

→ Mr Sheehane

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B. C. & B. / C. P.
C. G. / U. P.

I could now get
the PM to espouse this. I still think

PRIME MINISTER

something or there has

cc MR. INGHAM

worthwhile.

STEPPING UP THE MOMENTUM

N.L.W. 19-8

Now that Westlands is fast fading into history, it is worth thinking about a systematic campaign to project the Government's policies and attack the Opposition's. This could be effected by:

First. Tell every Cabinet Minister, and junior Ministers too, to set out systematically, by speeches and by whatever other occasion they can contrive, their Department's achievements and plans for the next year or so, in a way which concentrates on the Government's strong ground (and not on the negative reacting to Opposition comments).

Second. Detail off specified Ministers to give special attention to particular topics in their speeches.

For example:

MESSENGER

MESSAGE

You

The strategic successes, themes for the future, vision

Mr Lawson and Lord Young

Popular Capitalism, Enterprise, Privatisation

Mr Macgregor

The Government's record of fiscal responsibility (contrasted with Labour's plans)

Mr Hurd and Mr Biffen

Nailing the Alliance

Mr Fowler, Mr Clark, Mr Baker

Promulgation of the Government's record on

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public investment and
expenditure (but with
no hints)

Mr Tebbit

Labour "bashing" with
special reference to Trade
Unions, law and order.

You may have a better cast list and a different set of topics.
But the important point is that the messages are identified
and the messengers deputed to carry them.

None of this will happen without organisation, machinery and
drive. The machinery already exists in the Liaison Committee
which brings together the three vital Ministers, the Lord
President, Chancellor of the Duchy and the Chief Whip.

If you agree, you might ask the Lord President to put this in
hand. One tactical question to decide is whether to step up
the campaign before or after the Fulham by-election.

N.L.W.

N.L.WICKS
5 March 1986

One Minute
see below Bernard's
comments, which I agree
with.

N.L.W.
6.3

CAJACV

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

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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