

OPERATION FAST FEED BACK.

SUMMARY OF WEEK Mon 17th to Fri 20th MAY 1983.

1. OVERALL SEEN AS A GOOD WEEK FOR THE CONSERVATIVE PARTY.
2. MANIFESTO - EXTREMELY WELL RECEIVED.
 PRESS ADVERTISEMENTS - VERY WELL RECEIVED
 PRESS CONFERENCES - OVERALL GOOD BUT THREW UP CRITICISMS
 RE MINISTERS
 T.V.INTERVIEWS - MIXED BAG:-
 THATCHER,TEBITT,PARKINSON,HESELTINE
 GOOD IN THAT ORDER.
 PYM - PRODUCED BITTER REACTION
 WHITELAW - GOOD WHEN ARGUING BUT POOR
 ON SPECIFICS.
3. FOR SOCIALISTS WEEK STARTED WELL BUT THEN FELL AWAY.
 MANIFESTO - DID NOT MAKE A GOOD IMPACT BADLY WRITTEN
 PRESS ADVERTISEMENTS - NO IMPACT
 PRESS CONFERENCES - GOOD AT FIRST BUT SHOWED SIGNS
 OF PRESSURE AND ILL-AT-EASE LATER.
 T.V.INTERVIEWS - HEALEY EXCELLENT UNTIL HE BECAME ABUSIV
 FOOT - MUDDLED
 SHORE - SOMETIMES GOOD, SOMETIMES ILL-
 AT-EASE TO PANIC.
 KINNOCK - VERY EFFECTIVE UNTIL HE
 GOT OUT OF HIS DEPTH OVER "SECRET"
 REPORT.
4. FOR ALLIANCE A FAIR START BUT BY END OF WEEK SEEMED TO
 HAVE ACCEPTED IMPROBABILITY OF GOOD RESULT.
 MANIFESTO - SUPERFICIAL & INCOMPLETE
 PRESS ADVERTISEMENTS - NO IMPACT
 PRESS CONFERENCES - QUITE GOOD
 T.V.INTERVIEWS - QUITE GOOD UNTIL PRESSED OM DETAILS
 STEEL - PROBABLY THE BEST OF ALL
 T.V. PERFORMERS BUT IS LOSING OUT
 THROUGH BEING IN HARNESS WITH JENKINS.
 JENKINS IS DETERIORATING.

CONSERVATIVE PARTY...STRONG POINTS :-

Integrity. Good Manifesto
 Mrs Thatchers leadership
 Good advertisements.
 Good P,E.Bs (but see footnote)
 Falling inflation. Defence posture.
 Abolition of Metropolitan councils/
 Limitation of Union power.

WEAK POINTS:-

UNEMPLOYMENT. Law & Order. Education.
 Spokesmen not seen as a team.

SOCIALIST PARTY ...STRONG POINTS:-

Unemployment. Concentration on lack of team work by Tory spokesmen

WEAK POINTS:-

FOOT...FOOT...FOOT

Cost of programme. General Strike threat.
Defence. Withdrawal from E.E.C.
Healey - when he gets ruthless.

ALLIANCE.... STRONG POINTS*-

STEEL. Shopping Basket.

WEAK POINTS :-

Lack of real policies. Swamping of
Liberals by S.D.P.
Confusion over leadership.

MAJOR POINTS FOR CAMPAIGN NEXT WEEK

1. We must be seen to be on the attack by Thur/Fri.
2. We must maintain integrity and keep personal attacks to a minimum:
3. We must project a united and dedicated team of spokesmen.
4. Sympathy must be shown for unemployed, in particular school & university leavers. Spell out hope for future via growth in business, new industries, youth training schemes.
5. Keep pressing Labour on cost of programme and similarity to Marxist approach.

REGIONAL POINTS

1. Arrange for appropriate speakers to take up special local issues.
2. Both Scotland & Wales tell us that plans for road & rail expansion are of considerable importance.
3. Both Scotland & Wales have special needs relating to Steel ie. closures & investment.
4. There is considerable feeling in both Scotland & Wales they are treated by Central Office as 2nd class electors. The Manifesto was produced later and press advertisements were limited.

NOTERe P.E.Bs.

Whilst the content and final impression was very good the quality of the production was not.

Lighting was inadequate and poor and the quality of the film was sub-standard.