

Soul in the City

Soul in the City is a pan-London youth and community initiative encompassing over 700 partnerships involving youth clubs, churches and community groups. Oasis Media worked with Soul in the City in its launch year overseeing all aspects of its press and PR requirements.

Our work included:

- Devising PR materials such as press release templates, and establishing and growing networks by which grassroots volunteers were encouraged to liaise with regional representatives in order to feed stories and events news into the PR team. The PR team were then able to proactively pass these stories on to appropriate journalists
- Devising fun, accessible training for staff and volunteers who were to act as spokespeople, on how to deal with the media, understand media deadlines, etc. including help with positively presenting, for secular media audiences, potentially-difficult issues such as the operation of this Christian initiative in London, a multi-faith capital city.
- Helping to establish, cement and service during the initiative a key partnership with the Premier Media Group, which subsequently yielded extensive coverage on Premier Christian Radio and in the Group's various print and online media outlets.
- Liaising with the offices of high-profile individuals such as the Archbishop of Canterbury who attended partner events.
- Supervising filming by TV crews, including a team from 'Songs of Praise' who based a special programme around Soul in the City.

In this way media coverage exceeded all expectations and Soul in the City was featured on regional TV, national and regional radio as well as in international and national newspapers and a wide variety of Christian media outlets.

"Oasis Media brought to us a hard working professionalism together with a great attitude and easy access and an important eye for detail. They worked alongside our existing team overseeing their work, developing their skills and investing into the long-term future of the organisation. The was beyond our expectations with major hits across print, radio and TV, local, national, Christian and mainstream. We came out of Soul in the City delighted with what was achieved through our Press and Media strategy." **Steve Clifford, Chair of Soul in the City Leadership Team**

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