



Conservative Central Office

32 Smith Square Westminster London SW1P 3HH
Tel. 01-222 9000 Telex 8814563 Fax. 01-222 1135

AS/c jr

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Derek Howe, Esq.,
10 Downing Street,
LONDON, S.W.1.

I enclose copies of the letters I have written to the programmes concerned, confirming the Prime Minister's agreement to appear in the specific television and radio programmes we have discussed.

We are in touch with BBC and ITN who wish to do interviews for the news bulletins once a week. As I told you ITN hope to do the first of theirs next Monday the 16th, so an early decision would be welcome.

A couple of points about the programmes concerned:

Panorama have switched from their normal Monday to Tuesday. This was originally done to accommodate the probable absence of the Prime Minister on her Williamsburg trip on the Monday, but they wish to keep the date of Tuesday whatever happens as there will be a poor audience on the Bank Holiday Monday and the time would in any case probably have to be put back.

The Election Call programme will be a radio phone in as usual but the BBC wish to reach a wider audience on this occasion by televising the phone-in on BBC 1 live that morning. It seems to add to the attraction rather than anything else. However, they would also like to do the phone in from No. 10. They say they have enquired about whether there would be electoral problems involved are satisfied that there would not. They would of course have to bring an OB Unit to Downing Street but if we have any objections (and I do not see why we should) they would very much like to do so.

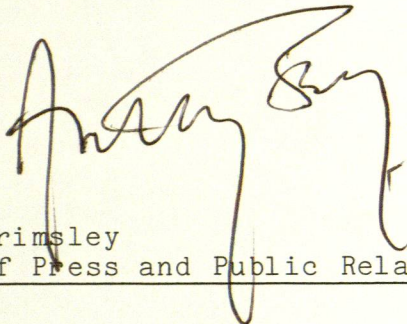
Since this programme is only two days before polling day it seems a most attractive opportunity.

We also have an offer from Oracle, the ITV teletext service, of a page for one weekend to relay a message from the Prime Minister.
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Michael Foot and Roy Jenkins have already accepted invitations.

The need would be for a message of not more than 400 words.

I think we should be in on this and if the Prime Minister agrees, perhaps Ferdie could produce something.

A handwritten signature in black ink, appearing to read 'Anthony Shrimpsley', written over a horizontal line.

Anthony Shrimpsley
Director of Press and Public Relations

c.c. Ian Gow, MP
David Wolfson, Esq.