

UNIVERSITY OF ESSEX

Albert Sloman LibrarySDP ARCHIVESCOMMUNICATIONS COMMITTEE PAPERS AND MINUTESMarch 1981 - December 1986

10 March 1981 Agenda
Minutes, 10.3.81

22 April 1981 Minutes, 22.4.81

29 April 1981 Minutes, 29.4.81

13 May 1981 Minutes, 13.5.81

20 May 1981 Minutes, 20.5.81

26 June 1981 A strategy for communications, D.J. Kingsley
A communications strategy: a note on public opinion

30 June 1981 Minutes, 30.6.1981 (marked 'confidential')
Note on SDP film/video, 29.4.81

22 July 1981 Minutes, 22.7.81

9 September 1981 Minutes, 9.9.81

23 September 1981 Minutes, 23.9.81
Memorandum from J. Lyttle to B. Doyle, 24.9.81, re. draft minutes

22 October 1981 Minutes, 22.10.81

4 November 1981 Agenda
Memorandum from A. Martin to C. Lindley, n.d., re. The Social Democrat: Farnham Castle Newspapers project
Memorandum from A. Martin to B. Doyle, n.d., re. September 1981-March 1982 advertising strategy and budget recommendations (marked 'confidential').
Public opinion review, November 1981: an analysis by S. Horack (2 copies)
Memorandum from a member of the Polling Group, 1.11.81, re. trends in the polls, Jan-Ott 1981
A note on public opinion, 2.11.81
Memorandum from a member of the Polling Group, 25.10.81, re. recent opinion poll findings
Membership subscription: a note by F.B. Doyle, 23.10.81
Memorandum from C. Lindley to S. Williams and others, n.d., re. associated organisations
Minutes, 4.11.81
Communications Committee Sub-Group, minutes, 4.11.81, first anniversary celebrations (2 copies)

- 2 December 1981 Agenda
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Memorandum from a member of the Polling Group, 1.11.81,
re. trends in the polls, Jan-Ott 1981
- 16 December 1981 Communications Committee, minutes 16.12.81
- 16 December 1981 Communications Committee Sub-Group, Agenda
A communications strategy for winning the next election,
by D. J. Kingsley
Opinion polls: SDP support in Scotland, 29.11.81
Minutes, Membership Services Sub-Committee 7.12.81
SDP Keynotes no. 3.
- 13 January 1982 Agenda
Note from C. Layton re. information to SDP members on
proposed journal for the SDP/Liberal Alliance (2 copies)
Outline proposal for a study of the relationships of the
SDP and the media
Memorandum from a member of the Polling Group, 3.1.82,
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News releases, 12.1.82, Organising Staff; 12.1.82,
Consultative Assemblies
Minutes, 13.1.82
- 27 January 1982 Agenda
SDP communications strategy: outline
Minutes, 27.1.82 (2 copies)
- 24 February 1982 Agenda
The recent drop in SDP support in the polls (paper
82/3/3)
Background briefing: BBC newsweek - Marplan poll (paper
82/3/5)
The Democrat (paper 82/3/1), with Annex A (memorandum
from M. Thomas, 21.1.82); Annex B (letter from G. Thain
to M. Thomas, 16.12.81); Annex C (Press release);
Annex D (press cuttings); Annex E (Report . . . to launch
a new fortnightly political newspaper . . .)
Minutes, 24.2.82
- 31 March 1982 Agenda
Proposal for a party newspaper (FGP/27/82; 82/4/1)
(2 copies)
Minutes, 31.3.82
- 21 April 1982 Agenda
Organising for the general election (SC 39/4/82)
Communications strategy (SC 40/4/82)
SDP communications strategy outline (82/5/82)
Local election broadcasts: letter from J. Lyttle to
R. Onions (London Broadcasting Co.), 8.4.82 (82/5/1)
Memorandum from D. Kingsley to S. Williams, 6.4.82, re
PR liaison between the SDP and the Liberals
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26 May 1982 Letter from N. Hills to C. Brocklebank-Fowler, 24.5.82, re. the way in which the SDP can communicate more effectively with the public
SDP response to the proposals from the BBC and IBA on party political broadcasting, 22.3.82
Minutes, 26.5.82

23 June 1982 Agenda
Party political broadcasting:
SDP's detailed response to the proposals from the BBC and the IBA on party political broadcasting
SDP statement of position on party political broadcasting: draft papers by Shirley Williams and J. Lyttle
Minutes, 23.6.82 (2 copies)

7 July 1982 Minutes, 7.7.82

27 July 1982 Agenda
Note from J. Lyttle, 26.7.82, re. August arrangements, Policy green papers, Joint SDP/Liberal Commission
Some thoughts on strategy: paper by R. Carroll, 8.7.82 (SC 56/7/82)
Minutes, 27.7.82

4 November 1982 Minutes, 4.11.82

18 January 1983 Minutes, 18.1.83

25 January 1983 Minutes, Communications Advisory Group, 25.1.83

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Campaign Committee: proposed content analysis of television news
Proposals for a public relations programme
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8 March 1983 Agenda
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9 March 1983 Liberal/SDP Joint Publicity Group, Agenda
Minutes, 9.3.83 (2 sets)

15 March 1983 Tactical voting and tactical votes, by S. Horack (6 copies)

22 March 1983 Agenda
Minutes, 22.3.83 (2 sets)

11 April 1983 Liberal/SDP Joint Publicity and Communication Group, Agenda
Communications brief, 22.3.83 (3 copies)

12 April 1983 Press and PR initiatives: paper by A. Butler (2 copies)
Minutes, 12.4.83 (3 sets)

3 May 1983 Joint Alliance Communications and Publicity sub-Committee, minutes, 3.5.83 (2 sets)

14 May 1984 (?) Minutes, 14.5.84

June 1984 Terms of reference for Communications Committee (Annex to NC/50/1284)
Possible areas to be covered by Communications Committee
Suggested terms of reference
The SDP and publicity, A. Sofer (NC/17/0484)

7 January 1985 Minutes, 7.1.85
The Social Democrat (CC/05/0185)

4 February 1985 Minutes, 4.2.85

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The Social Democrat: progress report (CMC/07/0485)

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6 June 1985 Minutes, 6.6.85 (CMC/M5/0585)

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29 July 1985 Minutes, 29.7.85
Getting the message across (CC/7/85)

24 September 1985 Minutes, 24.9.85

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7 January 1986 Agenda

4 March 1986 Minutes, 4.3.86

29 August 1986 Minutes, 29.8.86

1 September 1986 Minutes, 1.9.86

28 October 1986 Minutes, 28.10.86
The Social Democrat : an analysis of past and future performance (FC/13/1186) and Budget for 1987

1 December 1986 Minutes, 1.12.86

Undated Communication Committee minutes

8 July ? Minutes, 8.7.?
13 May ? Agenda

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