

Publicity

Conservative and Unionist Central Office

(f)

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Memorandum from: David Boddy
Date: 12th November 1979

To: The Chairman,
Chief Whip,
Rt. Hon. Angus Maude, MP.,
Gordon Reece,
Richard Ryder,
Keith Britto.

APPEARANCES ON RADIO AND TELEVISION FOR OCTOBER

There are two points of interest in the figures for October.

1. For the first time we have done a separate listing of appearances by trade unionists and by management. Looking firstly at the overall totals for BBC Radio and Television, you will note that Conservative and Socialist appearances virtually balance each other out. However, when you include the trade union total and the Socialist total quite a large imbalance arises.

The broadcasters I have spoken to do not concede that the trade unionists should be included in any exercise of comparability between Socialist and Conservative appearances. The line I have been forwarding (although I feel in an inferior position in this) is that the broadcasters should endeavour to balance Conservative and Socialist trade union comment. Until the CTU builds up even further with personalities who become national figures, we will never, I feel, fully overcome this problem.

2. There has been much complaint of late regarding the Radio 4 Today programme which the Prime Minister listens to. From May until the end of September a fair balance was maintained. However in October, with much comment on the public expenditure proposals, the balance has not been maintained as fairly as I would wish. This particularly applies to the first edition of Today from 7.00 a.m., when if you total Socialist and Trade Union appearances (45), they far outweigh, by 2 to 1, the Conservative and Management appearances (22). In addition a number of academics and journalists appeared to discuss the cuts. On the whole these people were not speaking in favour of the Government's programme and could be included in the opposition totals.

The balance is slightly redressed in our favour in the second edition from 8.00 am but it is highly unlikely that the audience of the first edition would sit through and hear the balance redressed in the second edition.

I am making efforts to further develop our contacts with this programme and to alert them as to our feelings. However, I feel it is worth making a special note of the way the Today programme is currently handling coverage of the Government's activities.

David Boddy

October (from 1st - 31st)

APPEARANCES

(MPs, Peers, Trade Unionists and Management)

* Please note that there are not many ITV appearances as they returned to the screen fairly late in the month. Also this is the first time that Trade Unionists and Management have been included.

<u>PROGRAMME</u>	<u>CONSERVATIVE</u>	<u>SOCIALIST</u>	<u>LIBERAL</u>	<u>OTHERS</u>	<u>TU</u>	<u>MANAGEMENT</u>
<u>Radio 4</u>						
News/Today 7 am 1st edition	13	29	1	4	16	9
News Today 8am 2nd edition	22	12	0	0	9	2
World at One	23	18	1	1	7	1
PM Reports	29	30	1	3	12	1
World Tonight	25	22	1	0	8	3
World this Weekend	3	3	0	0	2	3
<u>Radio 2</u>						
Jimmy Young (1 hour only 10 - 11am)	3	4	0	0	2	2
BBC Radio miscellaneous	5	5	0	0	2	2
<u>BBC1</u>						
Mid-day News	5	6	0	0	6	0
News 5.40 p.m.	13	12	0	3	14	5
Nationwide	22	11	0	2	5	3
News 9.00 p.m.	23	20	0	1	13	10
Panorama	5	6	1	0	2	2
BBC TV miscellaneous	14	5	0	1	2	1
<u>ITV</u>						
Mid-day News	5	2	0	1	1	0
News 5.45p.m.	5	0	0	0	2	1
Thames at Six	2	0	0	0	0	0
News at Ten	9	3	0	0	3	1
<u>LBC</u>						
AM (1hr only 9.00 - 10.00)	8	6	1	2	5	0
Brian Hayes (1hr only 11.00 - 12.00)	4	8	0	0	3	0

<u>ISSUES</u>	<u>CONSERVATIVE</u>	<u>SOCIALIST</u>	<u>LIBERAL</u>	<u>OTHERS</u>	<u>TU</u>	<u>MANAGEMENT</u>
BBC Radio	123	123	4	8	58	23
BBC TV	82	71	1	7	42	21
ITV	21	5	0	1	6	2
LBC	<u>12</u>	<u>14</u>	<u>1</u>	<u>2</u>	<u>8</u>	<u>0</u>
	238	213	6	18	114	46

DJB/cjo

5th November 1979

Press and Broadcasting Department

Conservative Central Office