

IAN GOW

ETHNIC MINORITY MEDIA

Thank you for sending me a copy of your memo to Bernard Ingham.

I hope the following comments may be helpful.

1. The list of requests for exclusive interviews from journalists of all shades is massive and ever increasing. It was ever thus!
2. Whilst the ethnic journals are important in terms of their own community, there are many more publications which are more influential, albeit not necessarily in ethnic terms. Nevertheless, a stronger case could be made for some of the non-ethnic publications if the Prime Minister has limited time available.
3. I would suggest that a preferable course of action would be to invite selected ethnic journals to submit a list of questions (say 6 - 8 each) which the Prime Minister could answer personally on an exclusive basis.
4. In addition, it might be possible to arrange a photograph of the Editor/journalist concerned with the Prime Minister, to authenticate the feature.
5. I have considerable doubts about involving the Prime Minister in any "special press conference".

Their interests are too diverse.

Derek

10th January 1983

cc Bernard Ingham

Derek Howe

MR. BERNARD INGHAM

Ethnic Minority Media

1. Mr. Mervyn Kohler, who works in our Research Department, has written as follows to the Chairman of the Conservative Party:-

"Like media everywhere, the ethnic minority media are all keen to have exclusive interviews with the Prime Minister. There are over 20 Asian language papers published in different languages, and West Indian papers or radio programmes. Most reach relatively small audiences, and several are ideologically totally anti-Conservative. Whilst narrowing the field presents some problems, I could certainly recommend five or six journalists who would ask Mrs. Thatcher some searching questions, but who would present a very fair account, generally from a politically friendly point of view.

My main please is that Mrs. Thatcher should have been seen to have been interviewed, and that her answers are on the record. Exactly what format can be devised would obviously be a matter for the Prime Minister, but a few suggestions may be helpful:-

- (i) Through the Home Secretary, Conservative Central Office, or direct from Downing Street, summons them to a special press conference (perhaps early in the New Year, with the new Nationality Act coming into effect).
- (ii) I could ask one editor to submit a number of written questions, to be answered as a Question and Answer column".

2. Would you be kind enough, please, to let me have your advice about this?

6th January 1983

IAN GOW

c.c. Derek Howe, Esq.