

PRIME MINISTER

MT

MEDIA - OTTAWA TOMORROW

There are three major media events tomorrow, apart from your meeting with Mr. Trudeau and speech to Parliament:

Breakfast T.V.

Your meeting with Mr. Mulroney

Your press conference after the speech

This note sets out essential briefing on each of them. But first a few general points.

The Canadian media are fascinated by you as a political phenomenon and with your policies. They are disenchanted with Mr. Trudeau - so much so that relations between the two are corrosive - they lead a cat and dog life together.

It is virtually certain that the media will try to explore your relations with Mr. Trudeau with the objective of getting you to criticise him. Any such criticism would be the more relished the further West you go.

On the other hand, Mr. Mulroney is having a honeymoon with the media. He is the hot Canadian political property in Ottawa today and his meeting with you will be his first exposure to a world leader.

So to summarise: you find yourself in a country in which the political temperature is rising rapidly, with a tetchy Prime Minister apparently on his way out and with an attractive up-and-coming potential replacement in Mr. Mulroney who is, of course, on the political make.

It is likely that the Breakfast T.V. interview will set the tone for your encounters with the media. As it will be networked across the country it will reflect Western as well as Eastern concerns.

Breakfast T.V.

Breakfast T.V.

This programme goes out on Canadian television, an independent free enterprise channel, between 7 and 9 am. They will feature you in prime time - 7.30 - 8 am.

Your interviewer Pamela Wallin, in her mid-thirties, has a good reputation but is not particularly sharp. She may be over-awed by you and I am sure it would be generally helpful if you tried early on to put her at ease.

Miss Wallin plans to interview you at the Residence for twenty minutes from 7.40 but would like you on set just before 7.30. There will be a make-up lady available.

I intend to be at the Residence at 7 am for briefing. At present the main areas of questioning seem likely to be:

Yourself as politician and leader and how you do it
United Kingdom performance and prospects; what you needed
to do; what you have achieved
International economic situation
East/West relations, INF; state of the Alliance
Lebanon

I do not believe you need written briefing for this. We can talk it through tomorrow morning.

Press Conference

The 30 minute press conference will be held in the News Theatre of the Parliament Press Gallery. We expect a full house of about 65, including your travelling group.

The President of the Gallery, John Ferguson, Political Correspondent for one of the big newspaper groups (Southam), will preside. He intends to split up the questions into three parts - first for British correspondents; then for English-speaking Canadians; and finally for Francophones. There will be simultaneous translation. The area of questioning will be broadly similar to that of the T.V. interview.

/ I will

I will write an opening statement for you immediately after lunch and will back this up with any notes I think are necessary on the basis of questions which have been put to you by the media earlier in the day.

Content?

Mr. Mulroney

You will see the Leader of the Opposition at the Residence. Mr. Mulroney is of course anxious to make the most of his talks with you but will fall in with your wishes.

We have arranged a photocall for his arrival and departure.

I am arranging to have on hand a microphone on the steps of the Residence so that he (and you) may say a few words to the awaiting media, should you wish to do so, as he leaves.

You will have to weigh whether you wish to get involved to this extent in domestic Canadian politics - the sensitivities of your host with the undoubted pleasure that a few words from you to the media alongside Mr. Mulroney would give to Canadian Conservatives.

Agree Mr. Mulroney and yourself should say a few words through a microphone to the media on his departure? (I need to have your answer at breakfast).



Definitely a bad idea.
Would be very rude to hosts.
A.J.C. 25/9

25 September 1983