

Conservative and Unionist Central Office

32 Smith Square Westminster SW1P 3HH Telephone 01-222 9000 Telegrams Constitute London SW1

Chairman of the Party: THE RT HON THE LORD THORNEYCROFT

Deputy Chairman: R. ALISTAIR McALPINE

Vice Chairmen: SIR FRANK MARSHALL
SIR ANTHONY ROYLE KCMG MP
THE BARONESS YOUNG

13th March, 1980

Prime Minister

Rosalie Shann of the News of the World is writing to Bernard asking to be put onto the list of people to be considered who might interview you sometime in the late spring.

Bernard is entirely trustworthy and if this is his recommendation I hope you will be able to give it a sympathetic hearing.

Tom
*Of course I will
do an interview
with News of
the World*

Gordon

Gordon Reece

The Prime Minister

HR

cc Bernard Ingham

(F)

Prime Minister

I think you should see Gordon Reece's attached letter.

I fully endorse everything which he has said about the need for concentration on the down market newspapers and television and radio programmes. Moreover, I think it would be politically inept for you "to sweep up" on Nationwide after the Local Election results on 2nd May and to appear on the World This Weekend on 4th May - as indicated in Bernard Ingham's note.

I fail to see the logic of placing you in a position of having to comment on the Local Election results which will be interpreted, come what may, as the public's verdict on the Government's economic strategy. Quite apart from that, I am also highly sceptical of using anniversaries as pegs.

Finally, I attach a recent Research Department poll showing vividly the influence of Television News Programmes as opposed to Current Affairs ones. If you succeeded in appearing on Television News Programmes in Opposition to your advantage, it must be easier to create opportunities in Government. The BBC and IBA authorities may not like it nor may the Current Affairs people, but theirs is a wailing worth putting up with provided the people are given a chance of hearing the Government's message. We know they don't watch Panorama or Granada's political programme, to mention but two.

Richard

14th March 1980

cc Bernard Ingham.

He is right in thinking that he needs for on News programmes more -

photocopy

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13th March, 1980

Mr. Dear Richard

I have read the media programme proposed for the Prime Minister until May. I have noted that the Prime Minister has agreed to "a more positive and visible approach to the media" in April.

With the exception of the interview with Jean Rook and her participation in the Jimmy Young Show I am sorry to say the whole programme is a complete waste of the Prime Minister's time. We must encourage her to try to reach a broader section of the electorate. Chats with the mandarins at the BBC or editors of Women's magazines get us nowhere. Her proposed programme is up market and, in media terms, useless.

Of course Nationwide would not come into this category, but I would question whether the day of the results of the Local Government elections would be appropriate. Also the note you sent to me does not outline the format of the programme.

But my greatest objection to the proposal is what is omitted. We have surely learned over the last five years that the two principal vehicles for reaching voters in an unbiased format are:

1. News bulletins on BBC and ITN
2. Sun/News of the World newspapers.

Where are the interviews here?

It would be nonsense to say that we have not had invitations from these sources. If the Prime Minister indicates that she is prepared to reach this broader base of the electorate it can be arranged, immediately.

As the Prime Minister appears to have so much time on her hands could I make some suggestions for more valuable people for her to see privately. On an urgent basis would it be possible for her to see Larry Lamb before the budget? After him, David Nicholas, Bernard Shrimmsley, Alan Protheroe, Alastair Burnet, Robert Edwards, John Junor etc.

Yours
Gordon Reece

Richard Ryder, Esq.,

	<u>More Favourably inclined heard or seen</u>	<u>Less Favourably inclined heard or seen</u>
	%	%
TV News	70	63
TV Current Affairs Programme	27	17
Newspaper	37	44
Radio	15	12

(Multiple answers possible so percentages add to more than 100).

Conservative Research Department,
32 Smith Square, London SW1.

KB/SEN
10.3.80

NOTE FOR THE RECORD

cc All Private Secretaries
All Press Officers
Mr Prescott
Mr Gow
Mr Ryder
Mr Howe
Miss Stephens
Mr Reece

MEDIA PROGRAMME

1. Miss Stephens and I met the Prime Minister on 5 March to consider her media programme for the future - ie over the next few months and chiefly up to the Government's first anniversary on 3 May.
2. The Prime Minister accepted that she should adopt a more positive and visible approach to the media during the period under review and should be particularly active in April before the local elections on 1 May. She agreed she must be seen to have fought hard for her cause.
3. The programme, as I now see it, is set out in the Annex. It is a formidable one but does not exhaust what she would like to do. In particular she agreed in principle to see Mary Kenny, 'Sunday Telegraph', and Jean Rook, 'Daily Express'; and also to have in over a period of months for an evening's drinks such political commentators as Ronnie Butt, 'Times', and Peter Jenkins, 'Guardian'. I made the point that while she had no chance of converting some political commentators, a great deal of damage might be prevented if she saw them. They were beginning to complain that they were as isolated from the Prime Minister as the TUC. Miss Stephens is to let me know as and when an opportunity for such briefings arises.
4. We have, for the time being, set on one side the idea of an interview with the 'Sunday Telegraph' (which was abandoned last autumn) but I may revive this if the steel strike ends soon.

Definite Arrangements:

5. Following the meeting I set in hand the following arrangements:
 - Lunch with the editors of IPC's Women's Magazines (repeating a useful occasion the Prime Minister had while Leader of the Opposition). Jane Reed, publisher of the magazines will offer dates to Miss Stephens. (Mr Gaffin also has in hand the possibility of a separate feature with 'Woman's Own').
 - First meeting with Lobby (twice postponed last autumn) fixed for 27 March; this will enable the Prime Minister to sweep up after the Budget and to look forward to the Schmidt visit and the Euro Budget Conference.
 - 14 April: 25 minute interview with Granada's political programme - to be recorded in advance that day.
 - 23 April: One hour interview with Brian Connell, 'The Times', for the Government's first anniversary, at 9.00 am: then Jimmy Young Programme (10.30 am - 11.30 am).

.. /

- 29 April: One hour briefing for members of the Newspaper Conference and their editors (provincial press) followed by reception for editors and wives.
 - 2 May: News broadcasts on eve of first anniversary, and possibly 'Nationwide' (sweeping up after local elections) based on a message to the country or Party on the lines of the New Year's Eve exercise. (NB - I have to discuss arrangements for the message with Mr Ryder).
 - 4 May: Possibly 'World this Weekend'.
 - 14 May: Visit from 11.30 am - 3.00 pm to BBC (one of its establishments in London) on the lines of a Departmental visit. Peter Hardiman-Scott will come back to me with proposals.
6. In addition: Harold Evans, ('Sunday Times'), Victor Matthews ('Express') and David English ('Mail') are proposing dates for policy briefing lunches on their premises in May/June (the political correspondents of these papers are coming back with dates).
7. I would propose to discuss the Prime Minister's summer programme - ie up to the Recess and during it - immediately after the first anniversary celebrations are out of the way.

B
B INGHAM

11 March 1980.

PRIME MINISTER: MEDIA PROGRAMME

10 March: French TV - Euro budget
12 March: Party Political Broadcast
13/14 March: In Selby - media at Selby and local editors
in Hull
22 March Central Council speech
27 March: Visit to Lobby
28 March: Joint press conference with Chancellor
Schmidt
31 March/1 April: Euro Council in Brussels
3 April: Interview with 'Illustrated London News'
11 April: Sovereign's Parade at Sandhurst (photo story)
14 April: Granada interview
16 April: British Press Awards presentation
18 April: Lansing Bagnall, Basingstoke (photo story)
21 April: Birmingham Chamber of Commerce Speech
23 April: Interviews by 'Times' and Jimmy Young
Programme
27 April: BBC TV Children's Programme
29 April: Briefing and reception for regional editors
2 May: News interviews on eve of the Government's
first anniversary; present Medallions to
Fellows of Winston Churchill Memorial
Trust (photo story)
4 May: Possibly 'World this Weekend'
9 May: Scottish Party Conference
14 May: Visit to BBC
21 May: Women's National Conference Jubilee Speech
23 May: Visit to North East
27 May: Royal Academy Banquet Speech
7 June: Children's party for Trooping of the Colour
(photo story)
11 June: Press Association Annual Lunch
12/13 June: Euro Council, Venice
22/23 June: Venice Summit