



London Region of U3As

Hello u3a colleagues,

Publicity, PR and Outreach

Hello again, my name is Rodney Fox, and I am one of about a dozen PR Advisers for the geographic u3a regions / nations.

With a role of PR/Publicity/Media Adviser for the u3a London Region, it is my intention to send out a regular (but not too frequent) mailing to those with a role related to PR and Publicity, and also the Chair of each u3a. I will provide information on national 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!**

I will also do my best to help support **you** with any PR / Publicity / Outreach activities that you undertake.

Why is such a dialogue important now?

As each u3a looks to raise its local profile and attract new members, each Committee needs to consider the most effective ways of achieving these objectives.

This note is the second of a series of regular mailings aimed to help our u3as explore ways to move forward.

U3a 40th Anniversary

In 2022, u3a will celebrate its 40th anniversary and a number of national events are planned throughout the year. These can be interwoven into your own u3a activities for image building during the year.

The first event to be launched is the Anniversary Quilt competition, and more details are available on the national website and the latest national Newsletter and TAM.

Also, the Trust are creating a u3a anniversary woodland situated in the Brecon Beacons. u3a member's contribution to the u3a woodland will help benefit the environment, wildlife and climate for future generations. The movement's target is for 5,000 trees to be planted between October 2021 and March 2022. Again, look at the national website, latest Newsletter or TAM for more details.

Look out for more 40th Anniversary activities in the coming months.

U3a Day 2022

We await the Board decision as far as the date for u3a Day 2022. As soon as that is confirmed, that also needs to be factored into your own local plans and activities for 2022.

Relaunch of our u3as

The signs are that many of our u3as are already doing or heading towards a **re-launch in the near future**. What are the plans of your u3a? I know from a recent discussion with Jenny Wilson that **Croydon u3a** has already been involved in a cluster of recent image and recruitment promotional events including a Painting and Drawing Group exhibition, and participation in events at Selsdon Woods and The Wilderness Gardens. My own u3a in Hillingdon had a stand at the Eastcote House Classic Car Show and used our new posters and brochures to excellent effect upon innocent passers-by! **What about your u3a?** Please drop me an email about your planned activities and events!

Outreach and local Residents Associations

In the previous mailing I mentioned that a possibly unexplored source of new members could be with your local Residents Associations. Your u3a shares a chunk of members with these organisations already!

While speaking to Jenny, I noticed that Croydon u3a has had an article published in the SPAN magazine of the Spring Park Residents Association.



Acquiring younger members

I noticed during the recent TAT AGM that the Treasurer made mention of several budget items, one of which was **“Attracting new “no longer in full-time employment but not retired” members. Doing so**, of course, relates to addressing the average age creep upwards of u3a members, and the dearth of under 65’s being persuaded to join our u3as.

This age group is not addressed by our traditional word-of-mouth recruitment activities. It is much more internet savvy than most current members (as well as not being keen to be called old, retired, or third agers!).

A different approach to attract younger people, indeed establishing contact with a much more diverse section of our communities may be via **Facebook Pages and Facebook Ads**. I see that this is an avenue currently being explored by Waltham Forest u3a. Note that this is the subject of the next London Region Communicators Peer Group workshop on October 4th. Is your u3a planning to have a representative at the zoom meeting? If not, why not?

Working with the local Media channels

u3as across London have typically not been consistently active in working with local press and radio in terms of building our image and recruitment.

In the last mailing I mentioned that National office has recently acquired a license for Vuelio (www.vuelio.com) which can be used to gather useful background information about potential media organisations and contacts.

U3as in several other regions have found the information provided very useful. Access is limited due to the number of licenses purchased, but if you have a query about any media organisations in your area, please let me know, and I will investigate.

Your u3a Magazine

Nicky Lee from Chepstow u3a is the guest speaker at our upcoming Facebook Page / Facebook Ads workshop, mentioned above. Nicky is also editor of the Chepstow u3a magazine, the September edition is magnificent and is 48 pages long!

<https://drive.google.com/file/d/1gJM7G-rg1Fp9p1L-rGQAX-13qCPp2vbe/view>

I have also noticed that North London u3a produce a very professional looking magazine, **the northern line**, which you can see online at:

<https://www.nlu3a.org.uk/wp-content/uploads/2021/08/TNLSept2021.pdf>

Introductory Video for your u3a

An item that caught my attention is an introductory video that has been developed by Basingstoke / Old Basing u3a. It has some great video clips mixed with picture/graphic type images

<https://www.basingstokeu3a.org/promotionalvideo>

u3a Radio

Finally, having been around some time, it is easy to pass by new u3a Radio episodes without listening to their content. This is a pity, as they do include lots of material that could be used or adapted to help your u3a raise its image in **your** community. Here is the link to episode 10 for September:

<https://www.youtube.com/watch?v=VuMueW7sKfo>

That's all for now. I hope something within the content of this mailing gives you some pause for thought. Let me know if I can help you!

Very best regards

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