

## **Society for the Protection of Ancient Buildings (SPAB)**

Oasis Media has been asked to work on the press and PR campaign for National Maintenance Week run by SPAB for the sixth year in a row, starting with key creative, planning and partnership-building input in the run-up to the inaugural National Maintenance Week in 2002, which coincided with the 125th anniversary of the SPAB's foundation.

### **Press campaign**

Over the years Oasis Media has created targeted media lists for SPAB and grown relationships with journalists ensuring SPAB's work now receives regular coverage. We have helped to secure some high profile celebrities supporters for National Maintenance Week, such as Linda Barker.

Year on year we have successfully grown the media coverage SPAB gains for its National Maintenance week through tools such as:

- Offering 'syndicated' materials for use by regional newspaper property magazines or supplements which work to longer lead-in times.
- Advising on varying themes/speakers each year whilst generating minimal extra work for this charity with limited staff time/resources
- Arranging and supervising photo calls and providing photographers

National Maintenance Week is now a firmly-established date on the calendar, attracting national, regional and specialist print coverage, as well as extensive regional BBC radio coverage.

Oasis Media has also worked with the SPAB to generate media awareness of its vital input to BBC2's highly-popular 'Restoration' series, namely that the programmes' two regular copresenter experts, Marianne Suhr and Ptolemy Dean, are both former SPAB Scholars. Marianne Suhr is also the SPAB's roving Education Officer.

*"Once again, Oasis Media's committed and professional approach enabled us to build lasting partnerships, organise high-profile events, engage celebrity support and gain extensive media coverage. NMW is now firmly established as part of the SPAB annual calendar and we look forward to raising SPAB's public profile even further in 2006."*

**Philip Venning, Secretary, SPAB.**