

CONSERVATIVE RESEARCH DEPARTMENT

32 SMITH SQUARE · SW1

CONFIDENTIAL

MEMORANDUM

RH/CR

To All Members of the
Research Department

From Robin Harris

13th April 1989

EUROPEAN ELECTION - 1989

The contents of this and succeeding memoranda relating to the Euro-Election Campaign are to be treated as strictly confidential. They are not to be discussed either with outsiders or with members of other Departments of Central Office.

1. Deployment of Staff

... A list of special Election responsibilities is attached. We will be joined by David Willetts (see below) and several members of the EDG Secretariat.

2. Press Conferences

For planning purposes, the week beginning 22nd May should be regarded as the first week of the Campaign.

There will be 11 press conferences. The first will be that for the launch of the European Manifesto. The Research Department's role is to brief Ministers (including where appropriate the Prime Minister) before these press conferences. The Department will also be responsible for briefing the Party Chairman both on the days when there are press conferences and on other days. David Willetts, assisted by Edward Llewellyn and Tim Bainbridge, will be in charge of all briefing. David will be circulating instructions regarding the format of briefs and procedure. But Desk Officers should note at this stage that our intention is to adopt the following timetable on days when there are press conferences:

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- 06.00 DW, RH, TB, EL and GB to scan press and discuss tactics.
- 06.10 Heads of Section to scan press for stories on which briefing is required and agree these with DW.
- 06.20 Desk Officers to arrive, scan press, receive instructions and begin preparation of briefs.
- 07.15 to 07.30 Briefs to be with DW
- 08.00 Chairman's Meeting
- 08.30 Briefing of Ministers
- 09.30 Press Conference begins.

Desk Officers must be at their desks from the time of their arrival (by 06.20) until 09.30, when the Press Conference begins.

On mornings when there are no press conferences a somewhat more leisurely schedule will apply: but Desk Officers will have to in very early. I shall notify you about the exact times in due course.

We shall have at least one dry run before the Campaign begins.

3. Questions of Policy

Perry Miller will be discussing these with Desk Officers in due course. Desk Officers should consult both the 1984 Euro-Questions of Policy and the 1987 General Election Questions of Policy on their subjects now to note format and issues.

4. Daily Notes

These will not necessarily be 'daily': but they are most important. Contributions must be concise, well written and accurate. (Format as for Politics Today i.e. double-spaced (including all quotations) on A4 paper). Alistair Cooke will circulate a separate note

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as regards the timing of copy. Themes will, where possible, correspond to those for the Press Conferences. Alistair will organise at least one dry run before the Campaign.

5. Information Room

There will be a telephone answering service for Euro-candidates and agents and - on a separate line - members of the public. This will relieve some of the pressure on Desk Officers by dealing with basic, factual questions. The team will work in the Library.

6. Press Enquiries

All conversations with the press must be handled with great caution. Any information given must be on a 'non-attributable basis'. Desk Officers must throughout the Campaign take great care with journalists not known to them, particularly if they have not been referred to the Department by the Press Office. When in doubt about the individual the Press Office should be consulted. Generally speaking, of course, press enquiries should be made to the Press Office rather than to CRD.

7. Telephone Conversations

Be very careful about telephone conversations unless you know for certain to whom you are talking. Even then remember that telephones are not necessarily secure. You never know, for example, who might be on a crossed line. In cases of doubt it is wise to say that you will ring back and to check before so doing that the telephone number is that of the appropriate candidate or constituency office.

8. Ministers

Each Desk Officer must ensure that both he and his secretary always know where his Minister and Special Adviser(s) can be contacted and must try to ensure that they are kept fully informed about any important developments in the Campaign. He should also do all he can to establish the itinerary of his junior spokesmen, particularly if they are likely to play any significant role in the Campaign.

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As important is that each Desk Officer should find out what major activities - particularly speeches, broadcasts, articles, or other public events - his Minister plans. This information may well be required by Edward Llewellyn, Guy Black or me.

9. Press Department

The Press Department would, as always, welcome speeches for issue as early as possible in the day, certainly by the early afternoon, so as to avoid a massive back-log at about 17.00 hours. Desk Officers are encouraged to press this point with Ministers and Special Advisers.

10. Other Parties' Press Releases and Transcripts of Broadcasts

Guy Black and Andreas Gledhill will be responsible for obtaining and ensuring the immediate distribution of all press releases made available at Opposition Party Press Conferences. The Political Section will arrange to pick up and distribute any press releases from these Parties issued later in the day: these should of course, go to the relevant Ministers and Advisers as well as Desk Officers, the Chairman and me. The same applies to transcripts obtained from the Media Monitors (see below).

In all these cases master files of Opposition speeches will be kept in the Library which must under no circumstances be removed.

11. Media Monitoring

Research Department Officers will assist Sir Carol Mather and others in monitoring the media from breakfast until bed-time, and in preparing at the end of the day a short summary of media events for the Chairman and others. A roster will be organised by Sir Carol.

12. Administrative Arrangements

Office Hours, Movements, Meals etc.

Miss Gregory and Miss Smith will be issuing notes on these matters in due course.

13. Televisions

There will be an extra television set and radios. Irrespective of the activities of the Media Monitoring Unit we must all make it our business to be as up-to-date as possible on press, radio and tv news throughout the Campaign.

14. Speed

The general objective during the Campaign must be to carry forward as little work as possible from one day to the next, and none from Sunday to Monday.

15. Absence

In very exceptional circumstances short absences from planned hours of duty will, of course, be permitted. Application must be made to me, with the advance approval of Heads of Section and Miss Smith.

16. Security

It is essential that all sensitive papers be locked away over night and during any lengthy absence from the office. Desk Officers must lock their office doors at night. Extreme vigilance is required at all times.

RH

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CONSERVATIVE RESEARCH DEPARTMENT
RESPONSIBILITIES IN THE EUROPEAN ELECTION

Over-all Charge of CRD: Robin Harris (Director)

Editorial Team: Alistair Cooke
Assisted by:
Richard Marsh

Briefing the Chairman and other Ministers
(Pre Press Conference) David Willetts
with
Edward Llewellyn
& Timothy Bainbridge

David Cameron - runner

Liaison with N° 10: Guy Black

Monitoring Opposition Party Press Conferences: Guy Black - Labour
Andreas Gledhill - SLD
SDP

Liaison with CCO Scotland: David Cameron

Chairman's Speeches/Political Briefing:
Tim Collins (in charge) - Speeches/Chairman's Briefing
with Edward Llewellyn
Richard Marsh
Heads of Section

Media Briefing: Guy Black (in charge)
Edward Llewellyn
Ian Stewart

Information/Briefing for Target Seats
(as required): Andreas Gledhill

Liaison with Advertising Agency: Edward Llewellyn

Candidates' & Agents' Information Office: Lucille Campey
with EDG Person
Library Boy(s)

Questions of Policy: Perry Miller

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Correspondence:

Prime Minister's:

Jonathan Caine (In N° 10)

Chairman's:

David Fanthorpe to
check drafts from
Desk Officers

Manifesto Briefing (Editors):

Conservative:

Robin Harris &
Alistair Cooke

Opposition Parties:

Guy Black

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13.4.89