

DEREK

Sir Keith Joseph's Private Office phoned.

Sir Keith has agreed to do the Daily Star interview and could you arrange for them to contact his Private Office about details, as you promised.

Sally

17th September 1980

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PANORAMA

URGENT

17th September, 1980

DAILY STAR AND PANORAMA

Further to our conversation last night regarding the invitations to you to be interviewed by the Daily Star for the eve of the Party Conference and by Panorama for Monday, 6th October, I have discussed it with Gordon Reece and we both feel that they would be worth doing.

Briefly, the main reason for accepting the Daily Star invitation is that you would be putting the Government's case to a mainly non-Conservative audience, and this I think you will agree is important in the battle of persuasion.

The Panorama programme is important for different reasons. I attach a copy of the letter I showed you last night from the producer. You will see that this is dealing with the philosophy as well as the policy and it is not intended to be 'newsy' or detailed.

If you are agreeable, Mr. Harding the producer would very much like to arrange the interview early next week.

I do hope you will feel able to accept both these invitations.

Derek Howe
Political Office

The Rt. Hon. Sir Keith Joseph, Bt., M.P.

Copy: Gordon Reece.



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Derek Howe, Esq.,
10 Downing Street,
London, SW1.

16th September, 1980

Dear Mr. Howe,

Following your telephone conversation with John Simpson yesterday, I would just like to put in writing the outline of the programme in which we would like Sir Keith Joseph to take part.

It will be a programme for transmission on Panorama on October 6th and it will deal with the government's economic and industrial strategy, both in the immediate future, but more particularly, in the long run. In the programme we hope to be talking on film to industrialists, to people in the City and to Conservative back-benchers. We have also been filming with Mrs. Thatcher on two of her recent engagements - to the Orkney Islands and her speech at the 'Now' dinner.

The outline areas of questions we would like to pursue with Sir Keith are: the current criticisms of the government's policies - that the government is in some respects too divorced from reality in its approach and, perversely, that it is not being strict enough in applying its policies; whether the ways that some of the policies are being pursued are too non-specific in their effect on industry; about Sir Keith's long-term view of the industrial and economic situation by, say, 1983, and if the Conservatives were to win the next election what the economic prospects would be then. It would not be a detailed industry by industry interview, but one taking a broader view.

When John Simpson spoke to Sir Keith he understood his reaction to be that this was the sort of interview which, in principle, he would normally be happy to do and that the subject matter fell within the areas which he does quite often talk about, but that the actual political decision as to who should appear on the programme must rest on our approach to you.

I hope we shall be able to clear up any other outstanding questions this afternoon.

Yours sincerely,

Philip Harding
Producer
Panorama