

PRIME MINISTER

Interview with Angela Rippon

You have agreed to give a 10 minute interview to Angela Rippon on Monday at noon as a contribution to three programmes Angela Rippon is making on "Meeting the Image-makers".

Your interview for this three-part programme will be broadcast on 15 September after the 9 o'clock news on BBC1. This is a long way ahead but Angela Rippon's line of questioning to you will not in any way be tied to current events so in that sense an early recording this coming Monday should not pose problems.

The Programme

The producer of this Angela Rippon series of "Meeting the Image-makers" says that the programme will be "as far removed from the 'Panorama' documentary style as you can imagine". Angela Rippon will be asking you more personal questions and will not want to discuss politics so in a sense the purpose is to "humanise" the job of Prime Minister.

Your interview will take up the last 10 minutes of a 50 minute programme. In the earlier part of the programme Angela Rippon will be looking at the question of creating an image both in the commercial and political worlds, for example:

- how the fashion image is translated into high street shops, the work of the photographer Patrick Lichfield in advertising commercial products;
- political advertising and publicity, where Angela Rippon will be interviewing Mr. Jerry Rafshoon, PR consultant to President Carter in the 1976 election, who helped to mould Jimmy Carter's public image.

Content of your Interview

Angela Rippon wants the 10 minute interview with you to concentrate on the image of the Prime Minister, linked with that of politicians in general. She will examine how images are created in British

/ politics

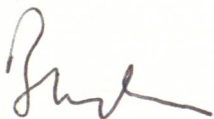
politics and would like to ask you about:

- the publicity campaign at the last election (Saatchi and Saatchi are not being interviewed and Angela Rippon will not wish to be critical);
- your image to the viewer - dress, hair and voice presentation and the importance of these things in your job;
- how you approach the media as Prime Minister, what importance you attach to it and what influence it has on you;
- there may be a question on the mechanics of organising Prime Minister press conferences and media interviews - how you prepare for them, how you are briefed by your advisers, etc.

Since the interview is intended to be of a personal and human nature, I think you should try to get over the point that your approach to the media as Prime Minister does not set you apart from other people and discourage the idea that the sole purpose is to create an image. Your reasons for giving interviews to the media are to explain and put over what you believe in and what you think is right for this country. You try to be yourself and quite naturally like anyone else you can, for example, feel nervous before a TV appearance. Without actually criticising the American style of image-making for politicians I think you should try to distance yourself from self-conscious image-making in politics.

Mechanics

The interview will take place in the White Drawing Room. As previously agreed we have not invited a make-up girl for this very short interview although you will be having your hair done the morning the interview takes place.



B. INGHAM

29 May 1981