

Association of Christian Counsellors (ACC)

Oasis Media has worked for four years on a retainer basis with the ACC to build awareness in the media (both secular and Christian) and within professional counselling circles of the ACC's work as the UK's leading organisation representing Christian counsellors and pastoral carers.

Ongoing press support

In the time that Oasis Media has worked to build the ACC's media profile, the ACC has become a trusted source of interviews for BBC regional radio programmes. For example, the ACC has been proactively approached by the BBC to comment on issues as diverse as the Beslan siege, counselling needs following major disasters such as the 2004 tsunami and the impact of 'festive season stress' on family relationships.

The highlight of the ACC's annual calendar is its national conference and training event in January. We have worked with the network of top-flight speakers who have participated in these events as a means of introducing the ACC to new media audiences, such as regional newspapers covering the towns and cities where individual speakers live/work. Both national and regional ACC events also receive regular listings and coverage in international and national Christian media outlets, which are key targets for its core audience thanks to our regular and trusted links with the media in this sector.

Oasis Media has also provided bespoke training sessions for key ACC spokespeople. It has established a regular e-bulletin on press and PR for the ACC's UK-wide network of regional representatives, proactively offering them support and services such as press release writing and distribution, networking research and marketing of ACC services.

Fundraising advice

Oasis Media has undertaken a funding health check of the ACC which will be followed by a suggested strategy for optimising income generation and initial research into funding sources. We ran a session for ACC membership representatives on 'Finding the Funds' for their activities.