



in society. It provides a foundation and a means for extending the “reach” of the revolutionary movement and building up bases for this movement—in neighborhoods, where people work and go to school, and wherever people come together—and especially where they resist and rebel against this system.”

But the truth of the matter is, it cannot play this crucial role without a solid and growing base of financial support. *Revolution* now operates on an amazingly limited budget, but it does have to meet its overhead expenses each month, support reporters and translation work, and more. And it must expand, including by completing the process of transforming the revcom.us website so that it can reach people hungry for its content around the entire U.S. and all over the world. This kind of financial support does not yet exist – and it is an urgent need.

Revolution needs sustainers on all levels and with different means. A movement of people making monthly contributions, whatever their ability is – a half dozen people who live in the projects each contributing \$5 a month... teachers and students taking up monthly collections among their colleagues... professionals, artists and others with more means making larger donations – which are urgently needed – of \$100 or \$50 a month. These and many other creative forms of sustaining *Revolution* newspaper must be unleashed all over the place.

Regularly contributing to this newspaper, and often at great sacrifice, is precious to our movement. And not only will this guarantee the continued publication of this paper, but it will build up a strong financial and political base for *Revolution* and actually can contribute to fostering a broader culture of radical opposition.

HOW TO DONATE

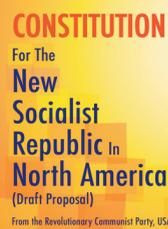
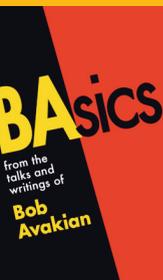
RCP Publications/*Revolution* newspaper and *Basics* advertising: donations can be made by check or money order to RCP Publications or online at revcom.us. (Indicate if your donation is earmarked for a specific project.) RCP Publications, PO Box 3486, Chicago, IL 60654 • 773-227-4066

\$7,000 FOR RCP PUBLICATIONS

RCP Publications publishes *Revolution* newspaper in print and online, in Spanish and English. In just the last eight months, it has also published four books: *Basics* and the *Constitution for the New Socialist Republic in North America (Draft Proposal)* in English and Spanish along with other important works in the last few years. RCP Publications’ books and

literature address a huge need in the world; they bring to life the understanding that things don’t have to be this way, and that a radically different and far better world can be brought into being through revolution.

These books can be game changers, but only if people know about them and can easily get their hands on a copy. RCP Publications has embarked on an ambitious promotional campaign, combining traditional and unconventional methods to reach our diverse audience. From Book Expo America to the American Library Association’s annual convention to independent bookstores nationwide. Ads have appeared in *The Nation*’s special spring book issue, and several major campus newspapers to coincide with speaking appearances by *Revolution* writers. Volunteers are wholesaling books to barber shops, record stores, community centers, and other outlets.



Our aim is to get to the point where no matter where you are you’ll see a *Basics* poster, palm card or bookmark – where you expect them and where you don’t. This summer, youth will wear t-shirts emblazoned with the cover of the book and “You can’t change the world if you don’t know the *Basics*” at concerts.

All this and RCP Publications’ on-going operations and overhead require funding. \$7,000 is a much-needed infusion of funds. And this is just the beginning. Plans are in development to:

- break into the Spanish book distribution market;
- create electronic versions of the books;
- identify creative ways to reach youth. Here’s a key one:



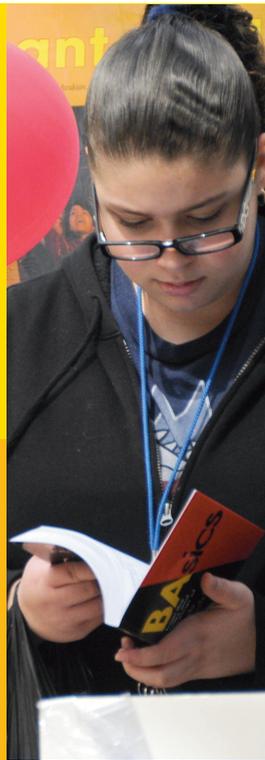
\$7,000 FOR ADS TO REACH YOUTH

"People say: 'You mean to tell me that these youth running around selling drugs and killing each other, and caught up in all kinds of other stuff, can be a backbone of this revolutionary state power in the future?' Yes – but not as they are now, and not without struggle. They weren't always selling drugs and killing each other, and the rest of it – and they don't have to be into all that in the future. Ask yourself: how does it happen that you go from beautiful children to supposedly 'irredeemable monsters' in a few years? It's because of the system, and what it does to people – not because of 'unchanging and unchangeable human nature.'"

Basics 3:17

Basics is essential to changing this dynamic. \$7,000 is needed for advertising on two of the country's most popular hip hop stations.* One week of advertising in time slots to reach high school and college age youth. Picture millions who will hear Avakian's words cut through the bullshit of mainstream radio and drive those youth longing for another way to check out *Basics*. Magnify that impact if a well-known hip hop artist donates their talents to create a powerful 30-second spot. At the same time, part of the budget will fund highly targeted marketing on Facebook and Google aimed to reach youth who are into certain scenes, bands, books, and poetry.

* 30-second spots, concentrated for one week on Power 106 in Los Angeles and Hot 97 in NY.



SUSTAIN REVOLUTION NEWSPAPER

Think about the times we live in. U.S. wars of domination and aggression masquerade as "wars for freedom." Black youth are demonized and generations are imprisoned. The media spreads lies and confusion every minute of the day. The U.S. carries out torture, backs brutal dictators, kills the planet – and we're told there is nothing we can do about all this and this is the best system in the world. Think about this situation. And then think about what it means to have *Revolution* newspaper in the midst of all this.

Think about how important it is to have *Revolution*, a newspaper that cuts to the bone to tell you WHY things are happening... to show you HOW it doesn't have to be this way... a newspaper that through the works of Bob Avakian, and many different articles, interviews, letters, graphics, and other features, enables people to really understand and act to radically change the world.

Revolution is a call to action and a means of struggle. It is a guideline where today thousands, but soon tens of thousands and eventually millions, all over the place, stay connected and learn to act in a powerful and united way.

Revolution is where those who read it learn about the larger goals of revolution and communism and come to see the ways in which the struggles of today are connected to those larger goals... where they come to grasp the scientific communist outlook through its application to all the many particular events and outrages and developments

