

PUBLICISING THE SHED

¹In many cases, especially in smaller communities, the initiating group will recruit via word of mouth. This needs backing up with some public promotion e.g. through the local newspaper to ensure people are not being excluded just because they don't have the right connections. Calling a public meeting is a great idea but it might require a lot of money if adverts are to be placed and obviously this is before the group is funded. You may find that your local Newspaper will carry a story advertising a public meeting free. Seek local sponsorship to support public meetings or advertising – Many organisations will provide facilities free.. Newspaper articles, posters and mini-flyers (like business cards) are effective but need to be aware that some men will presume that it is for people with 'problems'. Many Supermarkets, Shops and Libraries will display your posters. It's worth contacting the local Council, who may carry your poster on Council Noticeboards.

The audience for BBC regional radio stations is predominantly over 45's and male. It is worth approaching them as their target audience is similar to Men's Sheds. The remit of BBC Local Radio is to provide a primarily speech-based service of news, information and debate to urban and rural communities. The target audience should be listeners aged 50 and over who are not well served elsewhere.

If a public meeting is called at the outset and a working group formed then the larger body will need to be kept engaged through subsequent activities/meetings for what will be several months at least. Nicky Wheddon of Nottingham MiS says *'we record all of our enquiries and find that the two best sources are posters and referrals – could suggest that local CVS could help with networking'*.

For website design the Camden Town Shed placed a request for help with Student Gems – www.studentgems.com. This produced 23 offers of help in three days. The person chosen charged £140 for a simple 6 page format including a content management system. Bill, an enthusiastic member of an Aussie Men's Shed is offering to build websites for free. An example is <http://blue-gum-hills-mens-shed.com/site/> and his contact is ['bluegumhills@gmail.com'](mailto:bluegumhills@gmail.com).

There are online guides to writing press releases for getting in the papers or on radio.

¹ Source: <http://www.menssheds.org.uk/index.php/getting-started/84-subpages/121-linkedarticle#legalStructure>