

European Policy



Chancellor of the Duchy of Lancaster

PRIVY COUNCIL OFFICE
WHITEHALL, LONDON SW1A 1AT

19 March 1981

Dear Ian,

NBA
Mud

EC PUBLICITY

At a meeting of OD(E) on 3 February it was agreed that there should be a long-term sustained effort by all Ministers to reinforce public support for the Government's commitment to Europe. You subsequently sent me a quarry of material on the EC as the first in a series on this subject.

The quarry comprises a general speaking note and a wealth of material putting the positive points on membership. I enclose a copy of the speaking note which I would urge all colleagues to consider for possible inclusion in speeches and statements. Your office will be updating this note every four to six weeks, for circulation to colleagues by my office.

The remainder of the material, and it is a very substantial remainder, I am circulating direct to Chief Information Officers with suggestions on the ways in which it might be used and instructions to seek for continuing initiatives in this field.

I already have in mind a number of uses for which the quarry could be considered. Many Information Divisions have a regional presence, and therefore well-established lines of communication with the local media. I am asking that be exploited. I am also asking Chief Information Officers to consider the scope for supplying feature articles to the regional press and for identifying occasions when a Ministerial message or interview in the media might give an effective boost to a local good news story.

There is also scope for the regular use of EC stories in Departmental publications, particularly these with a substantial non-civil service audience.

These are my initial thoughts. I should expect Chief Information Officers to come forward with other proposals in this vein.

Cont.....



It would be helpful if my office and the Foreign and Commonwealth Office could be told, ideally in advance, of any speeches covering EC topics being made by colleagues.

It will also be helpful if Departments could be on the alert for new items of inclusion in speaking notes.

I am copying this letter to all colleagues.

Francis Pym
Francis

FRANCIS PYM

The Rt Hon Sir Ian Gilmour, MP
Lord Privy Seal
Foreign and Commonwealth Office
LONDON
SW1

Enc