

PERSONAL & CONFIDENTIAL

cc: Lord Privy Seal
Chancellor of the Duchy
of Lancaster
Chief Whip
Mr Wicks

LORD PRESIDENT

IMPROVING PRESENTATION

You wrote on October 2 last year to Cabinet colleagues seeking their support in improving the presentation of the Government's policies. The text of the letter is at Annex I.

You made three points:

- you would work closely with the Chancellor of the Duchy to try to ensure that presentationally Government and party marched positively in step
- the Government should conduct the public debate on ground of its choosing - ie to retain the initiative, which requires planning
- the widest possible use of radio and television, and not least local radio; and to bear in mind breakfast television.

You asked for a return by mid-December on each Department's broadcasting effort, including how many times their offers were refused by the broadcasting authorities.

These returns have been extremely slow in spite of persistent reminders and we have not received any from Transport (where there was a change of Chief Information Officer), DHSS, Scottish Office and Northern Ireland Office.

To summarise Departments' experiences:

- there is a general satisfaction among Departments with their access to the media
- all agree on the need to plan presentation and some have been stimulated to make fresh efforts
- there is some evidence of a need for better co-ordination between Government and CCO on bids by broadcasters for interviews with Ministers
- DES was alone in refusing bids, but these refusals were in part tactical to try to deny the NUT a platform
- television is the least trustworthy medium in terms of adhering to agreements entered into with Press Officers in advance of Ministerial interviews, and breakfast television is regarded particularly warily
- BBC Radio 4's 'Today' programme is generally felt to offer best value for the expenditure of Ministerial time because of its professionalism, its high and heavyweight audience rating and its "knock on" effect on the press
- there seems to be surprisingly little recourse to the Jimmy Young Show or Women's Hour, both of which have extremely high ratings
- our analysis suggests still more could be made of local radio.

The returns do not permit any satisfactory assessment of the extent to which Ministers cultivate the national and

interviews. Nor is it possible to assess the extent to which the trade press is cultivated.

You will wish to consider with colleagues:

- i. whether to repeat this exercise in June for analysis and consideration before the Summer Recess;
- ii. if so, whether to extend the scope of the information sought to cover the media relations mentioned in the previous paragraph;
- iii. or, alternatively, whether to regard the October survey as a one-off exercise, and instead from time to time exhort members of the Government not to forget particular aspects of the media - for example, local radio.



BERNARD INGHAM
4 March 1986

PRIVY COUNCIL OFFICE
WHITEHALL LONDON SW1A 2AT

2 October 1985

Dear Quintin

I am writing to you, after discussions with the Prime Minister and the Chancellor of the Duchy of Lancaster, to seek your support in further improving the presentation of the Government's policies.

I believe we have made some progress in the course of 1985 and I am grateful to you all for your contribution and that of your team of Ministers. But it is clear that we can - and need to - do more.

The measures which I outline below will, I am sure, help to achieve greater impact for our policies both within the party and in the country as a whole.

First, I shall be working very closely with the Chancellor of the Duchy of Lancaster to try to ensure that presentationally the Government and party march positively in step. Both Norman Tebbit and I would greatly appreciate the earliest warning of presentational opportunities and likely problems.

Second, I am anxious that we should do much more to have the agenda of political debate set and conducted on ground of our choosing, and largely in our terms, rather than simply react to criticism. This means not only getting the presentation right first time round when an announcement is made, but making sure that in subsequently carrying the message to the people our opponents remain on the defensive. We all feel we must not allow issues to fester. But we must also try to make the presentational running - to decide the ground on which we fight and force our opponents to react. This requires planning. Norman and I are always ready to discuss with colleagues how this is best to be achieved.

Third, I have, as you know, tried to encourage the widest possible use of radio and television, not least of local radio. Reports from colleagues suggest that our effort has been stepped up with the help of Backbenchers, but our supporters would clearly like more. I very much hope that you and your Ministerial team will give the closest attention to both early morning radio and breakfast television. The latter now has an audience of 2.5m. Breakfast broadcasting therefore offers us a real opportunity.

Finally, if we are to get a clear indication of the results of our collective effort, we need to know how each Ministry has got on. It would therefore be helpful to know by mid-December the details of your team's broadcasting effort (both radio and television) and in particular how many times you offered interviews and were refused them by the broadcasters. This should enable us to take stock of what further initiatives, if any, we need to take.

I am writing in similar terms to all our Cabinet colleagues.

Yours truly.

Willie

The Rt Hon Lord Hailsham of St Marylebone

~~CSG~~



DEPARTMENT OF TRADE AND INDUSTRY
1-19 VICTORIA STREET
LONDON SW1H 0ET
Telephone (Direct dialling) 01-215 5422
GTN 215)
(Switchboard) 01-215 7877

Secretary of State for Trade and Industry

ms

25 February 1986

~~CS~~ BI

Viscount Whitelaw PC CH MC
Lord President of the Council
Privy Council Office
Whitehall
LONDON
SW1A 2AT

Prime Minister ⁴ ~~of BBA~~

To see the tables attached.

Dear Willie

ms DRF 26/2

pt 26 below.

You wrote to Leon Brittan on 2 October, emphasising the need for improved policy presentation, and, in particular, asking us to record details of our broadcasting effort. I am sorry for the delay in replying. I attach a detailed log of our effort over the period to mid-January. I should perhaps say that we are satisfied that we have sufficient access to the broadcast media.

I very much agree with your views on presentation, and my Department has given a good deal of thought to the targetting of presentational messages. My information staff have two specific targets in our presentational effort; securing fuller coverage in the regional press and also in the tabloid press. Each of these is an important outlet for different aspects of the Department's work.

I am copying this letter to Cabinet colleagues.

PAUL CHANNON

JF5AYE

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BOARD OF TRADE
BICENTENARY



Leon Brittan's Media Engagements

September

11	Lunch	John Lloyd, <u>FT</u> Roly Gribben, <u>Telegraph</u> Ed Townshend, <u>Times</u> Mick Smith, <u>Guardian</u> John Andrews, <u>Economist</u>	Rm 803
26	Lunch	Richard Lambert, <u>FT</u> Barry Riley, <u>FT</u> Hamish McRae, <u>Guardian</u> Bill Kay, <u>Times</u> David Brewerton, <u>Telegraph</u> Merrill Stevenson, <u>Economist</u>	Rm 803
26	Interview	<u>Thames Television</u> Reporting London: Profile of Ken Baker	Rm 803

October

4	Interview	Channel 4: <u>A Week in Politics</u> with Peter Jay	Molinaire Studios, SW1
8	Interview	BBC Breakfast Time and/or TV AM	Blackpool
8	Interview	<u>Today</u> programme	Blackpool
9	Interview	Channel 4: Gus MacDonald	Blackpool
9	Interview	Yorkshire TV	Blackpool
10	Interview	TV AM	Blackpool
11	Talk	Sunday Lobby	Blackpool
11	Interview	<u>Any Questions:</u> Tony Benn, Dick Taverne, Ann Leslie	Skelmersdale



Leon Brittan's Media Engagements 1985 (Cont'd)

14	Interview	<u>Panorama</u>	Room 803
16	Interview	<u>Today</u> (House of Lords) select committee report on Trade)	Admiralty House
16	Interview	ITN (as above)	Wells St
16	Interview	IRN (as above)	Heathrow
21	Interview	BBC Radio Scotland: Gartcosh	Norman Shaw
21	Dinner	<u>Financial Times:</u> Geoffrey Owen, Richard Lambert, John Lloyd, Barry Riley Guy de Jonquieres	Bracken House

November

8	Lunch	Peter Simmonds: <u>Mail on Sunday</u>	Reform Club
28	Lunch	Peter Riddell, <u>FT</u>	

December

9	Lunch	Industrial/Labour Correspondents Group	The Clarence
12	Drinks	Colin Clifford: <u>Sunday Times</u>	Rm 803
16	Drinks	Nick Comfort: <u>Daily Telegraph</u>	Rm 803
17	Lunch	George Jones: <u>Sunday Times</u>	Athenaeum Club
17	Interview	Tony Moreton: <u>FT</u>	Rm 803



Leon Brittan's Media Engagements 1986

January

8	Briefing	Geoffrey Owen, <u>FT</u>	Rm 803
9	Interview	Maurice Barnfather, Peter Simmonds, <u>MoS</u>	Rm 803
14	Interview	<u>Today</u> programme	Admiralty House
19	Interview	Weekend World	LWT
20	Interview	Yorkshire TV	Norman Shaw

FL3ABC

INDUSTRY: MEDIA LOG

<u>DATE</u>	<u>MINISTER</u>	<u>EVENT</u>	<u>MEDIA</u>
24/09/85	Mr Morrison	Interview	Yorkshire Television at Harrogate Fashion Fair.
25/09/85	Mr Morrison	Discussion Programme	Ch4 Workwatch
10/10/85	Mr Morrison	Interview	BBC Radio Scotland - Gartcosh
15/10/85	Mr Morrison	Interview	TV AM - London Fashion Week
21/10/85	Mr Butcher	Interview	Breakfast TV - design. <u>Declined invitation</u>
22/10/85	Mr Butcher	Interview	BBC Today - design
25/10/85	Mr Morrison	Interview	Local Radio in Chester/Shotton area - Shotton paper mill
28/10/85	Mr Morrison	Press Conference - Interview	BBC Radio 4 and BBC TV - Case Tractors
05/11/85	Mr Pattie	Interview	BBC Today - Eureka
06/11/85	Mr Pattie	Interview	Ch 4 TV PM Programme - Eureka
06/11/85	Mr Butcher	Interview	BBC Today - job prospects/skill shortages. <u>Interview recorded but not aired.</u>
18/11/85	Mr Pattie	Interview	BBC Today - British National Space Centre (BNSC). <u>Declined: premature invitation.</u>
18/11/85	Mr Morrison	Interview	C4 Business Programme. <u>Declined invitation.</u>
19/11/85	Mr Morrison	Interview	BBC Manchester local radio - Textiles and regional policy

<u>DATE</u>	<u>MINISTER</u>	<u>EVENT</u>	<u>MEDIA</u>
20/11/85	Mr Pattie	Interview	BBC TV) Ch 4) IRN) - BNSC BBC) World Service)
20/11/85	Mr Butcher	Current Affairs Quiz	Mercia Sound. <u>Declined.</u>
27/11/85	Mr Morrison	Interview	Beacon Radio and Radio WM - first anniversary of regional policy.
03/12/85	Mr Morrison	Interview	BBC Radio Plymouth (broadcast 6/12/85) - regional policy in the Southwest
04/12/85	Mr Morrison	Interview	Grampian TV - Hall Russell Shipyard
04/12/85	Mr Morrison	Interview	BBC Radio Aberdeen - Hall Russell
09/12/85	Mr Pattie	Interview	IRN - Westland. <u>Declined.</u>
10/12/85	Mr Pattie	Interview	IRN - Burglary at home. <u>Declined.</u>
11/12/85	Mr Pattie	Interview	Westminster Cable.
13/12/85	Mr Pattie	Interview	Horizon - R&D. For broadcast in March.
19/12/85	Mr Morrison	Interview	BBC Radio Scotland - Gartcosh
31/12/85	Mr Butcher	Interview	BBC Today - skill shortages - <u>Briefing unavailable: interview declined.</u>
06/01/86	Mr Morrison	Interview	Scottish Television - Gartcosh
06/01/86	Mr Morrison	Interview	BBC TV Scotland - Gartcosh

<u>DATE</u>	<u>MINISTER</u>	<u>EVENT</u>	<u>MEDIA</u>
14/01/86	Mr Morrison	Interview	BBC Radio Scotland - Gartcosh marchers
14/01/86	Mr Morrison	Interview	Radio Clyde - Gartcosh
14/01/86	Mr Morrison	Interview	BBC Radio - Gartcosh marchers
15/01/86	Mr Morrison	Interview	BBC Radio Scotland - reply to Scots Select Committee and closure of Gartcosh
15/01/86	Mr Morrison	Interview	Radio Clyde Scotland - reply to Scots Select Committee and closure of Gartcosh
16/01/86	Mr Pattie	Interview	BBC Southwest and local radio - Westland: Lygo letter.
21/01/86	Mr Morrison	Interview	BBC Radio Furness - British Shipbuilders privatisation
21/01/86	Mr Morrison	Interview	Red Rose Radio (Preston) - BS privatisation.

TRADE, CORPORATE AND CONSUMER AFFAIRS: MEDIA LOG

Date	Minister	Event	Media
17/10/85	Mr Channon	Interview	BBC Radio 4 'World at One' - House of Lords Select Committee on <u>Overseas Trade</u> - <u>Minister not available.</u>
22/10/85	Mr Howard	3 Interviews	BBC Radio News; IRN; LBC News - Firework campaign.
23/10/85	Mr Howard	Interview	BBC Radio 4 'Today' programme - recorded interview on Insolvency Act 1985
23/10/85	Mr Channon	Interview/questions <i>from audience</i>	Central TV 'Central lobby' - programme on imports of Spanish cars (broadcast 31/10/85).
1/11/85	Minister or Official	Interview	TV AM - dangerous toys - Official offered, but programme decided not to use.
4/11/85	Mr Howard	Interview	TV South - timesharing - <u>Minister declined</u>
6/11/85	Mr Howard	Interview	BBC Radio 4 'You and Yours' - Surma campaign - broadcast 7/11/85.
7/11/85	Mr Howard	Interview	BBC Breakfast TV - unsafe second hand goods - broadcast 15/11/85.
8/11/85	Mr Channon	Interview	Public Broadcast Service (USA) on COCOM.
8/11/85	Mr Howard	Interview	LBC bid for interview on counterfeiting - agreed - subject to revised timing - <u>not used</u>
15/11/85	Mr Howard	Interview	Channel 4 '4 What Its Worth' - Unit trusts - recorded 25/11/85; broadcast 26/11/85.

FORAEM

Date	Minister	Event	Media
19/11/85	Mr Channon	Interview and film report	BBC TV (Tyne Tees) Mr Channon's trip to North East and message for NE exporters.
25/11/85	Mr Howard	Interview	BBC Radio 4 'You and Yours' - EC Product Liability Interview 26/11/86 - not used.
25/11/85	Mr Howard	Interview	Channel 4 News - EC Product Liability Minister agreed but programme cancelled.
29/11/85	Mr Howard or SoS	Interview	Channel 4 'Business Programme' - Financial Services Bill and fraud - <u>both SoS and Mr Howard unavailable.</u>
4/12/85	Mr Howard	Interview	Channel 4 'This Week in Politics' - fraud.
5/12/85	Mr Howard	Bid for debate format : agreed interview	Channel 4 News - Fraud.
5/12/85	Mr Howard	Interview/Debate	BBC Radio 4 'Today' - Fraud - bid for discussion with opposition spokesmen; offered straight interview; programme broadcast without politicians.
6/12/85	Mr Howard	Interview	Channel 4 News - City Fraud (live interview).
6/12/85	Mr Howard	Interview	Channel 4 'Business Programme' - Fraud and FS Bill - bid accepted for 5/11/86, but programme cancelled.

FORAEM

Date	Minister	Event	Media
13/1/86	Mr Channon	Interview	BBC2 'Money programme' - Multi-fibre Agreement - to record on 29/1/86, broadcast 2/2/86.
17/1/86	Mr Howard	Interview	Central TV 'Central Weekend' - Insolvency Act - Minister declined.
20/1/86	Mr Howard	Interview	BBC Radio 4 'You and Yours' - misleading prices/bargain offers - broadcast 21/1/86.

Strategy: Elon POL. A27.

