

PRIME MINISTER

ms.

Granada

1. The recording of this broadcast has been arranged for noon on Monday in the White Room. Granada will come in with a "small" team - some dozen people - to film the occasion. They include Gordon Burns, the interviewer, and David Kemp, producer.

2. I have asked them to:

i. provide a viewing facility (as well as a transcript) for members of the Lobby in good time for Tuesday morning papers;

ii. record as close to time - 26 minutes - as possible. In practice, because they are filming, they will do three magazines, each of 11 minutes, and edit out 7 minutes; I shall discuss with them those passages which should be eliminated.

*This is very bad because it breaks concentration.*

3. In addition, I have said that you would be happy to concentrate on economic issues, given that you would like to use the occasion to launch the summer economic realities education programme.

4. I shall be in touch with Granada over the weekend and I am asking them to let me know of any developments in their thinking so that we can ensure that you are fully briefed. I shall be at home all Saturday evening from 7 p.m. and all day Sunday if you care to discuss.

5. Nick Sanders has ordered a substantial amount of briefing for your weekend box covering:

/ - the economy;



- the economy;
- the Government's inflation record;
- prescription charges;
- EEC Budget;
- Olympics;
- nuclear power;
- Iran; and
- race relations - Bristol.

6. In the meantime, I am attaching at Flag I the following speaking notes issued by the Paymaster General in the following order:

- i. - Budget brief on effect on household incomes.
- ii. - Child Benefit.
- iii. - The Social Security Package.
- iv. - Enterprise Zones.
- v. - The Steel Strike.
- vi. - Employment Bill new clause.
- vii. - Education.
- viii. - Olympics.

#### Opportunity

7. Finally, could I turn to the opportunity which this programme presents?

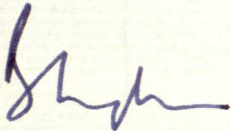
8. First, it presents an opportunity for you to launch the economic education campaign. Hence, my attaching Flag I, the first speaking note prepared for this campaign. I hope you will use the early economic questions to get over the messages contained in the note.

9. Second, the programme gives you an opportunity to address a Northern, predominantly industrial, audience covering Lancashire

/and

and Merseyside, North Wales, parts of West Yorkshire and parts of Cumbria. This reinforces the relevance of the economic realities speaking note.

10. In my view, you should use this occasion as an opportunity for speaking direct to working people. Granada claims a potential audience of 10m. This no doubt overstates it; the audience is nonetheless substantial and a lot of it is politically marginal.



B. INGHAM

10 April, 1980

N.B. I am trying to arrange for Granada to give the Lobby a preview of the programme on Monday afternoon as well as a transcript. We shall know tomorrow whether this is possible.