

Mothers' Union

The Media Trust is probably the UK's leading agency that exists to connect charities with communications professionals. Oasis Media has been a regular supporter for the past four years.

The media training Oasis Media has provided for the Mothers' Union has included:

- Providing speakers on forging effective media relations for annual Mothers' Union marketing conferences
- Working with groups of regional members, many of whom had little or no prior experience of dealing with the media, to help them build effective relationships with local media, including speaking to papers and radio
- Providing radio and TV media training for senior staff, tailored to the sorts of topics and scenarios that they might expect to find themselves being asked to comment on

Oasis Media has also worked to raise general awareness of the Mothers' Union and its work with regional media via a campaign pegged to Mothering Sunday. We worked with grassroots members of the Mothers' Union, empowering them to speak to their local papers about why they felt the Mothers' Union and its work made a difference at the heart of their community, and why being a Mothers' Union member was important to them. Extensive regional coverage was achieved.

Oasis Media has also reviewed and updated the Mothers' Union's media contacts database, helping them to target press releases and other press information effectively.