

Sherman



10 DOWNING STREET

3rd April, 1984

Dear Alfred

I promised to come back to you about how to describe for public consumption your association with the Prime Minister.

The Prime Minister has suggested a form of words along the following lines:-

"Alfred Sherman is a writer and journalist who helped found the Centre for Policy Studies in 1974 with Sir Keith Joseph and Mrs. Thatcher .."

Yours
Stephen

STEPHEN SHERBOURNE

Sir Alfred Sherman

Prime Minister

Alfred Sherman

I am being asked by Alfred Sherman to provide him with an all-purpose definition of his relationship with you because he insists that whenever he appears on television or on the radio and they want to describe him, he has to find an acceptable way of linking himself with you.

I remain unconvinced that your name has to figure in any description of who Alfred is. I would much prefer that he described himself along the lines:

Yes
Ⓐ → "Alfred Sherman is a writer and journalist who helped found the Centre for Policy Studies in 1974 with Sir Keith Joseph and Mrs Thatcher . . ."

He says he wants something more and I suppose what they could say is:

No
Ⓑ → "Alfred Sherman is a writer and journalist who helped found the Centre for Policy Studies in 1974 with Sir Keith Joseph and Mrs Thatcher. He is currently on sabbatical from the Centre but he continues to submit his own views to the Prime Minister from time to time."

I have promised to go back to Alfred. Do you have a preference for either of the descriptions in the two previous paragraphs, please?

I recommend A.

Stephen.

STEPHEN SHERBOURNE

30.3.84

PS I am sorry to trouble you
- but Alfred is insistent!!