



Annual Review 2009/2010

The Christian Voice to the Nation Reaching the unreachable

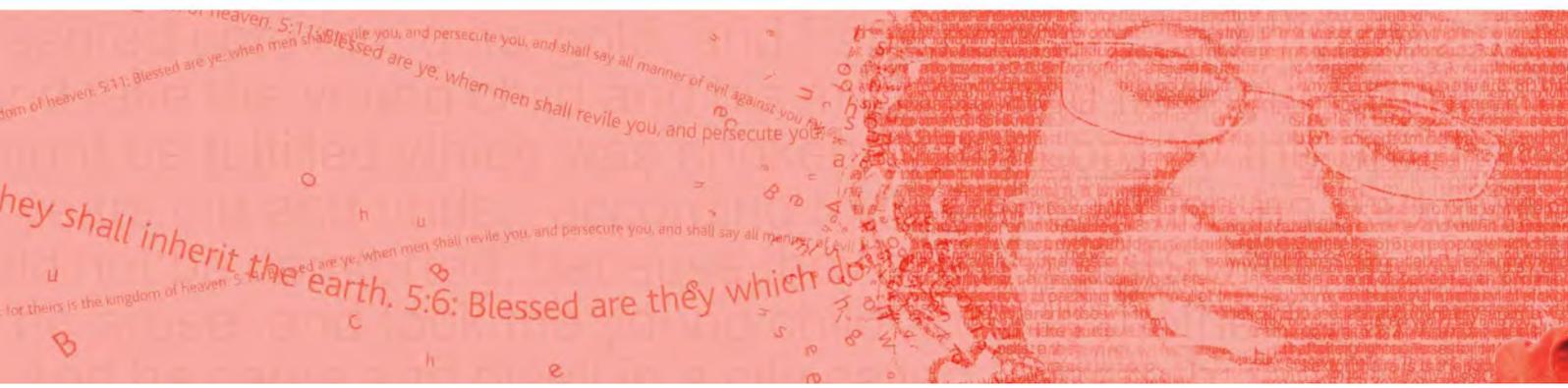




**For over 15 years
Premier Christian
Media has been
reaching out across
the nation, bringing
the word of Christ
into the lives of
its audience.**

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Reaching the unreachable

The last twelve months have been one of the most significant periods in Premier's history. This year, we celebrated one year on national digital radio and fifteen years in broadcasting.

We are more committed to spreading the Gospel throughout the nation than ever before, via all streams of media.

It is our deep desire to be used by God as a strong Christian voice across the United Kingdom. We continue to make sharing the message of Christ our main priority and focus. God has been continuously faithful, and has been using Premier to impact the lives of many.

This year has been particularly momentous as we celebrated the launch of our brand new London

digital radio station, Premier Gospel.

The award-winning station has been reaching thousands, appealing to new audiences and adding to the diversity of Premier.

Premier continues to make immense progress across all platforms, and with your help continues to spread the love of Jesus, touching people in the UK and across the world.

*"I just want to say how pleased I am that Premier Christian Radio is now broadcasting across the nation on DAB digital radio."
Tony Blair*



Reaching the lonely



Reaching the marginalised



Reaching the housebound



“Premier has touched me in such where I can’t really explain. It is only when God tells me then I can’t really say the words that Premier has really done in my life. It takes me to bed in the night and it wakes me in the morning” **Natalie**

In 2009/2010 we worked with...



Open Doors
Serving persecuted Christians worldwide



World Vision

Open Doors

Malaria No More

Churches For All

Christian Aid

Prom Praise (Langham Arts)

Care For The Family

Methodist Central Hall

Emmanuel Christian Centre

KICC

New Wine Church

**Christian Resources
Exhibition**

Keswick Convention

**Spring Harvest & Spring
Harvest Holidays**

Christian Healing Mission

Jamaica Tourist Board

Keep The Faith

Hillsongs

Kingdom Bank

Mortgages For Christians

Traidcraft

EL AL Israel Airlines

**Israel Government
Tourist Board**

Malta Tourism

Air Malta

Virgin Atlantic

Half Moon Resort, Jamaica

Superstar Holidays

Special Pilgrimages

Kingsway

Integrity

Greenbelt

Viz A Viz

Evangelical Alliance

Lebara Mobile

Amazon

**Pentecost Festival (Share
Jesus International)**

Dewynter's (Ben-Hur Live!)

**20th Century Fox - Voyage
of the Dawn Treader**

E-Harmony

Micrositez

And many more

“Being recognised by Premier for my work online made me realise that I am having an impact on people through my writing. It has given me encouragement to keep going knowing that I am making a difference.”

Christian New Media Award Winner

Chairman's Report

Premier Christian Media Trust has continued to develop its activities over the last 12 months. Despite continued uncertainty in the economy, we have continued to move forward due to the amazing support of all those who come into contact with Premier. Financial and prayer support has increasingly grown and we now reach over 1 million people each week through our various platforms.



Premier's first year as a national broadcaster has been very challenging. Transmission costs have eaten into a significant portion of our resources this year. Whilst increasing numbers of people across the UK are hearing the Good News of the Gospel through Premier's ministry, we have become even more aware of our dependence on the generous support of all those who fund this initiative.

In addition to the excitement of being heard across the country, we also launched a new radio station this year. Premier Gospel meets a real need amongst London's churchgoers. The capital's multicultural and diverse population provides the ideal audience for this vibrant and innovative station. Early indications suggest that it will be a great success.

At its heart Premier exists to enable churches to reach beyond their traditional borders, and to enable those outside of the church and those on the fringes of faith to draw nearer to the Living God. It is wonderful to see the way He continues to make Premier bear fruit, as we use radio, online, and magazine platforms to make Jesus known.

We continue to campaign for the Christian voice to be heard, understood and respected in the public square. We believe more than ever that the Christian faith has a great role to play in UK society. Our Christian voice needs to be protected and promoted, and as we endeavour to do so we would encourage both your support and your prayers.

Humphrey Norrington

“Many congratulations on finally achieving what I know you have been praying and working for so long. It is of course tremendous news that for the first time a Christian radio channel could potentially have the same penetration as the BBC. Of course I wish you the very best as you step up to that new challenge.”

**Dr Rowan Williams,
Archbishop of Canterbury**



Peter Kerridge speaking at the Freedom of the Cross Event in 2010

on the margins of society. Our Mind and Soul initiative and Churches For All project seek to enable Christian communities to minister effectively to those who have special needs.

As if these developments alone were not enough, we have continued to make great strides forward in the area of new media. More and more people are using mobile phones in new and innovative ways. The iPhone and iPad give some indication of how communication technology will increasingly become part of our hectic and often fragmented lives. The reality of the many calls on our attention needs, throughout the church, to be recognised and understood. Premier is uniquely placed to be a trusted guide through this very secular media landscape.

We feel especially called to reach out to young people using these devices. In the coming years, Premier will help to deliver Christian content that will captivate younger generations with the timeless truths of the Gospel.

The Christian New Media Awards and Conference are devised to be a catalyst for the wider church to really minister in new and effective ways in this digital age. From our experience over the past three years, we know that we are already making a huge contribution in this area.

Of course it is not just the young who need to hear the gospel. With an aging population, many people are becoming increasingly infirm and spending greater time at home. Here, Christian radio can play a vital role. We seek to minister not only to those who can no longer attend church, but also to those who because of their life's circumstance are seeking, perhaps for the first time, to discover a living faith.

As Christians we live in an increasingly difficult environment. In the wider society we are often treated with suspicion and are marginalised or misunderstood. Despite scandals that arise in parts of the church and a high degree of prejudice from secular media towards our faith, we believe that

Christians still have a significant role to play in the public square. In response to this Premier is committed to establishing a strong Christian voice and our campaigning work seeks to unite the Christian community around issues of common concern.

Through our many different activities, Premier provides a huge megaphone to promote Christian causes. Over the years we have enabled many Christian agencies to tell their story to a wider audience. In doing so we have enabled them to attract much greater support for their projects. Looking back we can see that their growth, both financial and in the scope of their activity, is in some way due to their partnership with Premier. We are committed to even greater partnerships with Christian agencies in the years to come.

In the following pages you will see just how much God has blessed us. None of this would have been possible without the sacrificial generosity of all who have stood with us this year. Once again our staff have shown their great commitment to this endeavour and we are extremely grateful to the many thousands of volunteers who work tirelessly on our behalf. Our Boards of Trustees and Directors have provided insightful wisdom as we have chartered our course. Their input has been instrumental in shaping Premier's ministry. Premier's unique contribution to the life of the British church is a real testimony to the grace of God.

Peter Kerridge

“I believe that God has chosen you to extend His Kingdom through your radio ministry. He's flung open doors for you to reach out to this nation and beyond. I cannot believe that He will abandon Premier or stop providing for you after bringing you this far. His name's on the line here! So take heart, and try not to be anxious.” **Bruce**

Aims and Objectives

For 15 years Premier Christian Media Trust has facilitated the spreading of the Gospel by bringing hope and life to a range of Christian communities through a variety of different platforms. We are dedicated to producing entertaining, informative and inspirational content for each of our audiences. Since our historic move onto national digital radio last year, Premier has become more and more accessible to churches and individuals all across the UK. We continue to communicate the significance of the life, death and resurrection of Jesus Christ. Premier's core aim is to reach out by whatever means possible to all members of society, regardless of their circumstance.

Premier is dedicated to the promotion of Christian values, as well as creating various forums to constructively debate issues that may divide the Church. In this we seek to provide a greater understanding of Christian and secular current affairs. In addition, through Premier Life, we are committed to providing advice and support to those in need of comfort regardless of their beliefs.

Premier's desire is to highlight issues of concern in both the Christian and wider community and campaign for justice on both a national and international scale. We are devoted to transforming lives through the power and influence of the Bible and to maintaining a distinctive and identifiable Christian brand.

Our programmes aim to reach people at their point of need, accessing both our main target audience and people on the fringes of faith including:

1. Christians across all denominations that are committed to their faith and belong to a church community
2. People who have lapsed from going to church regularly but regard themselves as Christians
3. People who believe in a God and are sympathetic to Christian values but have no background of church going.

Reaching people through churches

Premier provide a range of multimedia resources for churches, offering efficient and innovative methods to reach out to their congregation. In the new media age we seek to equip churches to present a Christian viewpoint within the multimedia arena.

Reaching people through community

Premier strives to bring people together to create a strong Christian voice to the nation. Using various platforms, we engage in community social action to proactively help construct cohesive communities throughout the UK.

Reaching people through the Gospel

We ultimately want to promote the Gospel through our various media activities. Our aim is to build up those in their Christian walk and reach out to people on the fringes of faith.

Reaching people through content

Our content is designed to empower and inspire individuals both spiritually and physically, across all the platforms produced by Premier. We aspire for people who watch, read and listen to all of our media to recognize and realize both their spiritual and physical potential.



Rick Easter speaks at the Premier Worship Event

“I just wanted you to know that a few years ago I heard someone on Premier saying out loud the salvation prayer and I repeated it... I know I’m saved now” **Lisa**



Structure and Management

Premier Christian Media Trust is a registered charity and a company limited by guarantee. It is therefore subject to charity, trust and company law and governed by a Memorandum and Articles of Association. The Board of Trustees make the ultimate strategic decisions of the charity, and is the governing body that meet four times annually. In addition, the Board of Directors meets monthly to oversee the implementation of strategy, whereas the Chief Executive and senior management team coordinate daily operational decisions.

Employees

Premier relies on the talent, dedication and hard work of its valued staff team. Over the last twelve months, the team have increasingly had more responsibility due to the expansion of Premier as a whole. This has encouraged an improvement in cross-departmental cooperation. The decision-making process follows a line management structure and is based on strong communication throughout the organisation. Briefings, meetings and other internal mechanisms occurring throughout the week maintain these channels.

We are committed to an open and accountable management system in which our team is effectively line managed. Premier is dedicated to equality in training, recruitment, promotion, selection, and career development. We also have a range of human resource policies that provide recourse for staff with grievances.

Risk management and internal control

The trustees hold responsibility for preserving an appropriate system of financial and other controls at Premier.

They are also responsible for the safeguarding of Premier’s assets, and further ensure the prevention and detection of fraud and other irregularities. This is achieved by:

- Safeguarding our assets against unauthorised use or disposition
- Maintaining accurate records and ensuring financial information used within the charity or for publication is reliable
- Complying with relevant laws and regulations

The trustees are satisfied that the major risks to which Premier are exposed to have been appropriately assessed and have effective systems in place to manage or mitigate exposure to them. The trustees review their performance every year.

Volunteers

The success of Premier would not be able to be accomplished without the vital and valued work of its volunteers who support us on a wide range of projects. From Premier Life to Radio Activism, their service helps to bring life to our organisation and extend our



Premier Volunteers at CRE 2010

reach to the nation effectively. Most of our volunteers make a regular commitment that ranges from a few hours to a full working week. Some utilise their professional skills and expertise, whilst others cultivate new skills that are unrelated to their everyday jobs. The Board of Directors is extremely appreciative for the dedication and contribution of all our volunteers.

Fifteen Years of Reaching Out

Celebrating fifteen years in broadcasting, 2010 has been a monumental year for Premier. In 1995 we began as the first Christian terrestrial radio station serving the capital. Now along with our various other platforms, we are pleased to be the first national Christian radio station in the UK.

- 1995** Premier commences broadcasting
Premier Lifeline launched
- 1996** Premier establishes itself as a major Christian voice in Greater London
Premier ran its own on-air Alpha Course with David Suchet
- 1997** Premier broadcasts from "Champion of the World" at London's Wembley Stadium, with an attendance of almost 45,000. This was the biggest contemporary worship event ever to be staged in that venue.
- 1998** Christian Communications Partnership (CCP) magazine publications established, and becomes another Premier platform
- 1999** Launch of Premier Online and web broadcasts – taking Premier global
- 2000** Premier launches on Sky digital network
- 2001** Premier's re-licensing campaign began
- 2002** New broadcasting licence granted
New buildings at Chapter Street opened and dedicated by Archbishop Carey, Cardinal Cormac Murphy O'Connor and Joel Edwards
- 2003** Premier Online re-launched with more functionality and content
- 2004** Premier becomes available on Freeview service
- 2005** Premier broadcasts from a wide range of outside locations (i.e. Barbados and Australia)
- 2006** Premier.tv launched and provides Christian internet TV on-demand
- 2007** Premier Christian Radio begins broadcasting on DAB Digital Radio in London
Premier Christian Radio begins broadcasting on Virgin Media
- 2008** Digital redevelopment of Premier Online – Media on demand (Radio, TV and Magazine)
- 2009** Premier Christian Radio begins broadcasting on national DAB digital radio
- 2010** Premier Gospel is launched and begins broadcasting on DAB Digital Radio in London

“Premier Lifeline has helped me tremendously over the last four years following the sudden death of my husband. I had a three-week-old baby and a two-year-old at the time. The prayers that they prayed gave immense comfort in the many times I felt I could not go on another day. I do not have the privilege of having a close family with whom I can talk to, so just knowing that I can pick up the phone to someone is of immense value to me.” **Susan**

Directors' Report

The board of directors present their annual review:

Reaching people through content

Over the last year Premier in all its various forms has continued to strive in producing high quality edifying content across all of its platforms. Our aim throughout has been to empower individuals both spiritually and physically. In addition, we continue to offer a support network for all recipients of our content through our Premier Life service. This umbrella group includes: Premier Lifeline, Premier Response, Premier Prayer and Premier Mind and Soul. With Premier's expansion, we are now reaching out to more people throughout the UK, and in May 2010 Lifeline had its 800,000th telephone conversation.

Reaching people through churches

Premier Christian Media has a calling to serve the Church through its various different platforms. In this new media age, we are passionate about equipping and resourcing churches in the multimedia arena, to help them reach the wider community.

In May 2010, we launched Premier Church Insight, a web site and church management system that enables churches and Christian organisations to use the most innovative technologies to extend their mission and ministry in the digital space. In its 4th year, The Original

New Christian Web and New Media Awards are continuing to grow in popularity and recognise fresh talent. The event that is to be held in October has attracted several hundred entries. In addition we are currently preparing for the first Christian New Media Conference, which is an exciting opportunity for Christians to spend a day with expert practitioners in the field.

Other developments include the introduction of our Church Relations department, which works towards building a long lasting partnership with churches across the country

Reaching people through community

Premier has a desire to unite people and create a positive impact on our nation. We are committed to using different platforms to help build a cohesive community and campaign for justice in our world.

An example of this is our digital campaign, “Faith Without Fear” in partnership with Open Doors highlighting the displacement and persecution of Christians in Orissa, India.

The Internet site “Premier Community” also creates a forum for discussion a variety of issues, allowing a platform to freely explore topics of concern and interest.



An Evening with the Briscoes

Reaching people through the Gospel

For 15 years Premier has been broadcasting the best in Christian programming, 24 hours a day, 7 days per week. Premier Christian Radio now reaches the whole of the UK with National DAB, Sky and Freeview, as well as medium wave in London. In February 2010 Premier launched its new station, Premier Gospel available on DAB digital radio in London, which has proved to be a huge success. Since the launch of our new station and our expansion to National DAB we are reaching over 1 million listeners in the UK¹. Both our stations also attract an international audience as they can be listened to online.

Our online platforms such as Premier.tv and Premier.org.uk receive around 160,000 hits a month and continue to rise. Our magazine circulation remains strong, and in July 2010, we launched a new magazine called “Christian Marketplace Consumer” to give insight into the latest Christian resources.



Premier Life

At Premier we are dedicated to empowering our listeners, readers and viewers and encouraging them to recognise and realise their potential. We have become increasingly more committed to supporting our audience emotionally, spiritually and physically through Premier Life.

Premier Life is our award-winning service dedicated to reaching those in need of support. It consists of a variety of listener services: Premier Lifeline, Premier Response, Premier Prayer and Premier Mind and Soul. Our aim is to be accessible for those who are in need, who feel isolated or who just need a listening ear.

Premier Lifeline

Premier Lifeline continues to provide a confidential helpline service offering emotional support, spiritual direction and prayer to those in need. This service offers a Christian perspective to callers' queries via telephone or email. The telephone lines are available 15 hours per day, seven days per week, throughout the entire year. For 15 years the service has provided support and guidance for thousands of people every month and in May 2010 Lifeline had its 800,000th telephone conversation.

Lifeline is affiliated to several professional bodies, including Christian Helplines Association (CHA), The Helplines Association (THA), Mental Health Helplines Partnership (MHHP) and the Association of Christian Counsellors (ACC). Premier is committed to providing a first class service, and we have been awarded the quality standard mark from the MHHP. Furthermore, in May 2010 Jonathan Clark, our Director, was voted onto the board of the ACC.

Our pool of volunteers is increasingly expanding, and currently we have over 130 dedicated individuals volunteering at least four hours per week. All of our volunteers are required to complete a comprehensive training programme before commencing their service, in order to ensure our high standards are maintained.

Lifeline has worked with a number of Christian organisations such as Acorn Christian Healing Foundation, Christian Healing Mission, Ellel Ministries and Central Hall, Westminster.

Over the past year we ran a successful series of major conferences on the topics of mental health, love, marriage and sex, healing, and prayer. This was aimed at reaching all of our callers and the wider community.

Premier Response

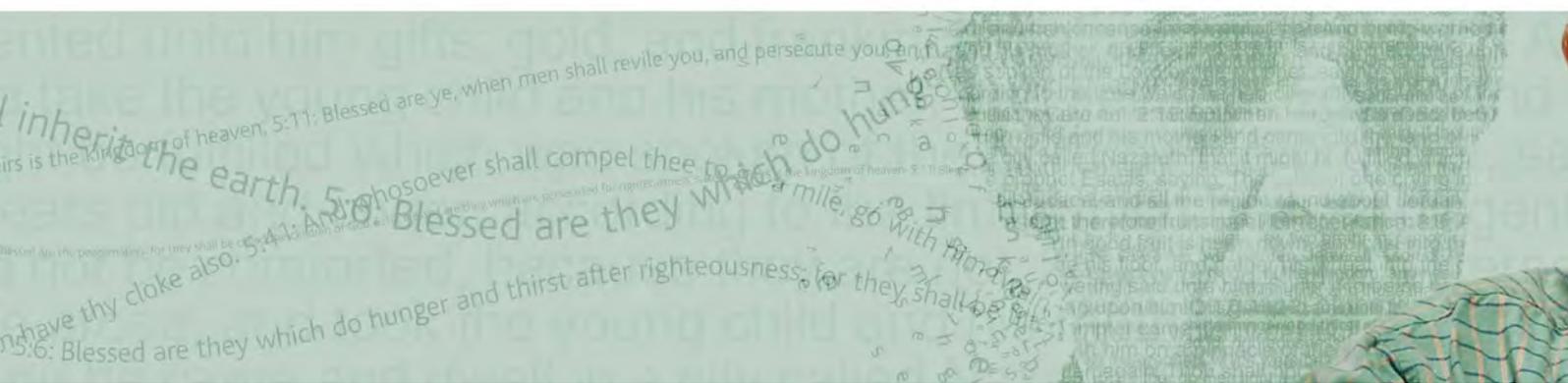
Premier Response is staffed by our Premier Life volunteers and offers information about the ministries, music, interviews and events on Premier. A range of free materials and resources is available. This acts as a catalyst for listeners to engage with items that have been featured on our stations. Response also includes a ticketing service for some of the events that we feature. The Premier Response team operates during office hours – Monday to Friday 9am to 5pm except for Public Holidays.

Premier Prayer

Premier encourages all of our listeners and partners to pray for our mission to spread the Gospel. Our first ever prayer calendar and quarterly diary was released this year. We have around 400 Prayer Partners who commit themselves to regularly pray for Premier. All of our Prayer Partners are invited to attend our Monthly Prayer Intercessors Meetings at the Premier offices.



Premier Life's Jonathan Clark



Premier Mind and Soul Conference 2010

Premier Mind and Soul

Mind and Soul is an award-winning project, which is committed to fully promoting the integration of those dealing with mental health issues within the Church, and to stand in the gap between the Church and the psychiatric services. This initiative aims to fully equip churches with resources to support and empower Christians so they can gain an understanding of those with mental health challenges. Mind and Soul help churches and Christians reach out to all members of their congregation by raising awareness, reducing stigma and displaying the love of Christ.

This project works closely alongside professional mental health services to offer a Christian perspective to recovery and healing, and introduces the importance of spiritual needs. Mind and Soul arranges a variety of major and regional conferences with keynote speakers from the Church and the field of psychiatry. In March, a conference took place at Holy Trinity Brompton that had sold out five weeks in advance, where around 900 people attended from across the UK.

The Premier Mind and Soul Course was piloted over the last year, and provided an introduction to emotional well-being from a Christian

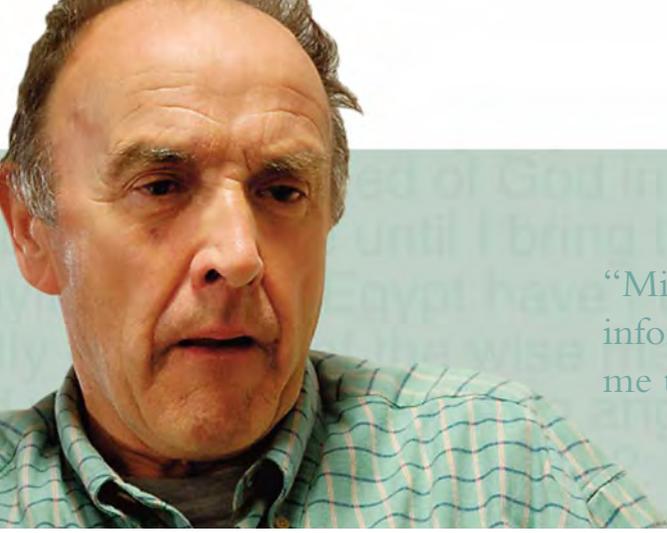
perspective. The course was designed to be a resource for the local church, which would lead to the development of a network of mental health-friendly churches. This would aid churches to reach out to those with mental health challenges, and become places where they feel safe and welcome. The pilot was a huge success and received positive feedback from its participants. The eight-session course is now being rewritten, for commencement in 2011.

In conjunction with Fusion, we recently published a book called "The Stuff of Life" aimed at university students requiring support with their emotional well-being.

Mind and Soul launched a brand new website in May 2010, which includes a range of new interactive features such as blogs and podcasts. With our bi-monthly e-newsletters, this acts as a useful resource that reaches out to our wider online community.

Churches for All

Premier have a close relationship with Churches For All, a coalition of charities that help those with various disabilities to fully participate in church life. In October 2010, we plan to hold the Enabling Church conference to help fully develop and enable churches. "It takes the whole of the Church, to proclaim the whole of the Gospel, to the whole of the community!"



“Mind and Soul met my need as it made me more informed about mental health issues and inspired me to go on in my counselling.” **Steve**

Premier Radio

Premier's aim is to promote the Christian faith via all of our media activities, building Christians up in their faith and reaching out to people on the fringe of faith with the hope of the Gospel.

Going National

As we celebrate our 15th year of broadcasting it is with grateful thanks that we have moved from the restrictive boundaries of our 1995 launch on medium wave to Greater London, and are now excited by the possibilities of our nationwide broadcasts on DAB radio.

In effect this means wherever one can hear BBC Radio 4 one can also hear Premier. Never before has Christian radio had such a dynamic opportunity to reach people where they are in their own homes.

The challenge we face now is finding cost-effective ways of creating the awareness of Premier's ministry up and down the country so that many more people will listen and be blessed.

Premier Christian Radio

Premier Christian Radio broadcasts 24 hours a day and has the wonderful opportunity of reaching out and spreading the gospel to the nation and beyond. In addition, we are the only UK Christian organisation to have been awarded a regional full term medium wave radio licence. We currently have over 1 million listeners, and we continue to maintain a strong Christian presence on the airwaves.

Premier provides a wide range of news and information, praise and worship,

entertainment, teaching and spiritual encouragement, all based on the beliefs and values of the Christian faith. In a practical way Premier also responds to its listening audience through all of the Premier Life services.

John Pantry has presented inspirational Breakfast for over ten years, and presents one of the most listened to shows on Premier Christian Radio. After years of flying solo, he was joined by a new co-host at the beginning of 2010, by Esther Higham. With a new co-host, Inspirational Breakfast has developed a fresh flavour to the morning, with topical features and guests. One of the most popular additions is the thirty-minute morning devotion that has been impacting lives across the country. In this period, John and Esther kick start the morning with scripture readings, prayer requests and inspirational music.

In January 2010 Premier started its first ever men's show hosted by Nick Battle. The show called "Men at Work" is aimed at encouraging men to engage and discuss typical everyday issues related to them. Nick was previously a music producer and plugger most famous for launching the Spice Girls and working with artists such as Michael Ball and Englebert Humperdink. "Men at Work" have had a range of celebrities and top quality guests sharing their own experiences such as Max Clifford, Guy Fletcher



(who wrote songs for Elvis and Cliff Richard) and producer/musician Dave Cooke.

Steve Chalke (Oasis UK) has also recently started his brand new weekly show called "Catalyst" which is looking at encouraging churches and Christians to be socially engaged and reach out to their communities.

Premier's extensive outside broadcasts this year have included programmes from locations outside of our studios on numerous occasions over the last year, such as Spring Harvest in April, Soul Survivor and Greenbelt in August. In March Premier Drive team also presented their show from Jamaica at the annual Fun in the Son gospel festival. This included interviews with Andrew Palau, son of the international evangelist Luis Palau, Junior Tucker and Carlene Davis.

Last autumn we began a weekday version of Premier Tonight with our radio veteran Cindy Kent. This late night phone-in gave listeners an opportunity to discuss a range of news stories, debates and topical issues. Sadly, after 15 years of service Premier Cindy will be stepping down from this show, as she begins a new journey in church leadership. Cindy has been with us since Premier began and has had a variety of roles within the station. She was also one of the key voices heard at Premier during major world events



such as 9/11 and the death of Princess Diana. God has used her tremendously during her time at Premier, and we know both staff and listeners will miss her (though we will hear from her from time to time).

Over the last twelve months Premier have covered a range of significant events. In May 2010 we covered the installation of the new Archbishop of Westminster, Vincent Nichols at the Westminster Cathedral. Premier's Maria Toth along with other key contributors presented live commentary of the event.

Election coverage

During the General Election, we ran a series of seven programmes that featured interviews with ministers, shadow ministers and senior backbenchers. This debate series included discussions about a range

of issues such as the economy, health and foreign policy. In addition political editor Martyn Eden delivered commentary alongside Andy Walton. Listeners were given the opportunity to gain an understanding of how the election would affect them in relation to their everyday lives and their Christian faith.

Pope Benedict XVI

In September 2010, Premier provided in-depth commentary on the Pope's visit to the UK. The news team secured passes to the main events in the itinerary, enabling live reports into the daily shows. In an historic collaboration with Vatican Radio and EWTN (Eternal World Television Network) we had a live audio feed available from all the services throughout the visit. Commentary was provided by a range of

contributors from both Catholic and Protestant backgrounds. Key Church leaders shared their reactions to the proceedings, including founder of the Alpha Course, Nicky Gumbel; Lord Leslie Griffiths of Wesley's Chapel and Archbishop Vincent Nichols. The on-air guests were varied with the Irish singer Dana Scanllon and former MP Ann Widdecombe discussing their views on the celebrations. Daily reflections on contentious Catholic issues were provided by Fr Paul Keane, and a number of on-air debates were hosted which covered areas such as contraception and the role of Mary. An Idiot's Guide to Catholicism was created as a short series, whilst the 'Thought of the Day' slot was provided by Catholic broadcaster Joanna Bogle. The coverage was extensive with a balance between addressing tough questions and learning more about the Catholic faith.

Weekday Schedule

- **Inspirational Breakfast** - John Pantry and his co-pilot Esther Higham bring an upbeat and fresh start to the morning. Inspirational Breakfast is full of great music, interviews with some fantastic Christian guests, thought provoking devotions and also all the latest news from a Christian perspective.
- **Woman-to-Woman** - Maria Toth presents a lively up-to-the minute show especially for Christian women. Maria discusses a variety of issues ranging from the spiritual to serious and controversial to the fun and trivial.
- **Premier Worship** - Rick Easter brings the ever-popular 'Worship Hour' during lunchtimes with a selection of new and well-known worship songs, times of prayer and reflections drawing you closer to God.
- **Hope in the Night** - David Aldous takes you through the night with worship and scriptural readings. The show gives inspiration and hope during the nighttime hours.
- **Premier Drive** - Dave Rose and Bridgitte Tetteh bring you the show that puts you in the driving seat. With the latest in Christian music, guests, competitions and today's Big Issue.
- **Worship and Gospel Tonight** - Muiyiwa Olarewaju, plays the best and latest gospel music every weeknight on Premier. Kingsway International Christian Centre (KICC) sponsors this programme.

“I am so grateful to this station, I was previously a listener to jazz fm, but noticed I was losing focus of my life with God; Premier with its mix of great music & topics has realigned my thoughts” **Boyce**

Premier Gospel

One of the most exciting developments of the last 12 months has been the launch of our newest music station, Premier Gospel. The station launched on the 1st February 2010 and is dedicated to playing the best selection of gospel music from around the world. The new station gives Premier the opportunity to reach new audiences, by showcasing genres such as Reggae, Urban, African, Latin, House and Jazz. Premier Gospel broadcasts on digital radio across London, and is also available for everyone to enjoy online.



Premier Gospel has been privileged to receive early success. Less than a year old, the station presently has an average audience of around 10,000 listeners. This has been an encouraging response and we look forward to a growing audience in the coming years. In addition Premier Gospel won its first award for the “Best Contribution to the Promotion of Gospel Music” at the African Gospel Music Awards in July 2010.

With the launch of the new station, we welcomed six new radio presenters to the Premier team, bringing fresh bursts of energy on our live morning shows.

Gospel Breakfast with Yinka and Nage

Yinka and Nage present an enjoyable and lively morning show every weekday packed with music, discussion and laughter. The duo has already welcomed a variety of world famous guests including Kym Mazelle, Tyler Perry and Janet Jackson.

Saturday Mornings with Grantly and Amma

Grantly and Amma bring an energetic show packed with interactive family fun from 7am till midday. The show also showcases a unique array of poetic talent in its weekly feature “Word Floetry”, sharing the gospel in an alternative artistic form.

Arise & Shine with Dave P and Helen

We welcome our first husband and wife team, Dave P and Helen for an inspiring and entertaining Sunday

morning. The couple bring the latest music and stimulating discussion, acting as an essential uplifting experience for those unable to attend church services.

In addition to our morning shows, Premier has a selection of specialist programmes for listeners to enjoy every weekday evening between 10-11pm:

- Monday:** Reggae
- Tuesday:** Urban
- Wednesday:** African
- Thursday:** Latin
- Friday:** House
- Saturday:** Jazz

In August 2010, Muyiwa Olarewaju was appointed as the Station Director of Premier Gospel. Up until the launch of the new station, Muyiwa was showcasing Gospel music on his successful daily show “Gospel Tonight”.



“Premier has been such an inspiration to me online and through DAB. For ten years, Premier has kept me going from day to day and been a good source of knowledge in my life.” **John**



Premier Magazines

Premier publishes four printed magazines through the Christian Communications Partnership (CCP): Christianity, Youthwork, Christian Marketplace Trade and the recently launched Christian Marketplace Consumer. Owned by both Premier Media Trust (60%) and Spring Harvest (40%), CCP aims to inform, encourage and equip the church by providing relevant printed and multimedia resources.

Despite the current economic climate, our magazines have continued to maintain strong circulation and subscription renewal rates over the last twelve months. The post-recession period has truly shown the strength of the brand and the loyalty of our readers across all of our publications.

Surveys tell us that a third of our readers lead home/small groups and over a quarter are church leaders.

Youthwork

Youthwork is the UK's most widely read magazine for Christian youth workers with a readership of 20,000. It contains a combination of deep thinking features on topics as diverse as discipleship, gang culture, management and passion. In addition, Youthwork covers the latest related news and provides themed curriculum guides and resources. Subscribers also have the opportunity to access extra features on our Youthwork website, which is the home of our Youthwork podcasts. Our 45-minute podcasts cover a wide range of topics and have proved to be a huge success, attracting over 100,000 downloads in the past year.

where thousands of Christian youth workers from across the world can interact and support each other. The free downloadable web resources are available in English, Spanish, Arabic, Norwegian and Hungarian, with more being explored.

Christian Marketplace Trade

Christian Marketplace Trade aims to resource retailers and suppliers in the Christian publishing arena. This bi-monthly magazine includes industry and product news and regular features from columnists. Over the last year we have seen that the digital version of Christian Marketplace Trade is proving more and more popular with our increasing overseas readership.

Christian Marketplace Consumer

On July 1st 2010, Christian Marketplace Consumer was launched. This bi-monthly magazine alternates circulation with Christian Marketplace Trade and can be found inserted in Youthwork magazine and Christianity magazine, as well as in bookstores. Currently with a print distribution of 100,000, its aim is to inform readers of the latest Christian resources. In addition it is available in a digital format for readers to access worldwide.



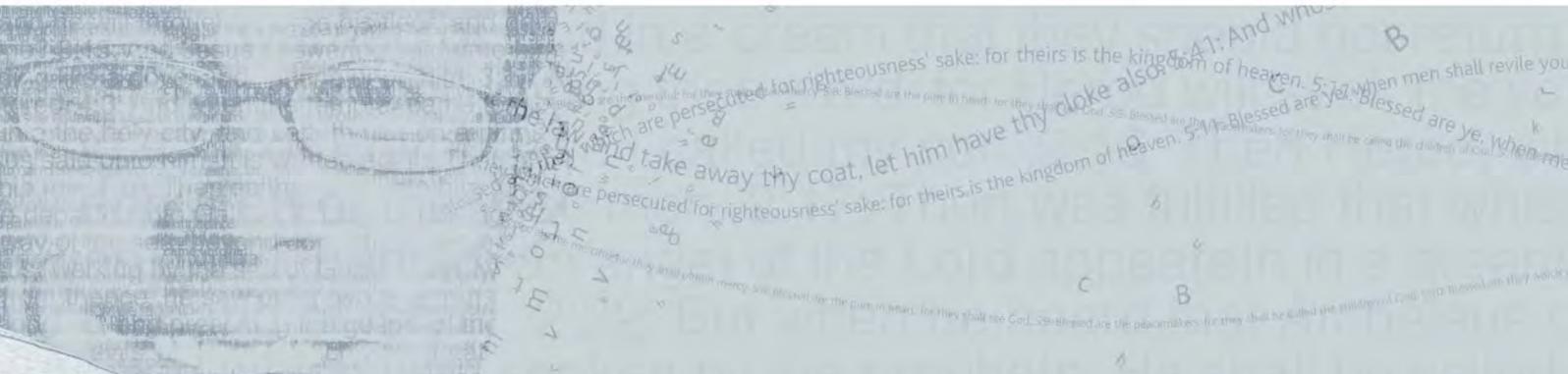
Christianity magazine

Christianity magazine aims to equip, encourage and inform readers and addresses real issues that Christians across the world face in their daily lives. This includes anything from deepening their walk with God to analysing trends and investigating scandals. Christianity magazine features great writers such as Maggie Ellis, Rob Parsons, Jeff Lucas and Steve Chalke.

Currently we are preparing for the launch of our first Youthwork Summit in October. This will be a one-day event held in London that aims to create genuine dialogue between Christian youth workers, and make space for new ideas and innovative approaches to be shared.

Youthwork International

Youthwork International is the online international youth ministry magazine



Premier Online

Premier.org.uk

Premier Christian Media's website is the central hub of our extensive Christian content and is a core part of our various media activities. We have around 160,000 visitors to our website every month. Our expansion to national digital radio, and the launch of our new station, Premier Gospel has undoubtedly impacted the amount of nationwide and international visits to Premier.org.uk.

Since last year we have continued to add some features to the mixture of text, audio, and video that are available on-demand. This has included a variety of new photo galleries that have been added to showcase the broad range of celebrities, church leaders and inspirational guests that we have featured on our stations. Over the last twelve months the web team have worked incredibly close to the

production team to bring some of the best and most popular interviews on radio to our homepage, which is updated twice a week.

In addition to our popular programme section, listeners can access various services on the website. This includes our events diary, eCards and features, which includes links to our other online operations such as our magazines, Premier Community and Church Insight. All of our content on Premier.org.uk gives our listeners an exclusive insight into the world of Premier.

Our weekly newsletter, Ignite, reaches many of our listeners and partners across the country. It carries a mixture of strong content from all of our Premier platforms. Below are some of our top stories that were covered throughout the year:

Our daily news email, Premier Reports, gives listeners the latest updates from around the world from a Christian perspective. Our short audio updates, accompanied by written articles, are an important part of being a Christian media company. Over the last year some of our most popular reports included:

The Christian New Media Awards

The Christian Web and New Media Awards is now in its fourth year, and aims to encourage and celebrate the best of Christian websites and blogs in

the UK. Premier's Woman to Woman presenter, Maria Toth, initiated the unprecedented awards in 2006, in order to commend some of the finest bloggers and web designers in the Christian circuit. The next ceremony is to be held in October 2010 at St Stephen Walbrook Church in London.

The Christian New Media Conference

Premier are currently planning its first ever Christian New Media Conference to be held in October 2010 in London. This is an exciting opportunity for Christian leaders, academics and new media practitioners to gain insight from experts of the digital world. The conference will contain several large sessions and break out seminars covering a variety of topics. Premier plans to host around 400 attendees, and hopes that this will be the first of many conferences to come.

Premier TV

In its fourth year, Premier.tv continues to develop as part of Premier's new media output. Premier.tv has now redesigned its homepage with new features. It is the largest and most comprehensive Christian web television archive in the UK and has the potential to reach millions of Christians around the world.



Christian New Media Awards 2009

“WorldVision is delighted to be chosen as Premier Radio’s Charity of the Year. It’s great to be given this opportunity, engaging with and offering listeners a greater understanding of who we are and what we do. And how by sponsoring a child you can offer them life in all its fullness.”

Justin Byworth, Chief Executive Officer World Vision

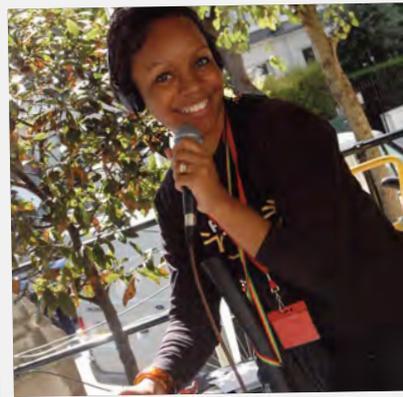
Viewers can enjoy on-demand documentaries, features and interviews with the likes of Matt Redman, Rachel Hylton and Rob Bell. In addition, this year we filmed an acoustic session with Naturally 7 who feature on Michael Bublé’s latest album.

Production facilities

Premier has an innovative production team creating 95% of the commercials that listeners hear on both of our radio stations. We also give churches and charities the opportunity to communicate and reach out to hundreds of thousands of Christians nationwide and beyond by producing adverts and selling airtime. Our studios for commercial production and Premier.tv are both available for hire.

Premier Church Insight

Premier is passionate in helping individuals and churches to reach their congregation and their communities. In June 2010 Premier launched



Premier's Director of Content Charmaine Noble-Mclean

Premier Church Insight, in partnership with Endis, which is now the UK's leading church website and church management system. This service allows churches and Christian organisations to use new technologies to extend their reach for spreading the gospel. Premier strongly feels that as society progresses in the technological age, the Church should remain current and relevant by embracing new technological and media developments. These developments have given churches the potential to reach to a much wider audience than previous years. We passionately believe that the Church must not be a bystander in the media landscape, and should contribute in an effective and significant way.

Premier Community

Premier Community is our main portal for social networking, and accounts for a large amount of traffic to all of our websites. Online contributions have impacted some of the content in our stations, and allow presenters to improve their communication links with listeners.

As online interactivity continues to rise, Premier Community supports a safe haven for discussion relating to Christianity and daily issues from a Christian perspective.

Most of the popular debates have included:

- 'Is Christianity slowly being eroded?'
- 'Abstinence-only programs raise teen pregnancy rate'
- 'Abortion is always wrong!'
- 'Should Christians be allowed to wear the cross at work?'
- 'Can personal experience be evidence for the existence of God?'
- 'Is God still in the healing business?'
- 'Can natural disasters ever be attributed to God's wrath?'
- 'What are demons?'

Social Media

In addition to Premier Community, this year we have increased our usage of other popular social media platforms such as Twitter, Facebook and Flickr. Many of our magazines and shows have personalised Twitter and Facebook accounts, which have give a new dimension to social interaction both on and off air.



Premier Church Insight launches at CRE 2010



Charity Partnership

Premier plays a strategic and enabling role in helping a wide range of charities to raise awareness for their causes and funds to support their work changing impact to people across the globe.

For six years we have enjoyed a fruitful partnership with World Vision and they have been our Charity of the Year 2010. Together we have run two appeals to improve and make a difference in the lives of children. In February we saw 150 children sponsored in Ntwetwe, Uganda, and in September we saw nearly 100 children sponsored in Vaishali, India. We at Premier look forward to seeing even more children fulfil their potential as a result of sponsorship in years to come.

Premier were delighted to work with the charity Malaria No More and joined them in their mission to raise awareness of the enormous problems associated with malaria. This campaign began with a feature article in the March edition of 'Christianity' magazine, which included exclusive

quotes from Tony Blair and looked at how churches can be involved in tackling it.

It was our joint aim to raise funds for the purchase of mosquito nets in order to help make malaria a problem of the past.

Premier Campaigns

Premier has preserved its pivotal role as a public voice for the Christian community. Our campaigns have continued to illuminate issues of concern relevant to members of the faith worldwide.

Over the last twelve months, hundreds of thousands of Christians have joined Premier in standing firmly for Christ in our society. Together through four campaigns, we have successfully strengthened our initiatives to enable positive influence and change.

Faith Without Fear

In Autumn 2009 Premier partnered with Open Doors in a digital protest against the displacement and persecution of Christians in Orissa, India. Our Faith Without Fear campaign gathered almost 10,000 names to provide a voice for the voiceless Christians in the region.



Audience debate on the Freedom of the Cross

Freedom of the Cross

The Freedom of the Cross Declaration of Support has been to encourage Christians to stand in unity with Premier as we bring a case to court to defend the right of Christian free speech in the UK. Thousands of Christians have signed our declaration, which encourages Premier to prevent restrictions on broadcasting a Christian advert or programme that shines a light on Christian issues. It is early days for this case as it will need pursuing for some months yet, but we remain committed to ensuring that the Christian voice remains strong in the UK.



Prayers for the persecuted church



The Premier Team unveils the 'I am a Christian' Campaign Billboard

Promise to Vote

In preparation for the 2010 General Election, Premier launched the “Promise to Vote” campaign in order to empower Christians to cast their vote. On 7th April 2010 Rt. Hon. Sir Alan Beith MP presented on Parliament with a declaration from over 20,000 Christians vowing to play their role in the upcoming election.

The campaign aimed to demonstrate to the nation the significance of the Christian vote and encourage Christians across the country to influence the way that they are represented in Parliament.

I Am A Christian

In early 2010 Premier instigated a campaign for 100,000 Christians to publicly declare their faith as a response to the National Secular Society (NSS). The NSS had begun a campaign to persuade 100,000 people to renounce their baptisms by signing a “debaptism certificate”. Standing up for our faith, Premier’s “I Am A Christian” digital campaign received up to 15,000 names in a matter of weeks. The campaign encouraged thousands worldwide to publicly affirm their faith and declare the significance of our hope through Jesus Christ.

Future of campaigning

We believe that it is imperative that Christianity should be involved in public policy making, especially with the introduction of the new coalition government. Premier will continue to provide a public Christian voice on issues of concern and work to ensure that a Christian perspective is brought to bear on the issues of the day.



“I Like the fact that it’s reliable, uplifting, encouraging and edifying. Premier is always there for me... in the middle of the night, it’s a friendly voice. The presenters don’t know me but I feel like they are talking to me. I feel part of the family.” **Wendy**

Church Relations

Premier are keen to work together with churches to build the kingdom of God and extend our reach across the nation. Our Church Relations department works on building partnerships between Premier and local churches. Throughout the year we have held 15 breakfast meetings for church leaders. These meetings provide a unique opportunity for churches across all denominations to network, and acts as a hub for leaders to work together to promote the gospel. In addition, these meetings keep churches informed about the work that Premier does, and the partnership possibilities that are available.

Love London is the perfect vehicle to enable churches to work together. Together we can reach our borough, meet social needs, change hearts, transform our capital city and ultimately lead people to Jesus Christ.

Premier Christian Radio’s unique multi-media platform will help facilitate each borough based group of churches to reach their community through different projects. Each project will be owned and managed by the local church and profiled on the Love London website.

Love GB

In 2010 we launched the beginning of Love GB, which is a three year project led by Premier Christian Radio aimed at encouraging and resourcing the Church on a nationwide scale. Love GB provides materials, ideas, support and media exposure to help the Church reach our communities for Jesus. We have had Love GB events in various locations around the UK such as Brighton, Eastbourne and Birmingham.

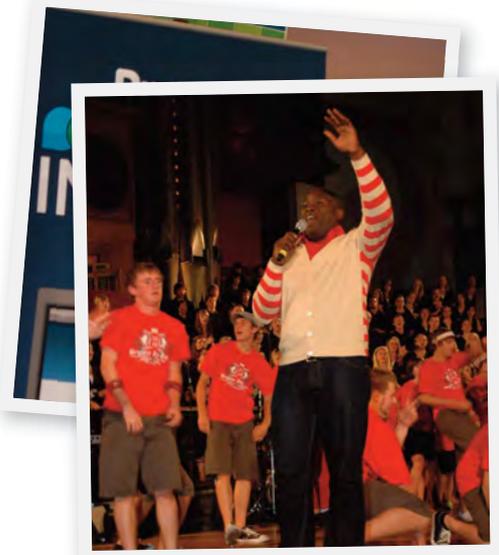
The project is locally owned and led by the Churches with Premier acting

as a facilitator, communicator and umbrella group. We assist and enable churches to serve and evangelise in the local communities.

Radio Activists

In November 2009, Premier started the Radio Activists scheme, allowing a new opportunity to share about the work that Premier do. Radio Activists are listeners who passionately believe in the importance of having a united Christian voice across the UK.

Currently we have almost 500 Radio Activists who work to help spread the news about what Premier is doing in their local church and help support the different projects which Premier runs by promoting these to their church and raising awareness of key issues of Christian concern.



Premier presenter, Muyiwa

Love London

Love London is a grassroots initiative led by Premier Christian Radio that aims to unite churches to practically demonstrate the love of God in their local community. Love London is a four-year project that calls churches to encourage communities to collectively transform their surroundings through God’s love. This year we have held 9 different Love London events, all across the capital.



Heal our Land Concert 2010

“I’ve always longed for a national Christian radio station as we don’t have one here, it was great to see Premier on the list of digital stations on my DAB radio this morning. God Bless Premier Radio.” **Listener from Norfolk**



Women to Women Conference 2009

Premier Events

Over the last year Premier has been involved in organising and partnering with numerous events around the whole of the UK:

Woman to Woman

Our Woman to Woman Conferences have been gaining momentum nationwide. This year we have had over 2,500 women attend our events in London, Manchester and Bath. This has been a great opportunity for women across the country to enjoy times of fellowship, ministry and prayer. Guests have included Jill Briscoe, Julie Anderson, Faith Forster and Patti Boulaye, with worship being led by Sue Rinaldi and Lou Fellingham & Phatfish.

An Evening with the Briscoes

The Briscoes present one of our most popular ministries and we were delighted to hold a rally with them in October 2009 at Westminster Chapel.

The event was hosted by Michael Cleere with worship led by Lou Fellingham and Phatfish. There were approximately 1,500 people in attendance.

Premier Birmingham Event

In April 2010 we hosted an event at the Birmingham Christian Centre led by author GP Taylor, worship led by Paul Oakley and music from Muiyiwa. We hosted over 800 people and we were delighted to enjoy the ministry of Rob Parsons from Care for the Family.

Garden of Eden

As part of the Pentecost Festival Premier joined with Westminster Central Hall to stage a Master Class in Flower Arranging. This event was held

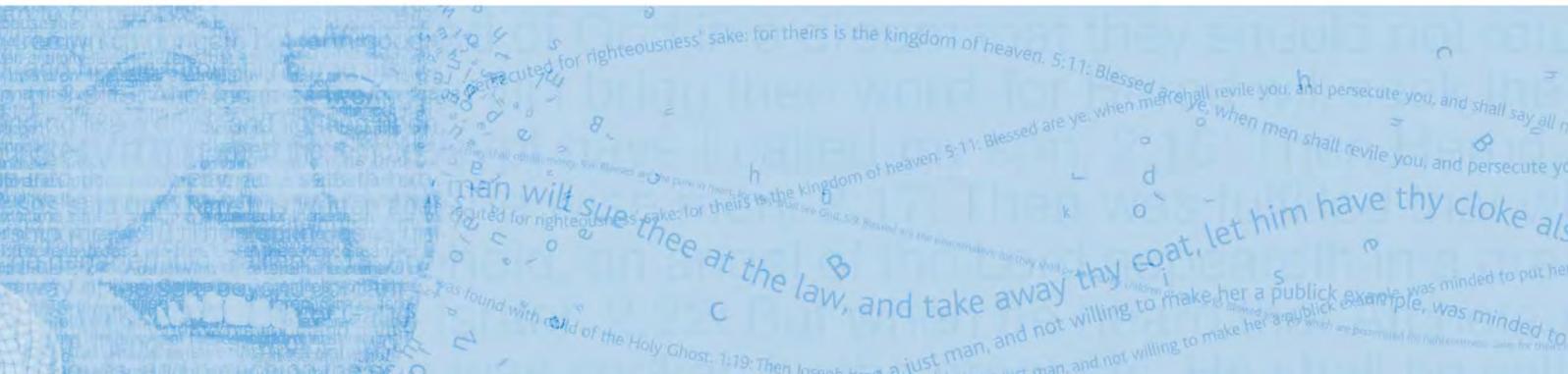
in May 2010 and taught by Flower Arranging expert and author, Judith Blacklock. Premier’s Pam Rhodes and Cindy Kent hosted the event, whilst the Sons of Korah provided music.

Lambeth Garden Party

In June 2010 we held our first ever Garden Party in the beautiful surroundings of Lambeth Palace. The event was attended by over 300 guests and hosted by Pam Rhodes. The afternoon was crowned by a special interview in front of our guests with Archbishop Rowan Williams who spoke passionately about the need for the church to engage in new ways with contemporary society. Music was provided by Noel Treddinick and the All Souls Orchestra with guest performances by Jonathan Veira.



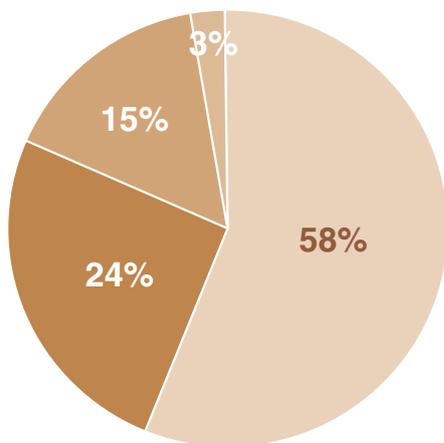
Peter Kerridge and the Archbishop Rowan Williams at the Lambeth Garden Party



Your Support

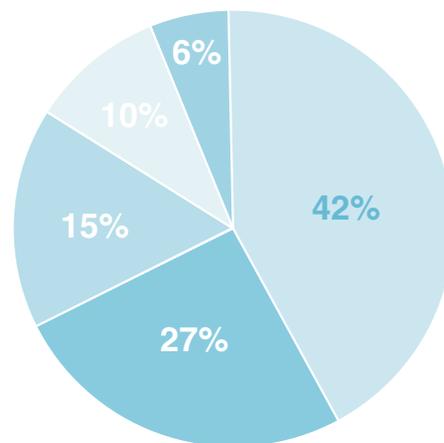
We are grateful for all the support our listeners and donors have given over the last 15 years. We rely on donations for a large majority of our funding. As Premier is now broadcasting on a wider scale, we are able to reach and serve a new national audience. This has also led to a growing financial support from donors across the UK who have felt led to partner with our vision. With the launch of our new radio station, Premier Gospel, we are reliant more than ever on your commitment and prayers.

Income



 Donations	58%
 Ministry Partners	24%
 Advertising	15%
 Other	3%

Expenditure



 Broadcasting*	42%
 Staff	27%
 Listener Relations	15%
 Premises and Maintenance	10%
 Other	6%

* Includes direct broadcasting staff

For the audited accounts of Premier Christian Media Trust, and to view the Annual Review, please visit: www.premier.org.uk/annualreview



Donations

More than half of our income comes from donations, and this continues to be a core part of our funding. Over the last twelve months Premier have had two successful on-air appeals. In both the Breakthrough appeal (December 2009) and the Igniting Faith appeal (June 2010) we were able to reach our financial targets. During these two on-air appeals we had the pleasure of hearing the testimonies of how God has used Premier in the lives of our listeners.

In addition to our on-air appeals we receive financial gifts from churches, trusts and events, and are extremely grateful for regular and occasional gifts from individuals and organisations.



Premier Worship Event 2010

Voice of Hope

Voice of Hope is our monthly newsletter that is sent out to over 25,000 of our listeners and donors. This provides updates on campaigns, events and features the latest news about Premier. The publication is a wonderful way for us to reach out to our supporters and give donors an insight into how Premier are using their contributions to impact lives. Voice of Hope is also available on CD in order to be accessible for our listeners who are visually impaired.

Legacies and Premier

Legacies are crucial to Premier's ministry and will ensure a vibrant Christian voice for future generations – lifting hearts and minds in every corner of the country for years to come.

A will is an opportunity to give final expression to the things that really matter including the causes that are most important in a person's life, and in the last year Premier has been blessed with seven legacy gifts. In addition to this, over 40 people have

contacted us to let us know that they have included a gift to Premier in their will, helping us build an important picture of support for the future.

Useful information about why and how to make a will can be found in our Reaching For The Future legacy booklet (available as a free download from www.premier.org.uk/legacy). Or to receive a copy of the Reaching For The Future booklet and DVD please contact Claire Southall on 0300 111 10 10.

Premier Trust and the Future

All of our media operations, including Premier Christian Radio, are wholly owned and funded by Premier Christian Media Trust, a charitable trust charged with proclaiming the Gospel of Jesus Christ to the UK and beyond. We are continuously grateful for the financial support and donations that we have received over the last 15 years, as this has accounted for a large majority of the Trust's income. As the media landscape continues to evolve, Premier Christian Media Trust will continue to be a strong Christian voice for the UK and a trusted friend to the church.

“As I struggle getting to church, listening to Premier is my way of praising Christ. It is invaluable to me. Keep up the fantastic work, it really is God’s work and touches all sorts of people at all levels of faith in fantastic ways to bring or keep people near to God. Thank you.”

Helen from Hertfordshire

Company Information

List of trustees, senior staff and advisers

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Humphrey Norrington (Chairman)
Jonathan Alderton-Ford
Paul Conrathe
Katei Kirby
Alan Latham
Charles Whitehead

Directors of London

Christian Radio Ltd

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Peter Kerridge (Chief Executive)
John Buckeridge
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