
G . E . T O U R

D R A F T O U T L I N E

P R O G R A M M E

01/22.12.82

DRAFT OUTLINE PROGRAMME

OBJECTIVES

1. NEWS CONFERENCES

To take as many of the National News Conferences in London as the programme will allow, missing only those where an overnight stay is agreed in any Area.

2. AREA VISITS

To travel to each of the Areas of the country to complete a programme which contains:

- a) Human interest picture story meeting people in a controlled environment like a Centre for handicapped children, a Hospital or a factory. This visit must be completed by 2.30 p.m. daily in order to ensure coverage of the visit(s) on TV 5.45 News.
- b) Other visits as the travelling arrangements allow - these visits should be aimed at the Critical seats.
- c) Local Radio Interviews (where requested), and provision for Press Briefings of Regional Editors.
- d) A Meeting or Rally as appropriate, at about 7.00 p.m. in order to have speech material available for the later evening News Bulletins, and Election Report Programmes.

3. TRAVEL

To travel with the Press Corps, using as in 1979, a single aircraft and Coaches, supplemented by Train and Cars as needed.

The pattern used in 1979 was:

Car to Victoria,
Train to Gatwick,
Aircraft to major Airport,
Coaches from aircraft to point of visit - one converted into
an office for the P.M., the second (and sometimes a third)
for the travelling press,
Coaches throughout day and back to airport,
Cars from Gatwick to Central London.

Will this same general arrangement be acceptable in 1983 ?

DAY		1979	OPTION ONE	OPTION TWO
D-22	M	MANIFESTO LAUNCH	PROCLAMATION	PROCLAMATION
WED	A	CANDIDATES CONFERENCE		
	E		PEB/MINISTERIAL TV	PEB/MINISTERIAL TV
D-21	M		MANIFESTO LAUNCH	MANIFESTO LAUNCH
THU	A			
	E		Finchley Adoption Meeting	
D-20	M		CANDIDATES CONFERENCE	CANDIDATES CONFERENCE
FRI	A	GOOD FRIDAY	Scotland	
	E		SCOTS NEWS CONFERENCE	
D-19	M		Scottish Candidates	
SAT	A		Scottish RALLY	Finchley RALLY
	E			
D-18	M	Photocall	Photocall with Colleagues	Photocall with Colleagues
SUN	A		Finchley Briefing Lunch	
	E			
D-17	M	NEWS CONFERENCE	NEWS CONFERENCE - London	NEWS CONFERENCE - London
MON	A	Swansea	Wales	Wales
	E	Cardiff RALLY O/N	Wales RALLY O/N	Wales RALLY O/N
D-16	M	Bristol	West Midlands (South)	Western
TUE	A	TV ELECTION CALL	West Midlands (South)	
	E	Gravesend MEETING	Wessex MEETING (? Oxford)	London/S.East MEETING
D-15	M	NEWS CONFERENCE	NEWS CONFERENCE - London	NEWS CONFERENCE - London
WED	A	Eye/Ipswich	Eastern	Eastern
	E	Nottingham MEETING O/N	Eastern MEETING	East Midlands O/N
D-14	M	Leicester/Bosworth	NEWS CONFERENCE - London	East Midlands
THU	A	Loughborough	Yorkshire	East Midlands
	E	Birmingham RALLY	Leeds RALLY O/N	West Midlands RALLY

D-13	M	NEWS CONFERENCE	BREAKFAST TV - Leeds	NEWS CONFERENCE - London
FRI	A	Paddington/Ealing	Yorkshire/Northern	Greater London
	E	TV NATIONWIDE		
D-12	M	Milton Keynes	Finchley & Photocall	Home Counties
SAT	A	Finchley	Finchley RALLY	Finchley
	E			
D-11	M	Photocall	Photocall	Photocall
SUN	A	WORLD THIS WEEKEND	WORLD THIS WEEKEND	WORLD THIS WEEKEND
	E			
D-10	M	NEWS CONFERENCE	NEWS CONFERENCE	NEWS CONFERENCE
MON	A	Newcastle MEETING	Western	Northern
	E	Darlington MEETING O/N	Western MEETING(Heartlands) O/N	Yorkshire RALLY O/N
D-9	M	Yorkshire Whistle Stop	BREAKFAST TV - Bristol	Yorkshire
TUE	A	Halifax MEETING	Wessex MEETING-? Aldershot	
	E	TV EYE	TV EYE - London	TV EYE - London
D-8	M	NEWS CONFERENCE	NEWS CONFERENCE - London	NEWS CONFERENCE - London
WED	A	RADIO	RADIO	RADIO
	E	Edinburgh RALLY O/N	East Midlands MEETING O/N	Scotland RALLY O/N
D-7	M	SCOTS NEWS CONFERENCE	East Midlands	SCOTS NEWS CONFERENCE
THU	A	Aberdeen Whistle Stop		Scotland
	E	Banff MEETING	Finchley/London MEETING	
D-6	M	NEWS CONFERENCE	NEWS CONFERENCE	NEWS CONFERENCE
FRI	A	Putney	North-West	Greater London
	E	ITN/PEB	TV NATIONWIDE O/N	TV NATIONWIDE O/N
D-5	M	Enfield	North-West RALLY	Greater London
SAT	A	Finchley	Finchley	Finchley
	E		Finchley	

D-4	M			
SUN	A	CTU RALLY - Wembley	SPECIAL RALLY - Birmingham	SPECIAL RALLY
	E			
D-3	M	NEWS CONFERENCE	NEWS CONFERENCE	NEWS CONFERENCE
MON	A	Ilford MEETING	Home Counties (Herts)	Greater London
	E	TV BOLTON 500	TV BOLTON 500/ITN/BBC TV	TV BOLTON 500/ITN/BBC TV
D-2	M	NEWS CONFERENCE	NEWS CONFERENCE	NEWS CONFERENCE
TUE	A	Stretford/Prestwich	Home Counties (Kent) PEB	North-West
	E	Bolton RALLY	London RALLY	North-West RALLY
D-1	M	NEWS CONFERENCE	NEWS CONFERENCE	NEWS CONFERENCE
WED	A	London Whistle Stop	Home Counties (GL) PEB	Greater London
	E	Finchley Public MEETING	Finchley RALLY	Finchley RALLY
D-DAY	M	Finchley	Finchley	Finchley
THU	A	Finchley	Finchley	Finchley
	E	Finchley	Finchley	Finchley

DRAFT OUTLINE PROGRAMME

SAMPLE DAY WHEN TOURING AWAY FROM LONDON

08.15 Arrive Central Office

08.30
09.25 P.M.'s Briefing Meeting

09.30
10.00 Media Conference

10.00
10.20 Private discussion between P.M. and Chairman

10.20 Provision for Media interviews

10.45 Depart Central Office by car for Victoria Station

11.05 Train to Gatwick Airport

12.15 Aircraft take-off for Regional Airport (lunch on board)

13.15 Arrive Regional Airport

13.45
14.30 Visit to Centre for Handicapped Children

14.45
15.45 Visit to local factory

15.50 Leave for City centre Hotel

16.00
16.45 Local Radio Interviews/meet regional Editors

17.40 10 minute telephone talk with the Chairman

18.00 Light meal

18.30 Depart for evening Meeting/Rally

19.00 Evening Meeting/Rally

20.00 Leave for airport

20.45 Arrive airport

21.00 Take off for return flight to Gatwick

22.00 Arrive Gatwick

22.15 Depart Gatwick

23.00 Arrive No.10

SECRET

FROM: DAVID BODDY

PRESS AND BROADCASTING OFFICE ELECTION ARRANGEMENTS

Preparation for the General Election began early last year and the following is a brief report on the position to date.

STAFF

The newsroom will be headed by MAURICE ROMILLY, the Chief Press Officer, formerly of the London Evening News, and LESLIE WAY, formerly political correspondent of the Western Morning News. Approaches have been made to several journalists, some retired, to supplement the staff during an election period. Additionally, the Press Officers from the European Democratic Group will be available.

The newsroom will be equipped with printers from the Press Association and monitors of BBC Ceefax and ITV Oracle. A senior Press Officer will be given the responsibility of news spotting. We shall establish a system of quick response to news. This is where good communications with your party on tour is so vital.

The newsroom will operate a 24 hour a day service.

COMPUTERISED NEWS LINK

The computerised news link with local press, radio and television stations, using the Universal News Service and Prestel networks, has been established and is working. In January, I shall appoint a full time member of staff, a professional journalist/sub editor, to take responsibility for that link.

This facility enables us to contact directly 180 local radio stations and newspapers. Speeches and press releases from Central Office can now be on the newsdesks of these publications within 30 to 45 minutes of delivery. This is a major improvement in our facilities.

BROADCASTING

As in past elections, a separate broadcasting unit will be established. The unit will be staffed by regular Central Office personnel who look after broadcasting matters on a daily basis. In addition I am looking for a senior broadcaster to head up the unit. This is a key area. The person found will work closely in conjunction with myself and the Party Chairman. In addition, however, in past elections, the Chief Whip has taken an active role on a day-to-day basis in deciding broadcasting appearances, and in altering colleagues' schedules to fit broadcasting demands. A senior political figure is again required to fulfil this role which can be time-consuming.

MONITORING

Arrangements have been made to reactivate the Central Office Monitoring of radio and television programmes which was disbanded during the economy cutbacks. During the election a daily written report of programmes will be prepared. In addition Saatchis will prepare a digest of recorded highlights of the previous evening's broadcasts.

PRESS DIGEST

A digest of papers will be prepared overnight for you during the campaign. At this stage GERRY MULLIGAN has agreed to assist, subject to his business commitments. (I understand that Bernard may also have some views about this).

CONSERVATIVE NEWSLINE

MR. PIERS MERCHANT, former News Editor of the Newcastle Journal and Conservative Parliamentary Candidate, has been appointed Editor of the newspaper. His first issue will be February. With increasing sales to party members, the publication will become a vital means of communicating the message to our staunchest supporters. Ministers must be encouraged in the New Year to use the newspaper fully in promoting their ideas and to establishing themes.

FEATURE FACTORY

MR. DAVID WOOD (ex-Times) has agreed to head a small panel of senior journalists to ghost articles by yourself and other named party spokesmen for national, local and technical papers.

PRIME MINISTERIAL TOUR

I am working with a small group on this to ensure that the media and press opportunities are seized and to make certain that full advantage is taken of TV/radio news bulletin times and press deadlines. A separate paper covering this aspect has been produced. However, preparation for rallies etc. and all advance technical requirements will be handled by HARVEY THOMAS. This will include the use of Autocue. Additionally we are making enquiries as to the most efficient way of keeping your touring party in contact with the Central Office through multi-circuited word processors, radio telephones etc.

PRESS CONFERENCES

On the last occasion facilities at Central Office did not allow the number of journalists who wished to attend our Press Conferences to do so. Work has been put in hand to establish whether an alternative venue for the launch of our manifesto can be found which meets all the requirements. At present this has drawn a blank. Much criticism arose after the last manifesto press conference when up to 200 journalists could not get into the already over crowded hall. A decision on the principle of moving the manifesto press launch out of Central Office needs to be taken, subject of course to a suitable alternative venue being found.

(On balance, my recommendation is that we should launch the manifesto here at Central Office and make other arrangements to handle the foreign press).

CRITICAL SEATS

A programme of visits to radio stations and newspapers in the critical seats is planned for February and March. The aim will be for the Regional Press Officers and other members of the Central Office Press Office to visit every radio station and local newspaper in each of the critical seats to ensure that they are connected to the computerised news link and to brief journalists on the services available to them.

Additionally, all candidates in those critical seats will be contacted for briefing and guidance on local press matters.

OPINION FORMERS

Early in 1981 I initiated a series of regular meetings with Editors, feature writers and other specialists in other media. This will be continued and intensified.

AGENTS

We have plans for training each of the newly appointed agents in critical seats in the techniques of press and broadcasting.

SECRET

PRIME MINISTERIAL TOURS - APPENDIX A

PERSONNEL

This is the most sensitive area of Organisation. It will ultimately rest with the Prime Minister. However, on your instructions, I outline below suggested personnel arrangements for the Tour. I believe these take into full account both personality and 'political' considerations. I do not wish to commit to paper other observations with regards to the personnel and shall confine my comments here to a list of people I believe could work well for the sake of the Prime Minister and the Campaign.

TOUR ORGANISER

Roger Boaden.
The duties here would be the same as last time. He would need a back-up secretarial staff and would be totally responsible for logistics.

PRESS SECRETARY

David Boddy
This is a most sensitive appointment and is very much the personal wish of the Prime Minister. Consideration must be given to the servicing of the touring lobby journalists.

It would be envisaged that if I were to occupy such a position I would additionally act as the communications link with the Chairman's Office and Central Office. Chris Lawson would need to take an overview of my responsibilities in London while I was away.

PERSONAL ASSISTANT

Gordon Reece
This is obviously a key job which Gordon Reece alone is qualified to perform. If Gordon travelled with the Prime Minister I could be left to get on with the Press. I believe this arrangement could work well as both Gordon and I have a healthy respect for our responsibilities and talents. It would alleviate the need for a second Press Officer (the role I performed last time)

PRESS ASSISTANT

Sheila Howe?
Sheila has undertaken this job for the last few tours. It primarily involves the nitty gritty of journalists, hotel arrangements, travel expenses etc.

RESEARCH ASSISTANT

This appointment must be for Peter Cropper. However, if Michael Dobbs does not have a seat to fight I would suggest he be invited to join the tour party. Failing that Michael Portillo. From the Research Department personnel I would suggest John Whittingdale may be suitable - but I have reservations here.

POLITICAL ASSISTANT

(This is not my position, but I understand Sir John Eden has been approached.)

In addition I would expect Mr Thatcher to take a part in the tour - and personally I would welcome this. Furthermore the PPS should also be available to tour when required. The PPS, however, has to play an additional important function of clearing speech drafts, feature articles by the PM, and early PPB scripts which feature the PM.

A SEPARATE TEAM OF
SPEECHWRITERS

This group needs to be co-ordinated, probably by Ferdie Mount. Although not travelling directly with the Prime Minister on all occasions, the group meets the Prime Minister's party 'on location'.

ADVANCE ARRANGEMENTS

Harvey Thomas; Marlise Thomas
Advance arrangements for rallies and stopover points needs detailed attention. The Thomas's are extremely well suited to this role. This part of the tour becomes more important if the Prime Minister continues to use Autocue.

LONDON END

The Downing Street and Central Office end of the Prime Minister's campaign needs close attention. The role of overseeing daily developments from the Prime Minister's office could be crucial in winning the campaign. Additionally Prime Ministerial correspondence to the political office requires attention. Again this is not up to me, but from discussions to date the Candidates for these roles are David Wolfson and Derek Howe.