

CENTRE FOR POLICY STUDIES

APPENDIX 2

To: Mrs. Margaret Thatcher
Mr. Nigel Vinson
Mr. Adam Ridley
Mr. Martin Wassell
Mr. Alfred Sherman
Mr. Simon Webley
Mr. Peter Utley
Mr. Julian Bower

From: Sir Keith Joseph

Date: 16 October, 1974

SUBJECT: Public Education

1. MEDIA

We have already decided that we will try to field suitable speakers whenever television and radio are looking for protagonists on economic arguments. I am shortly seeing representatives of television and radio to discuss the service we could give them in suggesting names as well as the possibility of some lively debates.

2. DISPUTATIONS

We have already approved the idea of mounting truth-seeking disputations on selected subjects before small audiences of opinion-formers in Universities and elsewhere. Some trial disputations are to take place shortly. We need to consider where we should seek such disputations which we anticipate continuing over a series of years and how we should find opponents. Should we, for instance, mount them through known Conservatives in senior common rooms or through University and Further Education Conservative Associations or how?

3. TALKS

The third arm of the public education programme might perhaps be a network of trained and skilled speakers covering the main centres of population, seeking each year to speak to all possible sixth forms and to meetings held at local places of FE, etc. Talks to be followed by debates or disputations would be ideal. The talks could be illustrated by charts and in suitable cases the local speakers could challenge the most articulate available left-winger to debate in front of sixth forms or university audiences. If we are to follow this idea we need a debate leader who will comb the country for speaking talent and we need, say, a quarterly weekend seminar for debators, as well as a monthly or quarterly Bulletin of comments on current news, ammunition for attack and defensive comments.

4. The fourth arm of public education will presumably be speeches and articles.

This part of the programme would be needed for many years and would require a small supporting staff for the debating leader as well as the work of the Research Assistant already engaged on ammunition and defensive comments.

I hope that colleagues will be prepared to discuss this quadruple and sustained effort to put the case for the market economy and for the necessary climate of public awareness in which it can flourish.

KJ:jsb
16.10.74.