

MR INGHAM

Graham Turner saw the Prime Minister for 30 minutes this afternoon. The essence of the conversation was that he had four points to make about presentation:

- i The British people are still great. But they want to know where they are going, where the PM is leading them and what are all the sacrifices for. Phrases about "competitiveness" and "infatuation" don't say it. He thought the theme here ought to be that "we are the generation that turn the country round, not merely for ourselves but for our children too" (a point the PM echoed ~~and~~ a good phrase: "we are not a one-generation society").
- ii Churchill (who was batting on an easier wicket because it was war time) managed to get over to the people that the battle was theirs and that they were fighting it. Turner acknowledged that this was very difficult to do in what he described in a wretched phrase as "a non-war situation"; but he had, nevertheless, found many examples of management and workers who were in fact "working their pants off" (his eg was based on a visit to GEC Turbines) and epitomising the attitude he was talking about.
- iii No one wanted "TV <sup>cosmetics</sup> commentaries" from her: "They think of you as a tough lady and they don't want charming smiles" (the PM's comment: "They don't get it"). Churchill, said Turner, was not nice, he fired straight down both barrels when he needed to [Turner later elaborated on the point about smiles and argued that the PM's smile was disastrous and patronising. I believe that this is in the eye of the beholder. The PM, like most mature human beings, has many smiles.]
- iv Turner also talked about the need for the people to see "a suffering PM" (ie to convey a sense that she was going through it with 50 year old fathers of two who had been made redundant). The PM commented that she suffered every day but she never had an interviewer (ie on TV) who brought it out. She said she gave Brian Walden an interview every year but on the last two occasions he had been highly technical during the first half-hour and she could not retreat from his questions. She thought that Barbara Walters might be a good interview<sup>er</sup> from this point of view.

2. Among Turner's obiter dicta were: the PM's patriotism comes through ... the people would need a bigger vision if/when the times get tougher ... in the last few months the number of moaners had diminished and the number of ~~tryers~~ <sup>triers</sup> had increased ...

3. The meeting ended with the PM inviting Turner to contribute if he had "any magic words". Turner will undoubtedly pick-up this invitation and we can expect to hear from him again fairly soon.

NEVILLE GAFFIN  
11 February, 1981.

PS: See also Turner's new series starting in today's Telegraph.

*Stephane*  
*ca (pe have original papers?)*

PRIME MINISTER

*h*

You will recall that I reported to you that Graham Turner the journalist wanted to come in to see you for 30 minutes "about what we as a country need which I (Turner) feel you (Prime Minister) can give".

2. You said you needed to know more about the shape of the interview and question areas. In fact, Mr Turner is not seeking an interview; he merely wants to come in to talk to you "in an entirely private way".

3. I am sure Graham Turner is a supporter of sorts, and that the sense of what you may talk to him about will be repeated in his articles. But do you want to give him 30 minutes merely for a chat?

4. I do not think you should offer him an interview (on or off the record) at this stage; after all, you have only just given an interview to the 'Sunday Telegraph'.

*B. Ingham*

B. INGHAM  
31 December, 1980.

*Background briefing*  
*get down will do - but not -*  
*Mr CS. in Feb. not*



PRIME MINISTER

Graham Turner, who writes for the Daily and Sunday Telegraph and who says he thinks he is not one of your favourite people, would like to come in and talk to you for 30 minutes about "what we as a country need which I feel you can give".

Would you like me to slot him in sometime?



B. INGHAM

23 December, 1980

We need to know more than this about the shape of the interview and the question areas. Will you  
in office record?      ms.