

PRIME MINISTER

People Weekly

You have agreed over the coming months to give a number of interviews to American journals. The first of these interviews is arranged for tomorrow (Wednesday) for an hour at 11.45 with "People Weekly" - part of the Time-Life organisation. It has a circulation of well over 2 million across the USA and reputedly a very high readership of some 18 million; in other words, it offers a great deal of exposure, especially at the younger end - i.e. under 35 - of US opinion.

2. As you know, the magazine has taken photographs of you in your study, in the State rooms, on the stairs and on the terrace outside the Cabinet Room.

3. The interviewers will be Richard Stolley, the managing editor, who has flown over from America for the purpose, and Fred Hauptfuhrer, their London Correspondent, who was the very tall, bearded man who attended the photographic session.

4. The interview was to have been on Monday but was postponed because of the Censure Debate.

5. It is not often Mr. Stolley conducts interviews; I gather this will be the only time he has interviewed a Head of Government apart from his annual interview with the President of the United States.

Purpose

6. "People" are, of course, very interested in your policies and how they relate to US philosophy and experience. But the magazine is less concerned with the detail of policies than with their general thrust and how they illuminate yourself as a political leader. Thus, their prime interest is in you yourself as a political phenomenon of the 1980s.

7. The interviewers will feel they have failed their readership if all they succeed in getting is the sort of answers to questions which would come out of a routine press conference. Their objective is a relaxed discussion (which they will taperecord for accuracy) which brings out the real you. They would thus like you to be fairly reflective, for example, about your first 15 months experience of Government; how you organise your life; how you cope with the pressures; your brand of leadership, etc.

8. I hope you will talk freely to them. (They know you will not enter into the US presidential election by commenting on candidates). It would help if you could keep your answers pretty concise, eschewing detail. As with most magazines of this kind, they like to avoid big slabs of answer.



B. INGHAM

29 July, 1980

PRIME MINISTER

People Magazine

Dave
CA
17/7

1. You have agreed over the coming months to give a series of interviews to US journals. The first is on Monday, July 28, to the leading news magazine "People" with a reputed readership of 18m. They are sending over their managing editor, Richard Stolley, to do the interview. This will be the only interview he has done with a head of Government apart from the President of the United States.

2. They are to come in for 15 minutes next Monday (July 21) to take a few pictures of you in advance. The purpose of this minute is to ask whether you would be content to provide three shots:

- in your flat - drawing room;
- ✓ - in your study; and
- ✓ - in the garden.

No
white
drawing
room.

3. Content?

John

B. INGHAM

16 July, 1980

Please remember we may
have to respond to
certain matters that would
not



10 DOWNING STREET

From the Press Secretary

4 August, 1980

Dear Fred,

The Prime Minister has asked me to thank you for your lovely bouquet on the occasion of your interview with her. If I may say so, I thought the interview was one of the best and most relaxed she has done as Prime Minister. I do hope it comes out well from your point of view. Could you please let me have a few copies?

Please pass on my regards to Mr. Stolley!

*Yours sincerely
Boris Ingham*

B. INGHAM

Fred Hauptfuhrer, Esq.,
London Correspondent,
People Weekly

*x and the PM's
Fred!*