

**Premier.**

**Insight**

Let's Talk

P R E S S   K I T

Originating in 1995 when Premier Christian Radio was officially launched after months of petitioning the Radio Authority to grant this community a radio license, the first Christian radio station in the United Kingdom has grown exponentially since. Premier has expanded to include...

- Premier Online launched in 1999;
- Premier.tv brought on in 2006;
- Started broadcasting nationwide on DAB digital radio in 2009;
- Premier Gospel began in 2010;
- Premier Praise released in 2016.

Born out of the United Kingdom's largest Christian media organization, Premier Insight offers 25 years of ministry experience in a post-Christian context, combined with a rich Christian heritage. Premier Insight seeks to be a connector and a facilitator – but one that unapologetically points to the unchanging truth and insight of God's Word in a culture in dire need of redemption.

The organization holds a vision for informed, equipped, and confident Christians to rise to the challenge of the age by having hard conversations and living lives dedicated to God.

Extending programs from the U.K., Premier Insight believes that America needs a clear and compassionate, yet courageous voice of truth that fosters dialogue and understanding, and thus, insight. America needs a voice that invites honest discussion among those who share disparate views. However, it's not a voice of insight for insight's sake. It's a trusted voice that leads to the only source of truth – God's truth – so that lives and culture can be powerfully transformed.

Sharing God's truth in multiple programs with original content, Premier properties accessible in the U.S. via podcast format include: "Unbelievable?," hosted by Justin Brierley; "The C.S. Lewis Podcast;" "Ask NT Wright Anything;" "The Bible for Today with John Stott;" and "The Big Conversation." Premier Insight strives to provide North American audiences with programming that invites honest discussion and welcomes opposing viewpoints to empower listeners to live as confident Christians.



**Peter Kerridge**

Peter holds an impressive track record of success across the radio and media landscape. He became a Christian as a young boy and began his broadcasting career with Metro Radio, before reading Theology at Oxford University and training for the Baptist Ministry. He was soon handed the post of Associate Minister at Avenue Baptist Church in Southend-on-Sea and began freelance presenting at Essex Radio, before becoming the station's Religious and Community Affairs Manager. Peter then worked with a Harlow community group to develop a local license bid that resulted in the launch of ten17 FM. He was put in charge of Radio Development for the Essex Radio Group and prepared a license application for Vibe FM in East Anglia.

Kerridge was made Managing Director of Premier in 1996 (at the time a struggling radio station) and as of 2004 became Chief Executive. Premier Christian Communications is now a thriving organization and is Europe's leading Christian multi-media group. It works ecumenically with Christian Churches and organizations across the UK using radio, Internet, video and magazine platforms. Its mission is to help the UK by enabling people to put their faith at the heart of daily life and to bring Christ to their communities.

Kerridge is married to Karen, has two sons, and enjoys reading, following Newcastle United FC and sleeping!



### Justin Brierley

Joining Premier in 2002, Justin Brierley has been a part of the team for nearly 20 years. He is the host of Premier Christian Radio's flagship apologetics and theology debate programme *Unbelievable?* that airs every Saturday at 6:00pm. The show brings Christians and non-Christians together for dialogue. In addition, the show is also a popular podcast that has produced an annual evangelism and apologetics conference. He also hosts the fortnightly *Ask NT Wright Anything* podcast with New Testament scholar Tom Wright.

Brierley is the author of the book "*Unbelievable? Why, after ten years of talking with atheists, I'm still a Christian*" (SPCK) which is available now. Previously, Brierley was the editor of Premier Christianity magazine from 2014 - 2018.

Brierley enjoys creating conversations that matter and aims to bring theology and apologetics into the real world through his programmes and articles.

While at school Brierley once played the stepson of CS Lewis, one of his theological heroes, in a professional stage play. Brierley studied PPE at Oxford University where he continued to be involved in amateur dramatics.

Married to his wonderful wife Lucy, who is the minister of a church in Surrey, the couple together has four amazing children. When he's not working Brierley enjoys spending time with his family or helping out at the church where you'll sometimes find him playing guitar and singing.



**Marcus Jones**

Marcus Jones joined Premier in 2008 after studying Broadcast Journalism at Nottingham Trent University.

Jones oversees the news team, looking after the website, premierchristian.news as well as leading the digital team that manages Premier's websites and social media channels. During his time on the news desk, Jones interviewed a host of high-profile names from Prime Minister Boris Johnson to heavyweight boxer Tyson Fury.

Jones is passionate about storytelling and sharing messages that have significance to Christians and equipping believers to pray into the news.

When he's not in the office, Jones can be found playing or watching a variety of sports. He can often be found repping the red of his country Wales. Despite what Google will tell you - Jones is not a British MP, has never played for the Tampa Bay Buccaneers and has no interest in mixed martial arts.

1. What was the primary motivation for establishing Premier Insight in the United States?
2. What is the mission of Premier Insight?
3. What programs does Premier Insight offer its general audiences?
4. What types of content distinguish you from other news sources in America?
5. What impact do you hope to achieve through Premier Insight's platform and resources?
6. What is unique about Premier Insight's platform compared to other American news sources that are focused on faith as well?
7. What is Justin Brierley's Unbelievable? about?
8. Why can Americans trust Premier Insight?
9. Why is it important to have conversations about faith with atheists or other non-believers?
10. Can you explain the post-Christian climate facing our culture today?
11. How did Premier Christian News originally begin?