelievable's Justin Brierley, and an exclusive track by Mobo Award-winning rapper Jahaziel, in connection with the Safetynet campaign. Premier TV also partnered with nationwide café-church movement Sunday Night Live this year, to showcase up-and-coming Christian artists such as Sugarfoot, Faith Child, Jules Randall, Jennifer Moore and Coco Dupree.

## ONLINE

Premier websites have had more visits this year than ever before. Developments have included the creation of the Film and Entertainment section of the website - attracting tens of thousands of visits - the Premier Blogs section of the site - with twelve new blog streams covering all manner of different themes - and Yeshua Explored articles examining the Hebrew roots of scripture. Initiatives online have included the Atheist Prayer Experiment from Justin Brierley's Unbelievable? show, designed to get atheists praying for God to reveal himself, which attracted over 10,000 hits. The online team have also covered key events in the Christian calendar including the naming and profiling of the new Archbishop of Canterbury, promoted Premier Events including the largest Woman to Woman conference to date, and running the Christian New Media Awards and Conference. This year also saw the launch of a major online campaign Safetynet, aiming to protect children from internet pornography.



## EVENTS:

We recognise that for some of our supporters, a monthly magazine or a radio channel is not enough: they want training, support and guidance on a face-to-face level. Each year Premier organises a whole host of events, conferences and training days in order to equip the Christians in this country to live out their faith confidently.

### THE YOUTHWORK SUMMIT

This year's Youthwork Summit was the largest and most complex yet, with just under 1,000 delegates joining more than 30 speakers for a day of ideas, inspiration and surprises. Styled on the short-talk format pioneered by the US TED conferences, the day provided a diverse cross-section of speakers and topics: from Ruth Corden's talk on sex to Guvna B's Kingdom Skank. Other highlights included a surprise appearance by Matt Redman and a live performance from TV funny man Tim Vine. One delegate wrote: 'What is great about the summit is the format. Because everyone only speaks for between 5-15 minutes, and they all cover a diverse range of topics, it means there really is something for everyone. If you don't like or agree with one presentation, you're only a few

minutes away from something different that may be more relevant to you!' The Summit continues to grow, year-on-year, and will be heading to West Bromwich for the next event in May.

### CHRISTIAN NEW MEDIA CONFERENCE

The New Media Centre of Excellence was founded to equip Christians to be 'salt and light' in the digital world. The Centre of Excellence hosted a variety of conferences and events throughout the year, including regional training days in Manchester, Newcastle, Birmingham and Leeds, and the Christian New Media Awards – all aimed at Christians seeking to, and already involved in, harnessing the power of new media for the kingdom of God. The Christian New Media

Conference returned for another year, inspiring, equipping and connecting Christians with like-minded people interested in new media. Hosted by worship leader and social media expert Vicky Beeching, the conference saw 350 delegates gather together to enjoy a choice of 20 seminars, 30 speakers, interactive debates and rapid-fire discussions.

### AN EVENING WITH THE BRISCOES

Premier's North East office welcomed Stuart, Jill and Pete Briscoe – the family behind Premier's popular ministry programme *Telling the Truth* – to Newcastle in October of this year for *An Evening with the Briscoes*. Our well-known and loved Inspirational Breakfast presenter, John Pantry, hosted the evening in the main Turbine Hall with worship led by Dave Bilbrough and Bible teaching from Stuart and Jill. Two days later the event moved to London, where just under 1000 people gathered to hear the family talk passionately about evangelism. As the first event Premier hosted in connection with the North East office, it was a significant moment and step forward in reaching out to this region.

### WOMAN TO WOMAN

'Woman to Woman' held two hugely successful conferences this year, the first in London, and the second a regional conference in Bath. 'London Awakening', the first of the two events, featured the likes of Anne Graham Lotz, ex-Blue Peter presenter Diane Louise Jordan, Lara Martin and Jill Briscoe at the Troxy in London. Over 2500 women gathered together for prayer, praise and teaching, hosted by 'Woman to Woman' presenter Maria Rodrigues-Toth. Around 500 women gathered at The Forum in Bath, Somerset on 23rd June for the



regional conference. The theme was 'Keep running the race' and the ladies praised, prayed, laughed and cried as they were encouraged to keep going in the midst of adversity and through times of trial and struggle. "At the heart of this event lies a desire for women to take some time out from the busyness of life to just stop, be still and allow God to minister to them," said 'Woman to Woman' presenter Maria Rodrigues-Toth. The next Woman to Woman conference – 'The Spirit filled life' – looks set to be the biggest yet, with over 4000 women booked in for the one-day conference at Alexandra Palace.

### UNBELIEVABLE? CONFERENCE

Unbelievable?: The Conference took the theme of 'Reason To Believe' this year, and attracted 600 attendees to Transformation House in London to hear from a range of world-class thinkers on the strong evidence for Christian faith, and how to effectively share it with others. Speakers included Oxford mathematician John Lennox, Krish Kandiah of the Evangelical Alliance, veteran evangelist Michael Green and Bonnie Yule Kuehne of Alpha UK. Guests from overseas joined the conference including astronomer Hugh Ross and theologian Ken Samples of Reasons To Believe, a USA based think-tank which partnered with Premier for this year's conference. Justin Brierley, host of the conference and Premier's faith debate show 'Unbelievable?', said: 'We shared a wonderful time asking questions, finding answers, and encouraging each other to go out and engage with a sceptical world.' The conference is unique in its kind, giving Christians the tools they need to discuss their faith intelligently with those of different faiths and of no faith at all, and enter into apologetic debate.



Premier is involved  
with organising  
three separate  
awards ceremonies  
each year



## AWARDS:

Part of our desire to resource the Church at all levels is to celebrate the innovative and God-honouring work already happening. Premier is involved with organising three separate awards ceremonies each year in collaboration with our various partners, to encourage Christians and churches to promote best practice in the areas of new media, youth work and community work.

### CHRISTIAN NEW MEDIA AWARDS

The fifth UK Christian New Media Awards took place in October at Skinners' Hall in the heart of London. People from all walks of the digital world gathered together to see creativity and best practice receive the awards they deserve. In recognition of the power and potential of communication in the digital age, Premier launched the awards in 2007 to encourage and reward innovation and creativity in the Christian community. In particular, the awards look to commend those who use new media to reach out to the wider world in an ever more sophisticated media landscape. The awards have grown in popularity and participation since they were launched in 2007 and now attract entries from a wide range of churches, charities and individuals.

### YOUTHWORK AWARDS

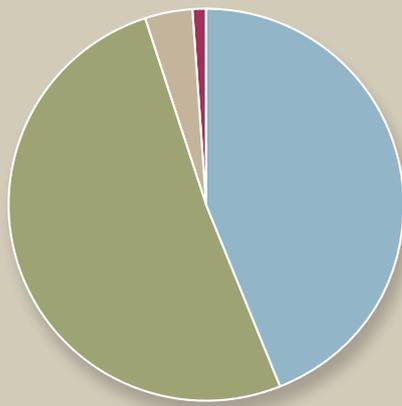
A collaboration between Youthwork magazine and Youthscape, the annual Youthwork Awards celebrate the hard work of youth workers and youth work organisations nationwide. Hosted by the Archbishop of York John Sentamu at

Bishopthorpe Palace, the awards were divided into five different categories: Youth Worker of the Year, Volunteer of the Year, Youth Work Employer of the Year, Most Innovative Youth Work and Best Youth Work Resource. Individuals and organisations were nominated online, and the winners received prizes ranging from an iPad to a free activity day for the winner and their colleagues.

### THE MUSTARD SEED AWARDS

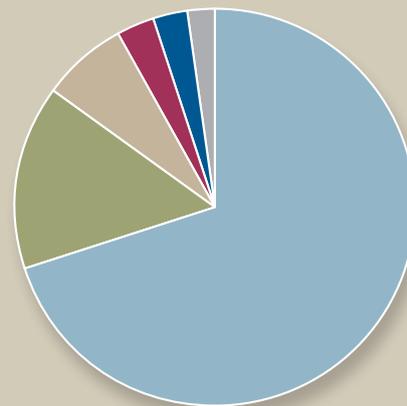
The annual Mustard Seed Awards are a joint venture between The Christian Initiative Trust and Premier, and acknowledge the innovative work happening across the country by Christians seeking to reach out to their communities. Over £50,000 in prizes was presented to the winners of the competition, which called for Christian or church-based organisations to come forward with their ideas for transforming lives. Winners this year included a puppeteer who has used his skills to develop a teaching tool for children, and a Peterborough-based social action project called 'Hope in action'.

# Finance at a glance



**INCOME**

<span style="color: #808000;">■</span> General Donations	51%
<span style="color: #6495ED;">■</span> Commercial Income	44%
<span style="color: #D2B48C;">■</span> Bi-annual Appeals	4%
<span style="color: #8B0032;">■</span> Legacies	1%
<span style="color: #00008B;">■</span> Other Income	<1%



**EXPENDITURE**

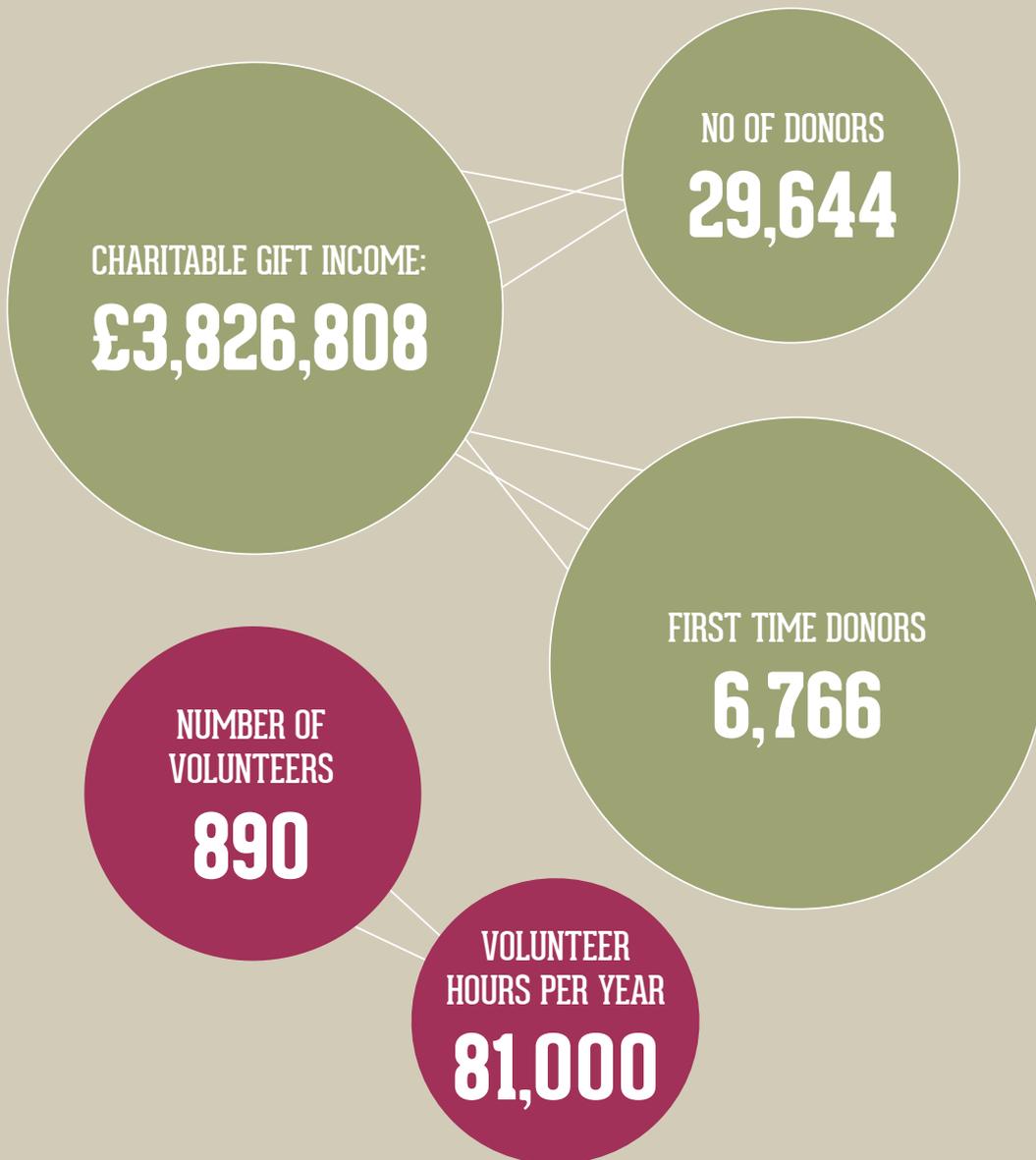
<span style="color: #6495ED;">■</span> Broadcasting	70%
<span style="color: #808000;">■</span> Magazines	15%
<span style="color: #D2B48C;">■</span> Fundraising	7%
<span style="color: #8B0032;">■</span> Staff support costs	3%
<span style="color: #00008B;">■</span> Premises & Maintenance	3%
<span style="color: #A9A9A9;">■</span> Other	2%



Total income 2011-2012: £6,772,405

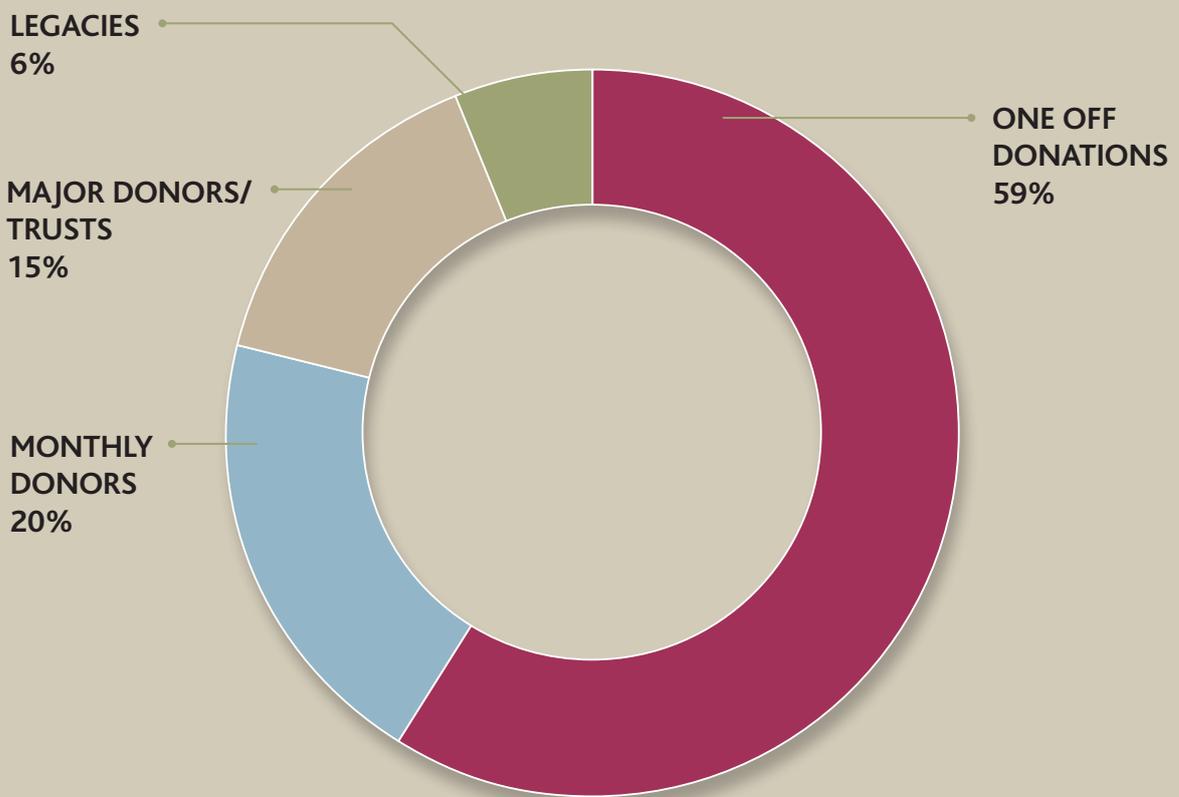
Premier exists thanks to the generous charitable support of many thousands of people across the UK who make regular gifts and special pledges. We are especially thankful to our Angels (£5000 per year), Champions (£2000 per year), Patrons (£1000 per year) and Friends (£500 per year) whose commitment over multiple years enables us to plan more effectively for the future.

# Support by numbers...



FOR EVERY **£1** WE RECIEVE, WE RAISE ANOTHER **£8**

# Where our donor support comes from...



“The Christian Church must adopt new methods of communication to spread the Gospel in the 21st century. If we are to speak the Word afresh to this generation, we’ve got to come to terms with the fact that the way in which people are communicating is quite different”

Dr Richard Chartres,  
The Bishop of London,  
Premier Lecture





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