



# NS News Bulletin

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## The Spoken Word

The *spoken word* is our most effective propaganda tool to persuade and convert. Preferably face-to-face. And one-on-one.

Tailor your approach to your audience! Concentrate on *its primary concerns*. *Not your own ideological preferences*.

Leaflets, posters, stickers etc. should not even try to “explain” or “win over”. Their goal is to draw attention, create interest, and produce inquiries. Either written inquiries or Internet traffic.

The *swastika* is extremely effectively!

*Periodicals* are aimed primarily at *existing* sympathizers and supporters. Their primary goal is not so much “education”, rather the conversion of general agreement into *concrete* support.

**Concrete Support  
equals  
Activism, Work or Money**

“Moral support” alone is simply not enough!



Books serve education! This is why we publish *hundreds* of books in over a dozen languages.

Unfortunately, the rise of the Internet has *weakened* traditional media.

However, the Internet has *not replaced* other means of communication!

The Internet is a valuable tool. But it is not a universal cure.

Imagine the following scenario:

*Twenty men gather to build a house. Everybody brings a saw. Nobody brings a hammer. When asked why he didn't bring a hammer, each man gives the same answer: "A hammer is crude and old-fashioned. A saw is high tech and modern!"*

This is what happens all-too-often. The *overreliance* on the Internet hurts the movement. Just like the lack of a hammer prevents the construction of the house in the above scenario.

Keep your propaganda tool-box fully stocked with all the tools. And use each tool in the appropriate manner.

Remember this:

**The real world is more important than the virtual world!**

*Gerhard Lauck*

# The Odyssey of Fred

## Part Six Community Relations

This kind of facility needs a skillful Community Relations Director!

Especially in a rural county with a small population.

Everybody knows everybody. Or at least knows somebody who does. Rumors spread quickly.

Contact between staff and local people is not a problem. (Unless somebody has too much to drink and starts singing certain songs.)

However, “guests” are often fairly “eccentric”. Sometimes they draw unwanted attention.

Therefore, their visits to town are closely supervised. Trained staff accompany them. Pretend to be concerned family members. Or friends of the family.

Firearms are not necessary. Some of the staff – male and female - are big and athletic!

Fortunately, most incidents are more amusing than harmful.

One time the old gentleman got separated from his companion. He wandered into a meeting of prominent citizens. These nice people simply humored him. (The later letter from their lawyer was just a formality.)

Another time he attempted to run an advertisement in the local newspaper. The editor refused. (No lawyer letter this time.)

A group of “concerned citizens” even decided to “investigate suspicious activity.” Not surprisingly, this “investigation” was a hilarious farce. (No lawyer letter. But perhaps a nomination for best *unintentional* comedy!)

You know the old saying:

**Truth is stranger than fiction!**

