


Coal Strike

Prime Minister

The attached note reflects the thinking
of John Redwood and Oliver Letwyn, and
I thought you might like to see it.

A handwritten signature in black ink, consisting of the letters 'M' and 'A' joined together, with a horizontal line extending to the right from the 'A'.

MICHAEL ALISON

27.7.84

CONFIDENTIAL

PRIME MINISTER

25 July 1984

MINISTERIAL SPEECHES: KEEPING UP THE IMPETUS

Last week, there were a number of excellent ministerial speeches and articles on the coal strike. Before that, Norman Tebbit had given a good speech on our local government policies. And next week, there will not only be speeches by Keith Joseph and Norman Tebbit on the coal strike but also your speech in the economic debate.

The problem is to keep up this momentum during the summer. August and September are sleepy months. But the Government cannot afford to sleep through them, particularly in the field of propaganda.

You have already taken steps to ensure that Ministers continue to speak on the coal strike during this period. But nothing has so far been done to establish a rota of Ministerial speeches on local government.

You might ask Andrew Turnbull to write to John Ballard at DoE, asking Patrick Jenkin to draw up such a rota in consultation with other Private Offices. If this letter were copied to Private Secretaries around Whitehall, it would be clear that the publicity initiative had your backing.

Once such a rota was established, the "propaganda group" in DoE could ensure that the relevant Ministers were provided with the necessary information and/or draft speeches at the proper time.

This may sound trivial; but I believe it is in fact of the utmost importance. If we do not capture the headlines our opponents will certainly do so.

CONFIDENTIAL

JMHABM



10 DOWNING STREET

Michael Alison.

I think this is more for
you than me.

AT

19/7

Michael

When I spoke to John
this afternoon he asked
if I could put this into
the P's wife box - so
this is a copy (original
in box).

Tessa

20/7