

## **Tewkesbury and District U3A**

### **Advertising Policy**

**Autumn 2017**

Aim:

Tewkesbury and District U3A committee receive requests to place adverts in our communications. It has become more frequent and increasingly difficult to ensure consistency in the decisions made on advertising. It is the aim of this policy to provide guidance to the members, with regard to advertising.

Tewkesbury and District U3A use a range of communication tools:

- TUTA News – a regular, quarterly magazine
- The Tewkesbury and District website
- Announcements at:-
  - General Meetings currently monthly
  - Individual Group meetings
  - Group Leader meetings

#### **Examples of advertising that may be permitted:-**

- Advice from Government, NHS, local police or similar institutions concerning health- related matters, personal safety, financial safety, fraud protection, internet safety etc.
- Educational matters, which may benefit our members, providing there is no cost involvement
- Local free public events, eg. Tewkesbury Christmas Fair, or an event where our U3A has representation
- Travel information, such as free hospital lifts for the elderly or disabled
- Requests from other, local U3A groups, if it is of benefit to our members.
- Requests from Third Age Trust, would generally be accepted

#### **Examples of inappropriate requests:-**

- Requests from commercial organisations, especially where it would involve expense to our members
- Requests from charitable organisations would be rejected, unless they are offering a beneficial, free service to our members. In which case a link will be made to the appropriate website.
- Requests from educational organisations, as above. However, individual Group Leaders may wish to add information to their webpage, which they consider appropriate for their group
- Requests for sponsorship, by U3A members

Advertising in the TUTA News is not encouraged, as the primary purpose of the magazine is to disseminate group news, contact details and activities performed by our members, which may be of interest to others.

The U3A committee will decide on any application which falls outside the above guidance and that decision will be final.