

PRIME MINISTER

Speech Themes

1. We discussed the above subject when we considered presentation on Wednesday. I intend to put up proposals to you early next week. Meanwhile, you may care to have a note on the work I have done so far.

2. Since the New Year, I have been chairing a meeting of the Heads of Information of the main economic Departments to devise a post-Budget economic education campaign. The Paymaster General has been kept closely informed.

3. Our basic concept is to prepare:

- i. speaking notes on particular themes which can be slotted into speeches just as you put in the crucial, newsy economic bit in the Airey Neave speech;
- ii. background factsheets on which Ministers and others can readily draw;
- iii. to allot a particular theme for a week or a fortnight during a three month campaign from mid-April to the Recess; and to bang over each related theme at every opportunity - i.e. in speeches, radio slots, TV appearances, etc. - even to the extent of Ministers saying, for example, that if there is one point I want to leave you with tonight it is the theme;

/iv. to

iv. to launch the campaign with your endorsement; here the Granada interview, now fixed for April 14, is highly convenient, especially as it comes before the local elections;

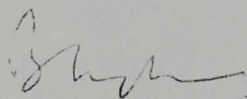
v. to engage the discreet support of allies - e.g. the CBI - in getting over economic realities; I am in close touch with them.

4. It follows there are two essentials:

i. the right concept, themes and messages; and

ii. systematic follow through; we must not go off with a bang and then, for want of Ministerial support, let the whole thing die. (Here the concept of a theme a week, or a fortnight, is a help, as the campaign can keep coming up fresh.)

5. Our conversation on Wednesday was very helpful in the context of concept, themes and message. I shall now try to sharpen up the concept and themes for your approval. In essence, what we are trying to do is to run a promotional campaign through the free media - speeches, press, radio and television news and magazine coverage. It is very similar in concept to my previous experience in energy conservation and I would aim to get the kind of sharp presentation achieved in the attached advertisements, each of which provides the basis for a speaking note.



B. INGHAM

7 March, 1980