

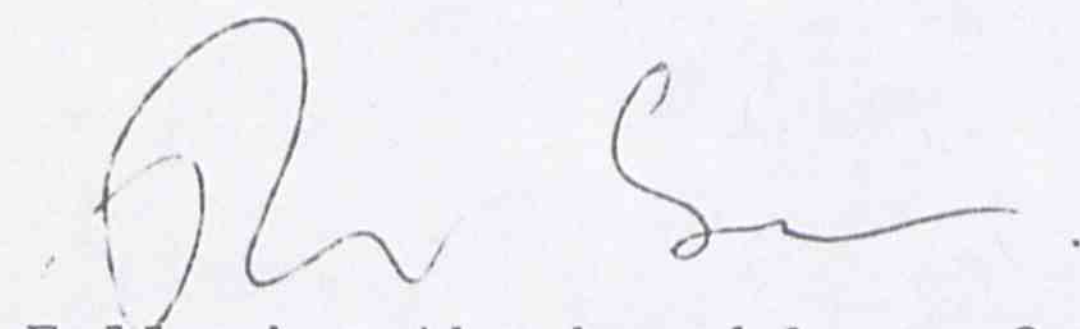
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01 211 6402

PERSONAL AND CONFIDENTIAL

Ian MacGregor Esq
Chairman
National Coal Board
Hobart House
Grosvenor Place
LONDON
SW1X 7AE

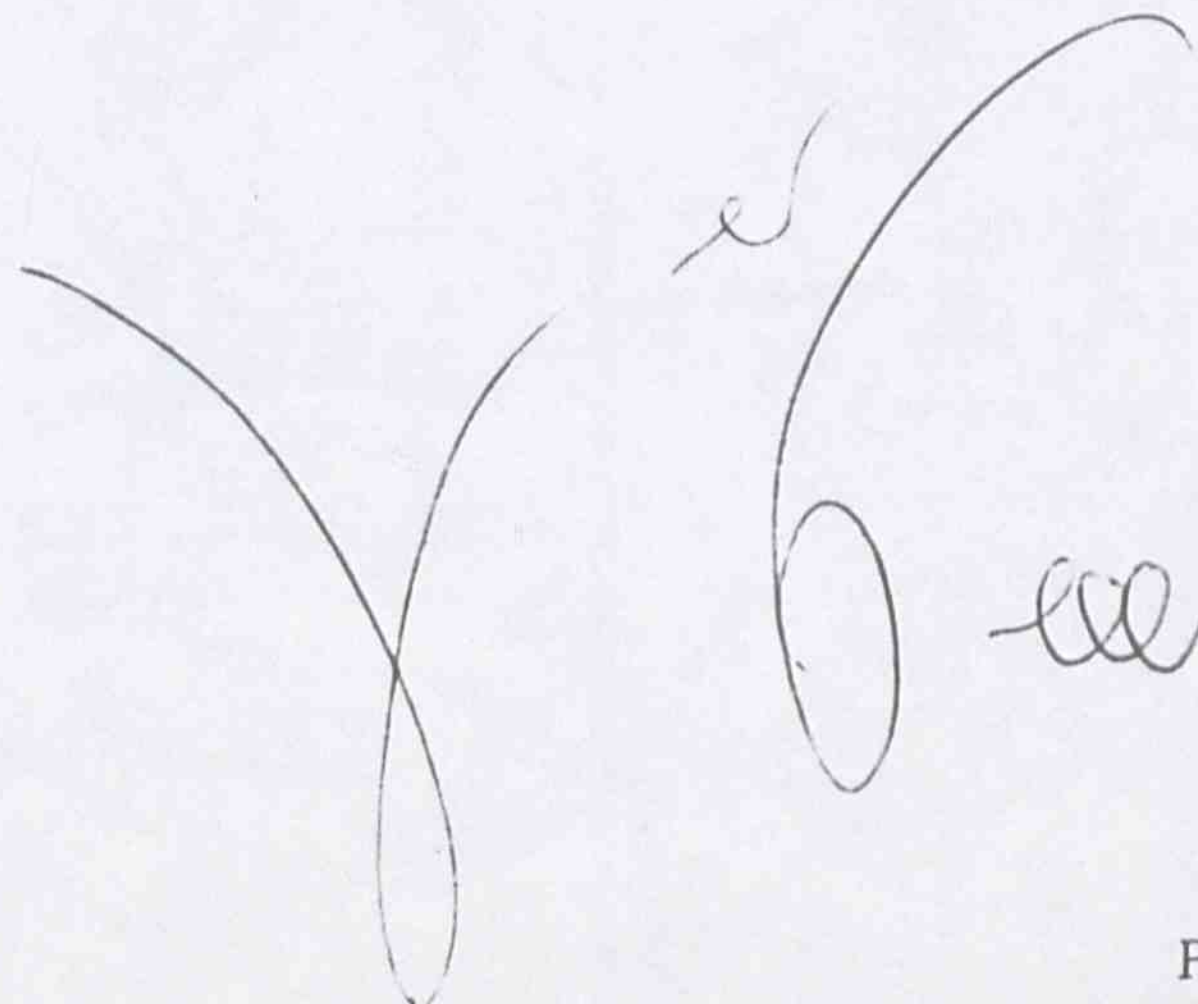
16 October 1984



Following the breakdown of your talks I am most anxious that the facts of your incredibly generous offer are made known to both the miners and the public. I believe there is a urgency in this but it really must be exceedingly well done. I don't believe that the advertising agency you have used to date have made anything like the impact that is required, and I thought their last set of advertisements were positively bad. I do hope therefore that the Board will urgently consider finding a new agency that has new ideas and great vision, for it is a very important message which needs to be put across and one which really does need the best advertising talent available in the country.

Likewise I would like you to consider a direct mail letter to every miner, for I think this is a time when they must have in their own home, in the form of a personal letter which does not look like a printed broad sheet, the realities of what is on offer and what is at stake.

With best wishes



PETER WALKER