

REPUBLICAN PUBLICITY

This paper began as a attempt to unravel the mysteries of Republican Publications. As it developed it has become clear that the issue is about the effective design, production, selling and management of all Republican literature and the co-ordination of that area of Republican activity.

PRESENT SITUATION :-

Republican Publications

Republican Publications has an office in Turf Lodge, Belfast, which is primarily used as a distribution centre, but which has the facility to produce badges, T-shirts and posters. It has a small number of staff who have been consistent in their work load. It also does its own accounts and has a separate accounting system.

In Dublin, Republican Publications is called Republican Print, it has no office facilities, but is based at a desk within the AP/RN office where under the heading 'Republican Print' it has one member doing accounts. There exists a small printing facility with one worker. Republican Print has its own separate accounting system. In Dublin Joe Cahill also handles distribution of material from the Dublin office (I'm not sure of his links with Republican Print). Joe Cahill has a separate accounting system. All design and planning of projects is carried out by staff of AP/RN, the accounts for this work are handed over to Republican Print or the bodies having the work done.

It is clear that given the present set-up of Republican Publications that little or no progress can be made under the present conditions. Therefore it is essential that a strategy be worked on immediately but first it is important that the real problem is located.

It has become obvious that the problem to be tackled is, the creation of one system of management and financial control which helps Sinn Féin to exploit in political and financial terms the massive potential in the areas of design, production, printing and selling of Republican memorabilia and all other publications.

As a first step towards achieving this goal it would be important to streamline all existing internal groupings into a more business like organisation. Below is a list of the different elements which make up our Republican Publications :- Republican Publications, Republican Print (Turf-Lodge, Dublin) AP/RN Design Team.

.../... over.

To exploit our potential we need to get rid of these old structures and replace them with a more efficient business system.

A new structure should be created and should be made up of three main components parts. These are :-

1. Design and Production Group
2. Distribution, Printing and Management
3. Management Committee

Explanation of role of three groups

1. Design Group :- This group should be made up of Sinn Féin members presently working as the AP/RN design team, but given the increased work that should arise from any new set-up the size of this group should be increased, and would also have to include some members for design purposes in Belfast. This grouping would be a separate department within Sinn Féin publicity and would have to be run as a separate financial unit. Thus it would be required to have its own accounting and budgetting systems.
2. Distribution, Printing and Management :- This grouping would handle the financial and business of each section of the group, but would keep all sections separate. Its task would cover, control of expenditure, cash handling, book-keeping and forward financial planning. It would also deal with the flow of publications etc., to printers, ensure that such items meet the highest professional printing standards and finally that the market for all items (nationally and internationally is serviced by an efficient distribution network. This grouping would also be required to provide the Ard-Chomhairle with an evaluation of the strengths and weaknesses of each section within the group.
3. Management Committee :- This committee would be made up from each section. Its membership would be as follows :-
Head Of Department
1 Republican Print
1 Republican Design Group
1 Republican Distribution & Management
The membership of this committee would be chaired by a department head who is answerable to the Ard-Chomhairle.

This committee would have a number of tasks. They are :-

- a. The efficient management of the Sinn Féin Republican Publications
- b. Under direction from the Ard-Chomhairle the translation of Sinn Féin, political strategies into a wide range of publicity materials

.../... over

- c. To provide Sinn Féin with ideas on publicity material - and providing a channel for new idea's.
- d. To act as a planning committee in the area of publicity.
- e. To provide the Árd-Chomhairle with Strategy document in the area of Publicity.
- f. To direct the operation of each sector of Republican Publications
- g. To plan for future revenues, thus providing funds for the production of publicity materials.
- h. The financial planning of the whole publicity department
- i. The planning of Revenue generation
- j. The control of cash handling
- k. The book-keeping for the whole republican publications group
- l. The planning of the groups budget, and to provide the Árd-Chomhairle with same.
- m. The creation of on-going budgetary procedures for the whole group
- n. Providing separate financial reports on each section of the group

GRAPHIC LAYOUT OF GROUP

MANAGEMENT GROUP

- HEAD OF DEPARTMENT, DESIGN MANAGEMENT, DISTRIBUTION
PRINTING

DISTRIBUTION PRINT
AND MANAGEMENT

DESIGN AND PRODUCTION

On reelection this idea needs to be thrashed out by our member who understand financial matters. Given some forward thinking by Sinn Féin, this can be operating within a short period.