

1991

Tomorrow's People : Covering Letter from Noel McFarlane

Worker's Party of Ireland

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Tomorrow's PEOPLE

Registered with the G.P.O. as a newspaper

30 Gardiner Place
Dublin 1
Phone: 786052

Comrade or Friend,

The enclosed new party paper, Tomorrow's People, is up and running from this weekend. It will be officially launched for the media on May 13th.

It will be published twice monthly.

It is generally felt that the first issue is a step in the right direction. The aim is a lively, accessible tabloid which presents the party in a fresh way to a broad readership.

The party does not get fair dues in the media generally. So, if you want a free press, here's your chance to build it.

We hope the paper will grow, in all senses of the word. It can be a key link between a branch and its community. It can help to draw members, supporters and money (10p of the 20p cover price goes to the branch). It can stimulate activism and thinking inside and outside the party. Again, it is generally felt -- among the membership and leadership -- that the party requires such a paper.

A business manager has been appointed. She is Alex Klemm. She is responsible for accounts, distribution, promotion and advertising. We have been weak in this area in the past.

Tomorrow's People has a booth at this ard-fheis. I hope to be available there for comments and the gathering of information on possible stories.

Individual subscription forms will also be there.

This weekend is a splendid opportunity for branches and other groups to confer and decide on the quantities of papers they will work to sell or distribute in their areas. Alex Klemm is the person to arrange this with.

I appeal to you to seize this opportunity and help to get this project under way decisively.

Yours,

Noel McFarlane.

