



London Region of U3As

Hello u3a colleagues,

PR, Publicity and Outreach

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

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!**

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.

Jenny Wilson says “2022 is Croydon u3a's 35th Anniversary and members are being asked to contribute towards buying 100 [trees](#). This ties in with the initiative by the Third Age Trust to celebrate its 40th Anniversary with an environmental legacy. Our Croydon trees will form a copse with a plaque and its own GPS co-ordinates in the Brecon Beacons on the English- Welsh border. I feel a trip coming on!!!”

U3a Day 2022

From the national website, “Across the UK, members hold events and showcase what u3a is all about. u3a day is held on the Wednesday of the third

week of September every year, along with a week of celebrating what it means to age well.

In 2022, u3a Day is proposed to take place on 21st September, but individual u3as can select to celebrate u3a on a day between 18th and 26th September according to their own circumstances.

Now you know. Now you can factor u3a Day / Week into your 2022 plans!

Nice to see! I spotted this in the **Harrow u3a Newsletter**.....

u3a
is often referred to as
'the best kept secret in the UK'.
We need a
PUBLICITY OFFICER
to spread the word.
If you are interested in this role,
especially if you have some
experience of the PR world, please
contact Anne Gerrard on
study2.hu3a@yahoo.co.uk

Does your u3a have someone dedicated to PR/Publicity? I would love to work with them!

I also spotted this in the Harrow Newsletter.....

**DO YOU USE
FACEBOOK?** 

*It has been suggested that Harrow
u3a should have a presence on
Facebook .*

If you are a regular user of Facebook
and would be able to help us build
and maintain a page with interesting
content, please contact Mike Allen at
chairman.hu3a@yahoo.co.uk

Tying the two articles together, then a **Facebook Page** is the way forward, as covered at the last Public Relations (was Communicators) Peer Group meeting, a reminder that notes for that meeting are on <https://u3asites.org.uk/london-region/page/110690>

u3a Newsletters / Magazines

Do you do justice to your members with the Newsletter you provide to them? Have a look at the most recent **Magazine** from **Chepstow u3a**

<https://drive.google.com/file/d/15dGfr57BcgPob1jUMTf3FEx8zFle27ey/view>

An excellent document, bright, enticing, full of good stuff!

And they produce a Magazine every month.

Now, that doesn't happen by accident. Chepstow do the job properly, and have a team involved:

Editor	Nicky Lee	07515 511365			
Desk Top Publishing	Chris Whiteman				
Reporters	Shelagh Davies	Vivien Marles	Martin Somerville	Wilf Summerbell	Irene Hullah
	Lesley Jones	Ruth Harper	Jan Butler		
Photography	Terry Walters	Colin Harris			
Food for Thought	Nerys Wilson				
Proofing	Derek Shottin	Kay & Brian Mahony	Ingrid Arntzen	Irene Hullah	
	Sandra Gregory	Wilf Summerbell	Richard Johnston	Hugh Hutton	

Do you?

By the way, they view their Magazine as an important component in new member recruitment!

Should you?

Thought about publicity / promotional materials from the recent Pathfinder meeting

- Own produced tri-fold leaflets/banners/balloons/T shirts
- Professional looking materials
- Carefully crafting messages to avoid notions of retirement/ageing/old people in favour of messages stressing opportunity/activity/ new beginnings/ retirement with attitude

- Free handouts eg bookmarks
- Put a QR code on all materials linking to your [revamped and attractive] website
- Recommended Sources of competitively priced printing:
Leaflets: Solopress based in Southend for leaflets and posters

[Online Printing Services with Free Next Day Delivery | Solopress UK](https://www.solopress.com)
info@solopress.com
1702 47

Banners: Kali Print Ltd based in Caldicot for banners

Find them on FB

rachel@kaliprint.com

Kaliprint@btinternet.com

07859 935606

Benefits not Features!

Does your publicity literature include quotes from “happy customers”?

What our Members Like about HGS U3A*

- **“Learning and social development”**
- **“Expert teaching, caring and friendly leader”**
- **“Camaraderie”**
- **“Professionally run. Charming and interesting people”**
- **“Appreciate the time and effort organisers put into making the group event a success”**
- **“Inspiration and commitment from leader”**

** Taken from a Member Survey*

Working with Media

Here are some handy reminders about how your u3a can work effectively with your local media, from my fellow PR Adviser Jeff Berliner:

- **Check local newspapers, magazines and radio stations.**
- **Look for individual journalists – news editors and correspondents – for your mailing list.**
- **Some journalists these days are on work experience – you will be more experienced than they are.**

- Anyone can be a journalist - smartphones take great pictures.
- Members of other u3a groups such as photography could help.
- The established principle for writers is the '5Ws'- Who, What, Where, When and Why of a story.
- Make your story as interesting as possible – people are news, not just events.
- Quilt making might not grab headlines, but the person making it could. They have a story to tell.
- Keep it short, simple, clear – and accurate. Check names – Charlie, Charley or Charli?
- Blind copying emails keeps your mailing list confidential. Journalists don't like to see your news has gone elsewhere.
- u3a social media content will be seen by other media as well as by members.
- Always give contact details – some people do forget.

Unique Selling Proposition

With increasing competition from online organisations targeting the 55+ age group, Jenny Wilson from Croydon is looking to redefine our USP as follows:

We are a VOLUNTEER LED organisation which offers very REASONABLY PRICED SOCIAL LEARNING OPPORTUNITIES & WELLBEING

for people who are NO LONGER WORKING FULL TIME, who favour FACE TO FACE meetings and

use many DIGITAL SOLUTIONS to great effect.

What do you think? Let me have your thoughts and suggestions on this USP, and I will include them in the next mailing.

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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