



## A Regional Newsletter Workshop

A Regional Newsletter Workshop was held in the middle of September at Gateshead Library. A u3a Newsletter Workshop hasn't been held for over 6 years. Members from the following u3as attended. Cestria, Caer Ufra, the newly formed Durham and District, Ashington, Cramlington, Whickham and Bishop Auckland. Alnwick u3a's Newsletter Editor sent in a report about the organisation of their Newsletter.

It was a very informal workshop. It was to enable members to learn from each other.

### **It was a success.**

Members used various methods of organising their newsletters ...Word, Microsoft, Publisher and PowerPoint. Some newsletters were professionally printed, some printed on printers at home, some not printed, but only sent out via email online. It was identified that a generic template needed to be sourced – this is now being looked into via National.

Many other points were chewed over....concern about members not reading emails, therefore not reading the Newsletter. Many hours are involved in producing a Newsletter. Newsletter Editors had problems getting members to send in articles for Newsletters. Val from Bishop Auckland gave everyone sight of their 'leaflet instructions' for sending in information to their Editors. (they have two) The future of a hard copy Newsletter was discussed. It was thought this will not be viable in the next few years.

Members felt this workshop was extremely beneficial as topics other than their Newsletters were chatted about. Conversation just flowed eg concept of taking photos for advertising, the problems of getting a member to volunteer for anything and so much more.

As I was so busy; this Newsletter Workshop was full on, I was guilty of something everyone does. I forgot to take a photo. I preach to everyone that a photo tells a thousand words and it does.

Everyone wanted another workshop in 6 months' time, they found it so beneficial. Watch this space for a date in March 2025 for another workshop.

**Cecilia Coulson 24/9/2024**