

NOTE FOR THE RECORD

cc All Private Secretaries
All Press Officers
Mr Prescott
Mr Gow
Mr Ryder
Mr Howe
Miss Stephens
Mr Reece

MEDIA PROGRAMME

1. Miss Stephens and I met the Prime Minister on 5 March to consider her media programme for the future - ie over the next few months and chiefly up to the Government's first anniversary on 3 May.
2. The Prime Minister accepted that she should adopt a more positive and visible approach to the media during the period under review and should be particularly active in April before the local elections on 1 May. She agreed she must be seen to have fought hard for her cause.
3. The programme, as I now see it, is set out in the Annex. It is a formidable one but does not exhaust what she would like to do. In particular she agreed in principle to see Mary Kenny, 'Sunday Telegraph', and Jean Rook, 'Daily Express'; and also to have in over a period of months for an evening's drinks such political commentators as Ronnie Butt, 'Times', and Peter Jenkins, 'Guardian'. I made the point that while she had no chance of converting some political commentators, a great deal of damage might be prevented if she saw them. They were beginning to complain that they were as isolated from the Prime Minister as the TUC. Miss Stephens is to let me know as and when an opportunity for such briefings arises.
4. We have, for the time being, set on one side the idea of an interview with the 'Sunday Telegraph' (which was abandoned last autumn) but I may revive this if the steel strike ends soon.

Definite Arrangements:

5. Following the meeting I set in hand the following arrangements:
 - Lunch with the editors of IPC's Women's Magazines (repeating a useful occasion the Prime Minister had while Leader of the Opposition). Jane Reed, publisher of the magazines will offer dates to Miss Stephens. (Mr Gaffin also has in hand the possibility of a separate feature with 'Woman's Own').
 - First meeting with Lobby (twice postponed last autumn) fixed for 27 March; this will enable the Prime Minister to sweep up after the Budget and to look forward to the Schmidt visit and the Euro Budget Conference.
 - 14 April: 25 minute interview with Granada's political programme - to be recorded in advance that day.
 - 23 April: One hour interview with Brian Connell, 'The Times', for the Government's first anniversary, at 9.00 am: then Jimmy Young Programme (10.30 am - 11.30 am).

.. /

- 29 April: One hour briefing for members of the Newspaper Conference and their editors (provincial press) followed by reception for editors and wives.
 - 2 May: News broadcasts on eve of first anniversary, and possibly 'Nationwide' (sweeping up after local elections) based on a message to the country or Party on the lines of the New Year's Eve exercise. (NB - I have to discuss arrangements for the message with Mr Ryder).
 - 4 May: Possibly 'World this Weekend'.
 - 14 May: Visit from 11.30 am - 3.00 pm to BBC (one of its establishments in London) on the lines of a Departmental visit. Peter Hardiman-Scott will come back to me with proposals.
6. In addition: Harold Evans, ('Sunday Times'), Victor Matthews ('Express') and David English ('Mail') are proposing dates for policy briefing lunches on their premises in May/June (the political correspondents of these papers are coming back with dates).
7. I would propose to discuss the Prime Minister's summer programme - ie up to the Recess and during it - immediately after the first anniversary celebrations are out of the way.

B
B INGHAM

11 March 1980.

PRIME MINISTER: MEDIA PROGRAMME

10 March: French TV - Euro budget
12 March: Party Political Broadcast
13/14 March: In Selby - media at Selby and local editors
in Hull
22 March Central Council speech
27 March: Visit to Lobby
28 March: Joint press conference with Chancellor
Schmidt
31 March/1 April: Euro Council in Brussels
3 April: Interview with 'Illustrated London News'
11 April: Sovereign's Parade at Sandhurst (photo story)
14 April: Granada interview
16 April: British Press Awards presentation
18 April: Lansing Bagnall, Basingstoke (photo story)
21 April: Birmingham Chamber of Commerce Speech
23 April: Interviews by 'Times' and Jimmy Young
Programme
27 April: BBC TV Children's Programme
29 April: Briefing and reception for regional editors
2 May: News interviews on eve of the Government's
first anniversary; present Medallions to
Fellows of Winston Churchill Memorial
Trust (photo story)
4 May: Possibly 'World this Weekend'
9 May: Scottish Party Conference
14 May: Visit to BBC
21 May: Women's National Conference Jubilee Speech
23 May: Visit to North East
27 May: Royal Academy Banquet Speech
7 June: Children's party for Trooping of the Colour
(photo story)
11 June: Press Association Annual Lunch
12/13 June: Euro Council, Venice
22/23 June: Venice Summit