



u3a learn,
laugh,
live



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Hello u3a Chairs, Secretaries and regional contacts

I feel that I must begin with two apologies, one to all PRA Mailing recipients for the absence of a December 2023 PRA Mailing and the other to a number of email senders who have received no reply from me.

Already, as some contacts know, I have been having lots of hospital visits, tests and procedures. Really, I just do not have the time to be an NHS patient!

Anyhow, this month, I would like to ask you to concentrate on developing links with individual journalists on your local newspapers.

Traditionally, January is a 'very slow news month' (after all of the excitement of Christmas and New Year!). An ideal opportunity for your u3a to send a news release revealing plans for your 2024 activities. Maybe in your community, your u3a or some individual or organisation has an anniversary in 2024.

You could have a celebratory tea party at or separate from your monthly meeting ... it was 200 years ago, in 1824, that the first tea plant was brought from China and planted in the Royal Botanical Gardens in Kandy, Sri Lanka. 'Ceylon Tea' is still available for you to use!

As you may appreciate, many well-read local weekly and daily newspapers have had to drastically reduce the number of staff. Some have only one fully trained journalist. So, news releases have to be easy to 'copy and paste' and are better within the body of an email, rather than in the more usual separate attachment.

I am sorry that the attached sample is not from u3a, as I am not a local u3a Publicity Contact but the tone, close-up photo and length of content are all relevant. Please do not forget your local church newsletters, community newspapers, local authority magazines (especially if your photo features a Mayor or Councillor or high profile employee!).

With very best wishes to you and your u3a members
Kelvin

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