



## London Region of U3As

Hello u3a colleagues,

### **PR, Publicity and Outreach**

Here we are heading out of May 2022, and here is the latest of a series of regular mailings aimed to help our u3as explore ways to progress in image building and recruitment.

With a role of PR/Publicity/Media Adviser for the u3a London Region, it is my intention to send out a regular mailing to those with a role related to PR and Publicity, and also the Chair of each u3a. I will provide information on national and Regional PR and publicity initiatives, interesting examples of Outreach activities, etc. I would like to include examples of **your** activities that may be of interest to your fellow London Region u3as. **This only works if your u3a participates!**

**Please start by appointing someone with a specific responsibility for Publicity / PR in your u3a!**

Please note that earlier editions of these PR Mailings are now available on our London Region Website. You can find them at: <https://u3asites.org.uk/london-region/page/110690>

## **New from The Third Age Trust**

In the latest edition of Sam Mauger's monthly Newsletter, notice the coverage *"see our **updated Brand Guideline** with new imagery and language, based off the conversations we have had with you over the last two years about our brand."*

## **U3a 40<sup>th</sup> Anniversary**

Sam's latest Newsletter also mention that "Roger Black is the latest celebrity to wish u3a a happy 40th anniversary.

Roger Black is known for winning silver medals in the 400m sprint at the Olympic Games in 1992 and 1996 and winning gold medals at the European and World Championships."

If you are gaining media coverage for your 40<sup>th</sup> Anniversary activities, you can include mention of Roger and other celebrities wishing the u3a well for another 40 years!

## **What is your u3a doing to acquire new YOUNGER members?**

We held **London Region PR Peer Group** meeting on Monday May 9<sup>th</sup>. The subject at hand was the vitally important yet difficult issue of **identifying, attracting and recruiting new, YOUNGER members to our u3as**. Participation was excellent, though the turnout was disappointing considering the seriousness of the issue at hand.

Please note that earlier workshops covering PR/Publicity, Outreach, Facebook Page / Ads

and press / media releases are now available on our London Region Website. You can find them at:

<https://u3asites.org.uk/london-region/page/110690>

You may recall that our previous PR Peer Group workshop looked at the **development of effective press / media releases**. In the workshop we mentioned that TAT has contracted for provision of a press / media database from a company called Vuelio. In order to help you identify contacts in the various publications I attach to this mailing a **spreadsheet of contact information for London media organisations**. Please treat this information as confidential and use only for the purpose of establishing contact with local media to gain press coverage.

### **Rodney's excursion into Social Prescribing**

In the last mailing I mentioned working with a Social Prescribing Link worker who looks after 11 doctors' surgeries in Ruislip and Ickenham. I was asked to join her and her 7 colleagues, each covering surgeries in other parts of Hillingdon borough in their next group meeting, which took place last Friday. I was given about 40 minutes to cover and discuss the u3a and the potential role we can play, much as it is described in the 2018 u3a publication "Learning not Lonely". In addition, it offers an opportunity to work with each Link worker to place our posters / brochures, etc in the doctors' surgeries. I will be passing on the information about coverage and a contact point for Northwood u3a which also covers part of this borough

That's all for now. I hope something within the content of this mailing gives you some pause for thought. Tell me what PR / publicity activities your u3a is undertaking! Let me know if I can help you!

regards

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