

PRIME MINISTER

WORLD THIS WEEKEND

I shall be putting up a full brief tomorrow evening - to the extent that we need to supplement your Sunday Express/New Year's Eve broadcast material.

In the meantime, you might like to know I have had a word with your interviewer, Gordon Clough (who will have another word with me tomorrow when he has had a deeper think), and agreed that you will:

- (1) record at 11.00 am in the White Room; (it makes much more sense for them to set up elsewhere than in your study so that you can brief yourself uninterrupted);
- (2) have a chat with Gordon Clough at 10.50 am or thereabouts in your study on his approach and line of questions;
- (3) record for 20 minutes and strictly down to time; they are prepared to give you 20 minutes but have very little time to edit if you run over; this requires fairly crisp answers though radio is, of course, a more relaxed and expansive medium than television.

Subject to Saturday and Sunday events (and media coverage on those days):

- (4) the topics to be covered are:
 - Poland, on eve of NATO Ministerial; State of Western Alliance; what can West do?
 - EC - possibly a look back on the presidency but more importantly a look forward to 1982 and prospects for sorting out the Budget, CAP etc;
 - SDP/Liberals; Labour post-Bishops Stortford where peace is supposed to have broken out; state of Conservative Party; prospects for next General Election as you start the run in;

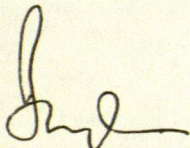
- possibly, as an extension of EC, its enlargement to include Spain, Portugal, especially if Gibraltar makes Spain topical;
- the economy - how are we doing? Will it all be worthwhile? What are prospects (probably bearing in mind wage claims and miners' ballot next week, though I have not mentioned pay to him); and
- what is 1982 going to be like - better or worse for Britain? What hopes and fears do you have?

All this is predictable and Gordon Clough is a reflective, intelligent and essentially constructive interviewer.

At this stage I think I need make only the following points about your objectives:

- to get over that, after nearly 3 years and unprecedented post-war economic problems, you are lively, confident, ebullient and of undimmed enthusiasm and determination;
- to put this over quietly and measuredly - ie. to take the fences steadily;
- to keep your replies crisp and to minimise interruptions which are off-putting;
- to demonstrate, if at all possible, your compassionate side in order to soften the image; and
- to leave listeners with the impression that you not only know what you are doing at home, but are operating confidently in foreign affairs.

Finally, what I think people will respond to at this stage is confidence and hope tempered by realism.



B. INGHAM

7 January 1982

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The programme has now asked Mr. Heseltine if he will give an interview, no doubt after you - because of the criticism coming from Mr. Denis Howell and Yorkshire about the Government's approach to weather and flood damage.

I have raised no objection because it means that you will not be directly questioned upon the subject and because it is better that the Minister being criticised should reply.

I have, however, suggested to the Department of the Environment that Mr. Heseltine might give you a ring tomorrow morning and let you know what he proposes to say. We shall try to get a line from his Department on what he has said - if by then he has said it - before you report.

Content?

BERNARD INGHAM

9 January 1982