

# Conservative and Unionist Central Office

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Memorandum from: Gordon Reece  
Date: 27th May, 1983

To: The Chairman  
cc Miss Alison Ward  
Mr Roger Boaden

The Campaign is going exceptionally well. The Campaign Tour is generally acknowledged to be a success. But there are some improvements we can make.

The number of photographs of the Prime Minister appearing in the national and local newspapers is down on the 1979 record.

There are two reasons for this. Firstly, Princess Diana insists on coming out of her house far too frequently and is photographed extensively on every occasion. There is obviously nothing we can do about that.

Secondly, and more relevantly in our case, we are not giving the photographers and the writing press what they need.

I went on the tour on Wednesday and saw the massive success that the Prime Minister achieved but the photographers couldn't get close enough, or far enough away, to take the pictures the public wants. This may sound contradictory. They can't get close ups because the TV cameras are in the way. They can't get long shots because they don't know where to go.

Could we do what we did before in 1975-78. Where possible send an advance man who will take over the upstairs floor of shops overlooking the scene of the Prime Minister's walkabout/speech etc. Then position a trailer (Richard Ryder used a lorry in East Dereham on Wednesday) so that the photographers can shoot over the tops of the crowd and see the Prime Minister. This should be at right angles to the shop windows so that the photographers have a choice of vantage position. The creation of a line down the centre of a meeting means that the movie camera film the Prime Minister against a background of real people rather than a background of photographers.

Finally, a break in the Prime Minister's schedule between 2.30-3.30 will give the journalists and photographers time to file. Newspapers are made up by 4.00pm in the afternoon and all material on the tour should be in the Editors hands by that time. That break will not only give the Prime Minister time for a short rest/speech writing/talking to you, but actually would be beneficial to the journalists on the tour.

I realize of course that this would involve changing some of the arrangements for the tour but I know that Roger and Alison would not mind altering arrangements if we improve our coverage.

