

Report from Director of Publicity for the period
from 1st November 1978 to June 30th 1979

This Report should be read in conjunction with the Structure Memorandum of 1st May 1976 and the Manual of Publicity.

Publicity is an on-going operation within the organisation, to which every member must contribute. Because many of the normal channels are either officially or unofficially closed to us an efficient publicity machine which takes account of that fact is essential. The structure of such a machine and the methods of operation are detailed in the two documents mentioned above.

The following are the main items of work carried out at Ard-Chomhairle level during the period under review :

Pearse Centenary: Production of a calendar (2,000) and centenary badges (1,700).

First Dáil Diamond Jubilee : Production of a commemorative programme (1,000).

Cumann Cabhrach Testimonial Dinner Brochure: Design, layout, corrections, etc.

Quality of Life in the New Ireland: A new edition (3,000) was produced in March as preliminary material for the 26-County Local Elections.

Local Govt. Elections: 80,000 copies of the Election Manifesto were produced as well as 5,000 posters and 5,000 leaflets in Irish.

EEC Elections Boycott: Three different leaflets were produced (70,000) as well as 5,500 copies of two posters.

Press Releases: A constant flow of press releases was maintained: H-Block, EMS, Local Govt., RUC Torture, P.O. Strike, RTE Ban, etc.

Foreign Affairs: Assistance was given to this Department by way of one week-end spent in Brussels, co-operation on joint anti-EEC platform, prisoners' conference, etc.

Interviews: Interviews were given and arranged for press, including foreign correspondents, research students, etc.

FUTURE

The main instruments of Sinn Féin publicity are as follows:

Sale of An Phoblacht / Republican News

Sale of Sinn Féin literature - see attached list

Distribution of leaflets and posters - see attached list

Public Meetings

Press Releases and Letters to the Press

Press Conferences and Interviews

Pickets

Stickers, Buttons, etc.

It is a matter of using the opportunities which arise and of creating new opportunities. Unfortunately, most of the opportunities which present themselves are lost. Every part of Ireland has its quota of functions, football matches, fleánna ceoil, etc. where there are ready-made opportunities, where sometimes as many as 50,000 people are brought together but there is absolutely no Sinn Féin presence. Last year these major functions were listed month by month in Irislitir, but there was no report of its being a success. We have thousands of items of publicity material available but it moves very slowly.

Again, last year, the Leinster Organiser had to be sent to Killarney to sell literature at the AOH Conference and set up book-stalls in other areas. Our publicity gets across only in spots. We are the only people who have copies of Pearse's "Sovereign People" yet no effort has been made to sell these this year. Dublin Sinn Féin were made aware of this but did not bother. These are just some concrete examples of failure to grasp opportunities.

Where there are specific campaigns, like elections and Brits Out, our organisation seems to work reasonably well. But the constant work, involving the winning of support for our programme and new members, is not carried out. The one constant operation is the sale of An Phoblacht / Republican News, and this must be effective to some extent. Again, it is probably the most important publicity work of all.

ENDS

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