

## Advertising and Promotion

### Policy Statement.

It has been custom and practice for some time that u3a Sheffield does not promote outside organisations or events unless there is a direct connection to Su3a.

The Executive Committee has decided to formalise this by adopting this policy statement.

Examples of organisations connected to Su3a could be both of the Sheffield Universities, organisations which have given lectures to our members etc. Additionally, we could consider promoting events being held by organisations such as the Police or Local Authorities where those events would be of significant interest to our members. Where this is the case the permission of the Executive Committee should be sought and the Committee has delegated this function to the Officers of Su3a.

The reasons for adopting this policy are twofold.

Firstly, the effect of information overload on our members. Our members have interests which are many and varied. If we allow members to advertise the events of other organisations and charities which they are involved with then we risk being deluged by such promotions.

Secondly, whilst the majority of the material might be innocuous and perfectly acceptable it will need a degree of "policing" and this puts a further burden on members of the Executive Committee.

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