

cc Mr Sherbourne
Mr Howe
Mrs Ryder

PRIME MINISTER

MEDIA FIFTH ANNIVERSARY

You have agreed the following programme to mark your fifth anniversary:

- Friday, April 27: See Sunday Lobby, offering them the text of a short speech (which I am writing).
- Monday, April 30: See full Lobby for briefing to assist those writing assessments of your first five years.
- Friday, May 4: Photocall with short radio and TV news interviews on your fifth anniversary.
- Sunday, May 6: BBC World this Weekend (Gordon Clough).

I do not wish to alter this. But I am under pressure from the party for you to give interviews to the Daily Star (supported by Tony Shrimpsley); and the Sunday Mirror (Derek Howe).

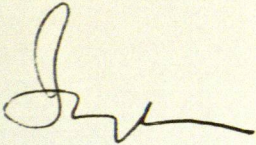
My advice is as follows:

- i. So far as Sunday papers are concerned, the Mail on Sunday has also asked for an exclusive interview but I am simply not able to recommend you to do this in view of their performance over Mark/Oman.
- ii. Caroline says you could give the Sunday Mirror half an hour on Sunday April 27; it would then be up to them to get out of their half hour what the Sunday Lobby as a whole had not got earlier. Alternatively, you could abandon the Sunday Lobby and simply give an interview to the Sunday Mirror (which has not incidentally been at all helpful over Mark/Oman).
- iii. It was against this background that I proposed making use of the Sunday Lobby with a short hand-out speech to try to bend them to your will and get some pre-local elections publicity. The papers represented, apart from the Observer, Sunday Times and Mail on Sunday would be People, Sunday Mirror, News of the World, Sunday Telegraph, Sunday Express and Sunday Mail (Scotland).

Agree to stick to meeting with Sunday Lobby as a whole?

This would not, of course, preclude your seeing the Daily Star on say May 1 or 3 for a 5th Anniversary interview if you felt able to take this in addition to your agreed programme (see Annex I your diary that week).

Agree to see the Daily Star if it can be arranged in the week beginning April 30?



BERNARD INGHAM
11 April 1984

Friday 27 April

0930 Media
1000 Sir Robert Armstrong
Visit to Richmond Ice Rink to see performance by Torvill
and Dean Then, to Chequers

Monday 30 April

0830 Hair
1000 Media
1200 Chief Whip
1215 Chief Whip, Lord Privy Seal, Lord President Chairman
1830-1930 Newspaper Press Fund Reception + BI Look in only,
Stationer's Hall

Tuesday 1 May

0900 Questions Briefing Team
1300 Lunch and Questions Briefing
1515 Questions
1545 Keep free for MPs
1630 Briefing meeting for Anglo/German Bilaterals
1830 Audience

Wednesday 2 May

Anglo/German Bilaterals all day
1800 Attend Adenauer Lecture Oxford

Thursday 3 May

0830 Hair
0930 Questions Briefing Team
1030 Cabinet
1300 Lunch and Questions Briefing
1515 Questions
1545 Keep free for MPs

Friday 4 May

0930 Media
1000 Sir Robert Armstrong
1500 Depart No. 10
Finchley cocktail party