

PRIME MINISTER

Miss Stephens  
cf.

## PRESENTATION

This note sets out some ideas for furthering on presentational objectives over the rest of this year. I have limited the forward look to Christmas because you already have a heavy programme and it seems sensible to take a tricky winter in stages.

2. Annex I sets out your existing commitments with a media content;  
Annex II is your overall diary to the end of the year;  
Annex III sets out the requests for interviews etc which, subject to your approval, I propose to turn down.

## Assessment

3. Over your first Parliamentary session an enormous amount of progress has been made in presentational terms. You have established yourself as a decisive leader who treads the world's stage with confidence. Domestically you have induced a far greater sense of reality into people's economic thinking and attitudes than frankly I thought would be possible. There are now some signs of light at the end of the tunnel. The main task is now to reinforce the message, to hold fast through the winter and to bring about a lasting reform of moderate attitudes which survives an upturn in the economy. Internationally, your image is bolstered by success - Rhodesia, EC Budget, your visits abroad, especially that to the United States, and latterly your taking the lead in trying to improve Anglo-French relations.

## Objectives

4. Our presentational objectives have been to:
  - lower domestic expectations and to persuade people to act upon a number of economic truths;
  - demonstrate that Britain counts for something in the world;
  - build up your image as a strong, decisive leader at home and abroad; and
  - cater for, within reason, the fascination which you hold for the public and especially women who clearly regard your breakthrough as something akin to the 4-minute mile in terms of women's role in society.

5. These objectives remain valid but over the rest of this year, and probably through the winter, domestic economic considerations will be paramount. It will be vital to demonstrate before Christmas that, whatever is happening for the time being to unemployment, inflation is coming down; money supply is under control, linked with a cut or cuts in MLR; public expenditure is being cut; and public sector pay settlements are generally going to be a lot lower than last time round, it being assumed that private sector settlements are also moderating.

## Ideas

6. The main problem as usual is how to fit a barrel of requests into a pint pot of time. Given your commitments and our objectives, I am being pretty ruthless in turning people away as you can see from Annex III.



7. Your existing commitments with a media content are at Annex I. The Party conference will give you and members of your Government a great deal of exposure. This will be followed by the meeting with the TUC on 14 October which will set the tone for future dealings with a racked and riven trade union movement. We do not need to decide now whether you should see the press and undertake radio and TV after the meeting with the TUC. It is something I have in mind but a decision should await the outcome of the Party conferences and the atmosphere surrounding the talks.

8. For the rest, I group my recommendations under headings:

Domestic

a) Unattributable briefings

It is important to keep up your background briefing of senior journalists and at this stage to give them an economic bias. I therefore suggest I feed in, as opportune:

- Patrick Sergeant, Daily Mail, who has a long standing request to see you;
- John Elliott, Financial Times industrial editor, who is a serious and sound commentator on the industrial/political scene;
- a meeting with the Lobby either immediately after The Queen's Speech or just before Christmas.

b) Lunches

These are useful occasions for spreading your message in a newspaper and you have already met the Sun, Mail, Express, Sunday Times, BBC Radio and ITN. I suggest, as opportune, The Times, the Spectator and IRN.

c) Interviews

Here you have a number of commitments in principle:

- IRN: An interview of some 20 minutes for networking by Peter Allen, political editor, concentrating on the economy; it would be helpful to do this in the autumn. Content?
- The Sunday Telegraph with their new political correspondent, Peter Simmonds; you have been trying to give the Sunday Telegraph an interview for over a year; it would be useful to do this at the beginning of the Session. Content?
- BBC TV Nationwide: You agreed to give them an interview to mark your first anniversary in May but this had to be cancelled because of President Tito's funeral. They are mounting a new series "Britain Make or Break" which will monitor the recession. It could be useful to arrange an appearance this autumn against the background of some helpful news; Nationwide offers a great deal of exposure. Content for me to agree in principle?



d) Other requests

I feel I must also put to you two other requests, though your time is extremely limited. They are:

- Russell Harty: He wants to interview you live before a studio audience for a new BBC TV 2 series lasting 30 minutes; the whole of the programme would be devoted to your interview from a London studio at 8.30 pm. Content for me to push it into the New Year?
- Judith Chalmers who asked you at the Lord's Taverners reception to appear on the first of a new series of Thames TV's live programme "After Noon Plus" starting at 2.00 pm for 40 minutes on 14 October. That is the afternoon you see the TUC and you cannot therefore do it that day. The format would be 12-15 minutes of interview by Judith Chalmers followed by a discussion with eight other women at the top of their professions. I am not keen but I do not know the precise degree of your commitment to Judith Chalmers - my impression is that you were non-committal. Content if I turn it down for the time being?

International

Visits

9. During the autumn there are plans for visits to West Germany, Rome, Luxembourg (European Council) and Dublin. These will generate their own publicity. It might be useful to reinforce your visits to Bonn and Rome (but not Dublin) with a TV interview if you have time. Clearly our Paris Embassy are very impressed with the impact of your latest French TV interview. Content, subject to time?

USA

10. So far this year I have tried to keep you in front of the US public and there are requests for interviews from Time and Newsweek. It might be useful to arrange for interviews in the period between the US election and the Inauguration if the opportunity arises. Content in principle?

France

11. The only other consideration internationally I would like to put to you is whether you would like, as a matter of principle, to keep cultivating French opinion, given the effect which your media exposure is felt to have on the French Government. If so, there are two possibilities:

- a 20-30 minute interview by Keith Gore, a Fellow of Worcester College, Oxford, and an observer at Bordeaux, who is putting together a 3¼ hour programme on Franco-British relations; he would like to record your general views on the subject; and
- L'Express: the editor was at the Now! dinner and put in a request for an interview as soon as possible

If you are interested in cultivating French opinion, I would recommend you do the radio programme and play L'Express into 1981.

Summary

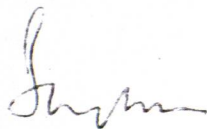
12. I recommend, that over and above your existing diary commitments, you should see:

Unattributable - Patrick Sergeant (Mail) and John Elliott (FT) and, possibly, the Lobby;

Lunches - The Times, Spectator and IRN (though not necessarily all before Christmas);

Interviews - IRN, Sunday Telegraph and BBC Radio Analysis spaced out to cover the next three months; and

Overseas - Possibly TV interviews before trips to Bonn and Rome (but not before Dublin); Time and Newsweek (possibly spilling over into the New Year); and possibly the French Radio 3 programme.



B INGHAM

29 September 1980.

MEDIA COMMITMENTS AND "MEDIA" EVENTS AFTER PARTY CONFERENCE

- 14 October - Meeting with TUC
- 15 October - Briefing for Malcolm Rutherford, Financial Times
- 16 October - SMMT dinner, Birmingham
- 17 October - Open Motor Show
- 20 October - Interview with Woman's Realm
- 21 October - Open new section of National Gallery
- 28 October - The Director interview (important)
- 29 October - Visit to BBC TV Centre
- 10 November - Lord Mayor's Banquet
- 16/17 November - To West Germany
- 19 November - Hand over 10,000th Motability car
- 23/24 November - Rome
- 1/2 December - Luxembourg, Euro Council
- 8/9 December - Dublin
- 11 December - Wales CBI speech
- 12 December - Regional tour Hereford and Leominster
- 17 December - Present Women's Own Children of Courage Awards



INVITATIONS TO BE TURNED DOWN

Subject to your views I propose to turn down the following:

- The Brian Hayes programme on LBC: I don't like Brian Hayes and I see little mileage for you; you have turned down a previous approach.
- David Kemp, Granada who wants you to appear on "World in Action" to deal with economic issues. I do not trust "World in Action" and the timing is all wrong - immediately after the Party conference and the eve of your meeting with the TUC (ie they want to interview you on 13 October).
- John Pilger, Daily Mirror who wants an interview on current issues of which unemployment would be of prime importance. Pilger has been responsible for some highly distorted reporting of the British economic scene both at home and abroad and, according to him, life in barefoot Britain is Dickensian or worse.
- Brian Walden's "Weekend World" who would like you to appear around the time of the opening of Parliament; I do not think you should get too close to any one programme but we might think of this for the New Year.
- Radio 4's "The Week's Antiques": a five-minute interview on your particular interest in antiques or fine art (following your opening of the Burlington House Exhibition).
- Observer Magazine's feature "A Room of My Own" in which every week a national figure talks about the design, contents and atmosphere of his or her living room or study and what it means to them; the first last weekend was with Lord Carrington.