

PRIME MINISTER

WOMEN'S CONFERENCE

cc Mr Howe

HODGSON.

'Woman's Own' want to do a major feature on you. They have commissioned a freelance writer, Douglas Keay, who covers the Royals for 'Woman's Own' and other magazines, to write the feature. He plans to spend much of the next few weeks following you around and seeing you in action.

2. Keay is in his 50s and specialises in writing for women's magazines. He will produce a well-intentioned and sympathetic piece which will probably be strong on the "human" angle and less sharply focused on policy. He agrees that we should see his copy to check it for factual accuracy. And I would not be surprised if, after appearing in 'Woman's Own', the piece is used in American, Canadian and Australian magazines later this year.

3. On most occasions when he wants to see you in action in the next few weeks there will be no problem. We shall provide him with normal press facilities and look after him. In a few cases, however, he is seeking access beyond the norm. These occasions include:

i Your 'Jimmy Young' and 'Nationwide' interviews (13/14 May?): He would like to hover about in the background, especially before the live transmissions.

X ii Your attendance at the Women's Conference at Central Hall (20 May): Again he would like to hover in the background when you meet delegates.

X iii Your constituency engagements on 22 May (surgery and opening new squash court): He wants to capture the flavour of your constituency work, although he realises you may wish to preserve the privacy of surgery interviews.

4. We could ensure that, provided the BBC is content, Keay stays discreetly in the background in the run-up to the 'Jimmy Young' and 'Nationwide' interviews. There should be no problem at the TV Centre; conditions at Broadcasting House, of course, are more cramped. You will also wish to consider how much access you are prepared to give him on the Party and constituency occasions.

5. For the rest, he plans at present to cover your attendance at the Chancellor's Business Opportunities Programme reception next Tuesday, 5 May (which we are arranging); to cover one or more PQ sessions in the House; and to attend the press conference after your talks with Chancellor Schmidt (Tuesday, 12 May), your speech at the British Robot Association Conference (Monday, 18 May), the ceremony when you open John Wesley House (Sunday, 24 May) and your proposed visit to Bristol (Friday, 5 June).

6. Eventually he will undoubtedly ask for an interview. You can consider that later. It would certainly not need be more than a short, formal session.

7. Content:

i To allow him some background access on Party and constituency occasions, when Mr Howe could no doubt look after him?

ii To allow him to be in the background when you visit Broadcasting House and the TV Centre for the 'Jimmy Young' and 'Nationwide' interviews?

~~NEVILLE GAFFIN~~
30 April 1981.