

Press,  
Publicity

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PRIME MINISTER

cc Mr Howe ✓

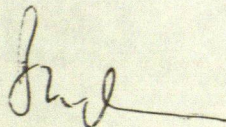
RUSSELL HARTY

Russell Harty has been in touch with Derek Howe as well as myself about the possibility of your appearing on his show. He is applying considerable pressure.

You will recall he invited you to appear last year and you declined.

Mr Harty has made the point to Derek Howe that he is a Conservative himself and would not seek to do anything to show you in an unfavourable light. He has no date in mind.

So far you have resisted all attempts to persuade you to go on this kind of chat show, including approaches from the Parkinson Show. It might be argued that you are moving closer towards these shows by your participation on the Jimmy Young Show and tomorrow your recording for the Pete Murray Show. Pete Murray is in fact the closest approach yet to a chat show but is not dissimilar from some interviews you have given, for example, to women journalists for their women's page columns. I think it really is very much a matter for you to decide whether at this stage you see advantage in breaking your practice of not appearing on chat shows. An appearance on such a show could help in presenting a more caring face to the world and could certainly help to "humanise" the face of Prime Minister. But you will wish to consider carefully whether you want, as Prime Minister, to go so far as to appear on a TV chat show - bearing in mind that some people would suggest that it is trivialising the office. I must say that all in all I do not wish to encourage you.



B. INGHAM

4 March 1982