

24th January 2021

Regional Public Relations Adviser

Jean Hogg, Regional Trustee, has sent the following message, which requires your action.

"I am writing to let you know that we now have someone in the region who is hoping to help us all to raise the profile of the u3a in the East Midlands.

Chris Hartny-Mills has agreed to take on the mammoth task of Public Relations Advisor for our region and will be working closely with me to increase general awareness of the u3a.

Chris has wide knowledge and experience in PR and marketing, he understands the workings of u3a committees and has been playing a key role in working groups looking at retention and recruitment.

We are all on a mission to spread the benefits of membership of our amazing organisation with its inspiring strapline – Learn, laugh, live. We are also aware of the need to address the diversity of our membership.

Following on from the recent rebranding exercise, we want to ensure that the u3a becomes more widely recognised as a force for good, by being more proactive in the media. The more of us who get involved in this the better!

It is quite alarming when we look outside of our organisation just how many retired people have not even heard of the u3a. We have so much to offer, we might even be regarded as one of Britain's best kept secrets!

Chris has asked me if you can please nominate a single person on your committee who will act as his point of contact. That way he can soon get to understand about your u3a and develop channels of communication aimed at increasing awareness and ultimately membership. Something we all are striving for.

Please reply to Chris at rutlandu3a.vicechair@gmail.com

PLEASE NOTE

Chris will be giving a talk about his role as the Regional PR Adviser at the next L&R Network Group meeting on 25th March.