

NOTE FOR THE RECORD

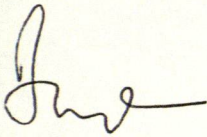
cc Mr Whitmore
Miss Stephens ✓

MEDIA

I had a short meeting this afternoon with the Prime Minister on media activities (see attached minutes). The outcome is set out below. The Prime Minister:

- agreed in principle to sit for Mrs June Mendoza, of the Royal Society of Portrait Painters (but during the Summer Recess);
- believes she should take a chance with requests from Peter Gill, Thames TV Eye, and Jane Corbin, the new Channel 4, for film profiles, subject to satisfactory control; the Gill programme is the more urgent but the Prime Minister is not prepared to consider making herself available for filming over a fortnight before the Budget; she would like me to minute her later on a suitable period including, Questions preparation, a regional visit, an international engagement - eg European Council - a constituency engagement and other events involving women, children, industrialists/entrepreneurs and the promotion of British enterprise and manufacturers; in relation to the last the Prime Minister mentioned Salts and Saltaire, manufacturers of woollen fabric;
- aims, so far as radio/tv is concerned, to appear or be heard being interviewed roughly every 3 weeks, taking account of the Budget; she agrees we should not enter into commitments until we know which way the land lies with the miners;
- agrees, in the light of the above, to give Thames TV Eye an interview at an early convenient date; and, to offer Brian Connell an interview for the Sunday Telegraph for early February, subject to confirmation and events;
- declines to give Roger Carroll, The Sun, an interview;
- would like to do a Panorama interview with Robin Day fairly soon but after Thames TV Eye;

- has reservations about LWT Weekend World (Brian Walden) though this should be considered for September (if it is operating then) and Granada "World in Action";
- asked me to prepare a presentational strategy paper for her early consideration;
- wants me to maintain the series of off the record chats with editors; here we must consider Derek Jameson, News of the World; and Chris Ward, Daily Express.



B. INGHAM

6 January 1982

PRIME MINISTER

MEDIA REQUESTS

I minuted you at the end of November (Annex I) about your media commitments and some of those proposed have been dealt with. You said however that you must look at your overall programme with the chairman of the Party.

In the meantime there has been a new surge of interest over Christmas and the New Year in securing interviews with you, and I need to take your mind on them.

Long-standing Requests

First, I would like to list what might be described as long-term or standing requests:

TV

- BBC Panorama (George Carey - possible interviewer Robin Day);
- Thames TV Eye (Llew Gardner - audience of some 10m);
- Granada "World in Action" (Gus McDonald);
- BBC Nationwide (Roger Bolton);
- LWT "Weekend World" (Brian Walden).

In addition there are a number of requests from less important provincial programmes which might be sensible if they were to fit in with a regional visit.

Radio

BBC Overseas Series - "Profile" seeking a relaxed interview with you as a politician and a person.

Newspapers

Observer (extended interview with Kenneth Harris);

Times (Julian Haveland);

Washington Post (Leonard Downie).

New Requests

Newspapers

News of the World - an interview with Gordon Leak for this weekend (I have said 'No' on the grounds that it is too soon (i) after your last interview with them in September, and (ii) after the Sunday Express on December 27).

Sunday Telegraph - from Brian Connell, who has now severed his connection with The Times (for whom he interviewed you about 18 months ago) and has been invited by John Thompson, Editor, Sunday Telegraph, to get a similar interview around the beginning of February; John Connell says you agreed in principle to do this when he saw you at the Central Office reception.

Sunday Times - a request from Clive Lumpkin of the Look section, which is to become a colour magazine in April, to produce an 'at home' piece on you and your family - a non-political, domestic profile.

Sun - Roger Carroll, Chief Political Correspondent (who is clearly edging out Walter Terry) has been asked by his editor if you would give him a Sunday for Monday piece - the interview could be done on a Friday - preferably to coincide with the return of Parliament on January 18.

Lobby

In addition the Lobby as a whole and the Sunday Lobby (meeting Friday afternoon) would like to have briefing sessions with you at your convenience.

Comment

I am not clear whether you have yet been able to discuss the whole programme with Mr Parkinson. But what is clear is that you can take your pick of the major outlets on the basis of requests from them.

You are on Sunday to give Gordon Clough, BBC Radio World this Weekend, an extended interview. And apart from a reception for the Foreign Press Association (January 18), a talk with Anthony Sampson

in connection with the updating of his book "Anatomy of Britain" (January 22); a return background chat with the Economist (to be fixed) - none of which count in terms of public projection - the rest of the year is clear.

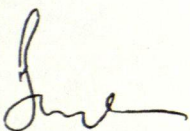
It makes considerable sense to keep your options open after this weekend because of the miners. But when that issue is resolved we might try to agree a strategy for the year marrying your Prime Ministerial (Government) and Party interests.

Recommendations

I recommend that you hold your fire for the moment but:

- (i) you invite David Boddy and myself to prepare papers for -
- (ii) a strategy meeting with Mr Parkinson which would map out an approach to the media over 1982.

In the meantime, are you content to put off The Sun or would you like to launch a new term with an interview for January 18 (NB. We may not then know authoritatively the outcome of the NUM ballot but we shall be a week ahead of the January unemployment figures.



B. INGHAM

5 January 1982