

CC BG
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PRIVY COUNCIL OFFICE
WHITEHALL, LONDON SW1A 2AT

Pamie Printer 2

9 April 1986

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Dear Pamie

I am grateful to you and those colleagues who responded to my letter of 2 October last year seeking support in improving further the presentation of the Government's policies. I now wish to summarise the main conclusions drawn from our experience over the last few months.

There are, I think, three main points:

- A need to improve planning and co-ordination: Close liaison can do much to avoid clashes between Ministerial visits and to maximise the publicity given to various Ministerial activities. We believe that this may best be encouraged if colleagues' private offices were, as a matter of course, to notify the Chancellor of the Duchy's private office of forthcoming announcements, major visits by Ministers, policy statements and major speaking engagements. That office can then try to make colleagues aware of potential clashes, or of opportunities to use speeches, visits etc to promote policies, even if they go across departmental boundaries.
- Handling radio and television: There are complaints from our supporters that not every opportunity is taken to put over the Government's case. I hope we can all encourage the kind of positive approach to radio and television which questions not why a Minister should appear but why he should not.
- News magazine-type programmes: I am struck by how little use is apparently made of such programmes as Jimmy Young and Women's Hour, both of which have very large audiences. I wonder whether we should not adopt a more positive approach to invitations for such programmes.

Finally, could I renew my appeal for the greatest possible use of local radio to get over the Government's message?

I am sending a copy of this letter to Cabinet colleagues and to Richard Luce.

Man
Wittin

The Rt Hon Lord Hailsham of St Marylebone CH

Econ Pol: Strabeyy
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