

*and*

*Shadow*

From  
THE CHAIRMAN OF THE PARTY  
The Rt. Hon. The Lord Thorneycroft

CONSERVATIVE & UNIONIST CENTRAL OFFICE,  
32 SMITH SQUARE,  
WESTMINSTER, SW1P 3HH,  
Telephone: 01-222 9000

PT/SO

28th April 1978

*Dear Margaret:*

I thought you would like to see a copy of the letter I have today sent to the Front Bench spokesmen. They are of course completely free to release their speeches to the press in any other way they wish, but I felt it was time we did draw their attention to this point.

*Added to  
Shadow's paper  
today.*

*Yours*

*[Signature]*

The Rt. Hon. Margaret Thatcher, MP.

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Last week the Publicity Department issued Members' speeches for the consideration of the press totalling 46,000 pieces of paper. 15,000 of them on Friday. This operation is both costly and ineffective.

Saturday papers are small. Most popular newspapers have eight pages of television and are heavily sports orientated. Experience of colleagues will confirm my observation that in the offices of many newspapers on a Friday our press releases for Saturday go straight into the wastepaper basket. We have several times discussed this problem but to no avail. I have therefore a proposal to make.

In order to improve our cover in the small Saturday papers my staff in the Publicity Department will distribute only two speeches on a Friday and attempt to sell these to the media. I hope that Shadow Cabinet will indicate which two speeches are to be promoted on any particular Friday. Failing such advice I will do my best in making the choice myself.

I hope that those colleagues and members who feel this may be detrimental to their own publicity will remember how very infrequently Friday speeches are mentioned in Saturday papers and how much more advantage would come to the Party if they would make their important statements on any other day than a Friday. Speeches are not necessary; a mere statement will do, and can be issued by Central Office. Sunday for Monday, for example, would be far more likely to attract attention.