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Mr Alison K see

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cc Mrs Ryder

Mr Sherbourne ✓

PRIME MINISTER

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YOUR FIFTH ANNIVERSARY

You may recall that at the beginning of the year I put forward some ideas about how you might celebrate the 5th anniversary of your Government on May 4 - the day after the local elections. You agreed in principle to the idea of marking the date but were a little daunted by the complication of a late Easter and the German bilateral (May 2).

I promised to come back nearer the time with ideas, and it is not too early at the end of March to map out a programme, bearing in mind the number of bids for interviews we are receiving.

Politics

First, the politics of the occasion. These are of course affected by current events and at present we cannot see the precise outcome of the EC Budget issue, the miners' strike and Anglo/Argentinian normalisation. But the nature of your approach to each of these issues is clear and resolute and, in any case, a 5th anniversary can be made an occasion for overall, across-the-board assessment.

Thus whatever particular news issue is current you can use your 5th anniversary to re-present your Government in an appealing light. But if we are to overcome the disadvantage of a particular news event (other than your 5th anniversary) you need to give a number of interviews. This takes time and that is at a premium in your diary. (See Annex I).

You are, however, tending to do less media work these days. I therefore strongly urge you to make some time available around your 5th anniversary because of the enhanced impact that we can achieve if you yourself give interviews. Your objective should be to take credit for five remarkable years and to point the country forward.

Present Commitments

In terms of media interest your diary around that time is as follows:

- |                                  |  |
|----------------------------------|--|
| Friday, April 13                 | - Visit to London Docklands                    |
| Tuesday-Thursday,<br>April 17-19 | - Visit to Portugal                            |
| Friday, April 27                 | - Richmond ice rink to see<br>Torvill and Dean |

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Present Commitments (contd)

Friday, April 30 - Newspaper Press Fund  
reception  
Wednesday, May 2 - German bilateral  
Friday, May 11 - Scottish Conference

You have no longer term media diary, though of course a great number of events, especially in June (Economic Summit, Euro Council etc) will attract publicity.

Message

I have already indicated that I think there might be two broad messages on your 5th anniversary - five years well spent; much yet to do to very clear purpose. But we need to re-think the presentation to make it exciting - to overcome the boredom factor I mentioned to you on Wednesday after the Daily Mail lunch.

I propose to spend some time before Easter trying to work up a lively and refreshing account of your Government's five years and your aims for the next five years, presented in such a way that you could say it.

Programme

In the meantime we need to examine how you might, within the constraints of your diary, use the 5th anniversary to get over your message. There are the following possibilities, or combination of possibilities:

- a speech to the Lobby/Press Gallery/ Foreign Press Association/American Correspondents - which I would write; a domestic audience would be better;
- interviews with both a popular newspaper and a quality (see below);
- televised press conference on May 4 (not as controlled a medium as a speech or broadcast interview and probably gimmicky);
- radio and television interviews;
- photographs on the doorstep on May 4 (which we could easily organise).

Any of these alternatives will involve some work, and some a lot more work than others. But the 5th anniversary is such a natural news focus, I think you should devote some time to putting it to good use. The

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broadcasting authorities may well feel unable to give you any time immediately before the local elections without balance.

Consequently my preferences would be:

- a major speech aimed at the Sunday newspapers of April 29 (which would celebrate your fifth anniversary and influence the local elections climate); you could for this purpose see the Sunday Lobby for the first time in your Prime Ministry on Friday, April 27. The idea, after Mark/Oman, of forcing the Observer, Sunday Times and Mail on Sunday to serve your purpose for a change may appeal to you as much as it does to me. (Such a speech would incidentally inform a substantial number of 5th anniversary assessments);
- a background briefing for No 1 political correspondents on Monday April 30 further to facilitate their preparation of assessments;
- a photocall on the morning of Friday, May 4 - five years to the day after you stepped into No 10 as Prime Minister (possibly followed up by short radio and television news interviews);
- interview with Gordon Clough, BBC Radio 4 World This Weekend on Sunday, May 6 from Chequers (which would have the added advantage of enabling you to pick up all the loose threads from the previous week);

My reasons for suggesting such a programme are:

- the desirability of your turning a natural news event to good publicity use and extracting the maximum out of radio and television, bearing in mind the local elections;
- influencing both by a written text (speech) and briefings (of Sunday and Daily lobbies) features assessing your first five years;

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- humanising the whole thing with a picture on May 4; and
- finishing off and drawing together the threads with a perceptive interview (Gordon Clough).

Alternatives

You could of course do none of these and simply offer one or two interviews, plus Gordon Clough on Sunday, May 6.

Requests for interviews have been received from:

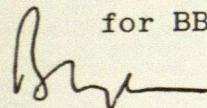
TV - BBC TV News; ITN; Thames TV Eye for Thursday, May 3 (which is possible); Tyne Tees 'Face the Press'.

Radio - BBC Radio 4 'World this Weekend'; IRN.

Newspapers: Daily Star (backed by Tony Shrimpsley), Sunday Mirror (backed by Derek Howe), Mail on Sunday (which I would not recommend because of their behaviour over Mark); Christian Science Monitor and Washington Post, both USA.

Subject to your diary, attached, agree to:

- i. my preparing an all-embracing speech assessing your first five years and looking forward to the next?
- ii. deliver speech to Sunday Lobby which you could hand over when you see them at a convenient time (say, noon) on Friday, April 27?
- iii. brief Lobby Monday, April 30 at 4pm?
- iv. photocall at, say noon on Friday, May 4 (possibly combined with short news interviews afterwards);
- v. relaxed interview with Gordon Clough at Chequers for BBC Radio 4 'World This Week' on Sunday, May 6.



BERNARD INGHAM  
30 March 1984