

Mr. Rydes
Broadcasting

F

PRIME MINISTER

Media - Future Proposals

1. Now that your "Panorama" broadcast is out of the way, I would like to examine your media arrangements up to and including your first anniversary as Prime Minister (May 3).

2. I think you agree that, taking account of all the formidable claims upon your time, you should be more active with the media than you have been over your first nine months. The proposals set out below seek to strike a balance, taking into account your existing and fixed commitments with a media content. These are:

Provisional

- March 5 - French TV and Die Welt (Eurobudget).
- March 7 - UN interview (entirely foreign audience).
- March 12 - Party Political Broadcast.
- March 14 - In Yorkshire (media at Selby and Editors in Hull).
- March 22 - Central Council speech
- March 28 - ? Joint Press Conference with Chancellor Schmidt.
- April 1 - EuroCouncil in Brussels.
- ← April 3 - Interview "Illustrated London News".
- April 11 - Sovereign's Parade at RMA, Sandhurst (photograph).
- April 16 - British Press Awards.
- April 18 - Lansing Bagnall, Basingstoke (photograph).
- April 21 - Birmingham Chamber of Commerce Speech.
- May 2 - Present Medallions to Fellows of the Winston Churchill Memorial Trust (photograph).

Commitments

3. Over and above this, you have entered into commitments over roughly this period to give interviews to:

- Sunday Telegraph (as soon as convenient).
- Granada Television (promised for early to mid-March).
- The Times (Brian Connell) to mark your first anniversary as Prime Minister.

/Possible Additions to ..

Possible Additions to Programme

4. You can play the Sunday Telegraph as you wish, but you do feel a strong commitment to give them first bite, assuming that bite comes reasonably before the Brian Connell interview for the Times late April/early May. I have been holding off, awaiting the end of the steel strike. You may feel, however, that it would be useful, regardless of steel, to do the Sunday Telegraph next week to follow up "Panorama" and to provide some feedback from the faithful before the Party Political Broadcast. If you do not do the Sunday Telegraph next week, you are then really into Budget purdah and that pushes it to the end of March/early April when you will be extremely busy. Would you like to give Ivan Rowan, Sunday Telegraph, an extensive (one hour) interview next week?

5. "Granada" is more problematical, given this week's "Panorama", your Party Political Broadcast on March 12 and the Budget on March 26. I do not think you should do it before your Party Political Broadcast or before the Budget. But to postpone it until after the Budget, it runs you hard into Chancellor Schmidt and the Euro-Council with the result that the Granada interview would concentrate on the Eurobudget. In all these circumstances, you may feel that I should play Granada into early April - i.e. beyond Easter - and that you should use that broadcast around mid-April to sweep up after Brussels and re-orient Government policy in the light of the UK Budget and the Eurobudget outcome. Do you agree?

6. Jimmy Young. I would like you to leave open the possibility of a Jimmy Young post-Budget broadcast when it may be particularly important to speak to the housewives of the UK. In practice, however, the only day to do this is Ash Wednesday, April 2.

First Anniversary

7. I would suggest that the first anniversary programme should

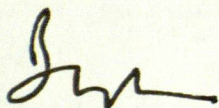
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take the following form:

- Brian Connell interview with the Times;
- ? - similar interview with the Sun appearing simultaneously on May 2 - the audiences are entirely different;
- message to Party on which we can build ...
- short news interviews for BBC, IRN and ITN for use on May 2 - eve of anniversary.

8. I have one other idea for marking the first anniversary: namely a briefing, say, in the week before for provincial editors. Richard Ryder is strongly in favour of this as a general proposition. There is a very convenient forum for doing this - namely, the Newspaper Conference, excluding the Republic of Ireland (see Annex I). Those listed are the London Editors of the newspapers. I would like you to invite the Editors and London Editors of the newspapers represented to, say, a 1½ hour briefing before giving them and their wives a reception in No. 10. The provincial press is not merely better read than national newspapers; it is substantially supportive of your Government. Moreover, it has all too often been ignored by Governments in the past. There is a very big UK outside London and we ought to help it to understand Government policy. Would you agree in principle to the idea?

9. I would be grateful for your views on the suggestion
- a) in Paras 4-6 - Sunday Telegraph; Granada; Jimmy Young; and
 - b) in Paras 7-8 - the arrangements for marking your first anniversary as Prime Minister and the suggested briefing and reception for provincial editors.



B. INGHAM

26 February, 1980