

PRIME MINISTER

ECONOMIC SUMMIT - MEDIA

The Summit is now less than a month away and we need now to agree your media programme in connection with the event.

Background

There is always fairly extensive official briefing in connection with Summits and the Foreign Secretary and the Chancellor cultivate their specialist correspondents in advance.

I have not sought in the past to involve you much in the run up, but I feel obliged to raise the question this time because:

- i. you will be in the chair;
- ii. you will be electioneering at the time; and
- iii. there is a host of requests from all the Summit countries for interviews.

There are three major constraints:

- the state of your diary (see Annex I);
- the need to avoid becoming directly involved in the US Presidential election;
- the need to avoid raising expectations of the Summit.

There are, however, a number of opportunities:

- to take advantage of world media, and especially American, interest to set the scene for the Summit; damp down expectations; and take credit for your economic policies; not to mention to promote interest in counter terrorism and freer trade;

- to secure the domestic media spin-off which any initiative with the international media affords, thereby providing positive publicity for your EuroElection cause.

Prospects

Any pre-Summit media activity must be made to fit in with your other commitments. From a media point of view these are:

- May 21 - Launch European manifesto
Netherlands/British Chamber of Commerce
- May 23 - Conservative Women's Conference speech
- May 31 - Meeting with international trade union
delegation
- June 2 - Visit of Prime Minister Botha
- June 4 - Press conference for EuroElection
? Bilateral with Trudeau
Greet President Reagan
- June 5 - Bilateral and dinner with Reagan

One other date of which you should be aware is that on the morning of June 1 you will have your final official briefing of the Summit.

There are a number of possibilities, taking into account holidays:

Lunch, dinner or briefings for

- a. Association of American Correspondents;
- b. Foreign Press Association;
- c. Lobby; or
- d. an open press conference.

The Association of American Correspondents and the Foreign Press Association have each invited you to a briefing meal with them at this time. I believe the FPA would be the more appropriate international forum, but I would advise an open press conference if you feel it would not raise expectations too much. That would, of course, depend on what

/you said

you said but a prime objective would be to moderate expectations while arguing the value of Summits. I should add that the media spin-off of an unattributable briefing is much reduced compared with a press conference.

If you agree to a press conference I believe you should further agree to give the usual short news interviews afterwards with BBC, ITN and IRN. These would find their way around the world through, for example, UP/ITN, Visnews etc.

This leads me on to the question of timing. The obvious time is on the afternoon of Friday, June 1 after your final briefing in the morning. You could devote the afternoon to this.

But you should be aware of two things:

- June 1 is uncomfortably close to Mr Botha's visit the following day
- you will be giving your Euro press conference on the following Monday, June 4.

*A press conference on 1 June might well be dominated by the Botha visit - and probably make that visit more difficult to handle.
A.J.C. 10/5.*

An alternative approach would be to give a Lobby briefing on the afternoon of June 1, followed by short radio and TV interviews about the Summit. But would advise an open press conference.

Agree an open press conference; OR a Lobby briefing, followed in each case by radio and TV news interviews?

Individual Interviews

The list of requests at this stage includes:

I would rather have an Open Press Conference on the Summit.

- Reuter (Sidney Weiland, Diplomatic Correspondent)
- Several leading Japanese journals
- the US TV networks (which you could also do on the afternoon of June 1 if you wished)
- Der Spiegel, the German weekly magazine (which would need to be done well in advance of the Summit)

- Charles Douglas-Home who wants you to give Frank Johnson a pre-Summit interview for The Times. (Frank Johnson is going to be The Times' Washington correspondent and he is trying to get pre-Summit interviews with Reagan and Mitterrand.)
- George Gale, Daily Express, who actually wants an interview to mark the first anniversary of your second Government but whose request must be included in this submission because of the time factor.

Agree, if it is possible to lay on during the Recess, an interview with Frank Johnson?

Agree to decline the rest, making the point to George Gale that you are heavily committed on the Summit.

Media During Summit

I hope you will agree the following points. Could you please tick if you do?

- i. ✓ Erection of photo-pool stand opposite the door of No 10 (as was done on the occasion of President Reagan's visit during the Falklands);
- ii. ✓ greeting all Heads of State/Government for bilaterals on the doorstep, and similarly seeing them off from there;
- iii. a photo-pool for a more formal picture of each visitor either in the Hall or, as the Americans would like for Reagan, in the White Room. (I would prefer the White Room for all of them);
- iv. ✓ a pool-photo before your dinner for President Reagan (I would not normally recommend this, but it is the American way of life and I am told the President would like it);
- v. on the occasion of your dinner here on Thursday, June 7 for all Heads of State and Government, a photo-

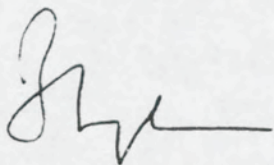
/pool

I am quite happy to accept them all and devote a news day to get them done

✓ pool to record you receiving your guests in the Blue Room and a pool photo of guests seated at dinner;

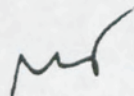
vi. a Summit group photo which would carry most impact if done in Downing Street or, if wet, in the Pillared Room? (NB: The Americans would like the historic background of Downing Street.)

It is not easy to see at what point during the dinner you would take all the guests out into Downing Street. The Pillared Room would be simpler.
A.F.C. 10/5.



BERNARD INGHAM
9 May 1984

Garden of No 10?
or Pillared room



Tuesday, 22 May

0900 Questions Briefing Team
 1300 Lunch and Questions Briefing
 1515 Questions
 1545 Keep free for MPs
 Keep free for Women's Conference Speech

Wednesday, 23 May

1520 Conservative Women's Conference Barbican
 1700 Foreign and Commonwealth Secretary
 1730 Chancellor of Exchequer

Thursday, 24 May

0830 Hair
 0900 Questions Briefing Team
 1030 Cabinet
 1300 Lunch and Questions Briefing
 1515 Questions
 1545 Keep free for MPs
 1800 Drinks with MPs

Friday, 25 May

1245 Lunch: Coldstream Guards + DT, St. James' Palace

Monday, 28 May RecessTuesday, 29 May

Lunch at Chequers to work on Rally Speech and PPB

Wednesday, 30 May Banbury + DT?Thursday, 31 May

0830 Hair
 0900 First Meeting for Welsh Conference Speech
 Recess
 1030 Meeting with International TVC Delegation

Friday, 1 June

0830 Dentist
 Recess

Monday, 4 June House reassembles

0830 Hair
 1000 Media
 Press Conference for Euro election, CCO
 Chief Whip
 Chief Whip, Lord President, LPS and Chairman
 1300 Lunch for colleagues
 Depart for
 1715 PM greets President Reagan, Kensington Palace Gardens
 1745 Depart for Palace
 1815 Audience
 1830

Tuesday, 5 June

0900 Questions Briefing Team
 1300 Lunch and Questions Briefing
 1515 PM's Questions
 1545 Keep free for MPs
 1800 Talks with President Reagan
 1900 Drinks
 1930 Dinner for President Reagan, No.10

Wednesday, 6 June

1700 Foreign and Commonwealth Secretary
1730 Chancellor

Thursday, 7 June

0830 Hair
1030 Cabinet
1400 Depart for:- Meet Heads of Government at Kensington
Palace Gardens
1430 M. Thorn
1500 S. Craxi
1530 Chancellor Kohl
1600 Mr. Trudeau
1630 President Mitterrand
1830 Prime Minister's Reception, St. James' Palace
2000 Working Dinner for Heads of State, No.10, followed by
2130 Beating the Retreat + DT?, No.10/Cabinet Office

Friday, 8 June

1815 Working Lunch at Lancaster House
Talks with President Mitterrand
Working Dinner for Heads of State, National Portrait
Gallery

Saturday, 9 June

0830 Talks with Chancellor Kohl, No.10
Economic Summit
Working Lunch, Lancaster House
1730 Talks with M. Craxi, No.10
1815 Talks with M. Thorn, No.10
Banquet at Buckingham Palace

Sunday, 10 June

Bid Farewell to Economic Summit Guests
Record PPB?
Keep free for European Rally Speech

Monday, 11 June


0830 Hair
1000 Media
? Record PPB for European Election
1130 Talks
1300 Lunch for Prime Minister of Japan + DT
Reserve for constituency European engagement
or Rally Speech
European Rally, London

Tuesday, 12 June

0900 Questions Briefing Team
1000 Mr. Malcolm Fraser
1300 Lunch and Questions Briefing
1515 PM's Questions
1545 Keep free for MPs
1830 Audience

Wednesday, 13 June

0930 or 1000 Final Euro. Press Conference, CCO
1000 Keep free for Welsh Conference Speech
1830 Audience

*cc Mr Cole
Mrs Ryder*  5/18

PRIME MINISTER

ECONOMIC SUMMIT - MEDIA

I would like to clear up one or two points about arrangements for your pre-Summit media programme. (I attach my minute and your response to it for reference at Annex I).

1. Pre-Summit Press Conference

I am arranging this for 3pm on Friday, June 1 at the Connaught Rooms, leaving No 10 at 2.45. This will follow your final Summit briefing in the morning of that day.

After the Press Conference I am laying on BBC radio and television news interviews, and also for IRN and ITN.

I hope you will agree to go to the Connaught Rooms. This will be the media centre for the Summit and it is thus apposite that you should give a press conference there. You will be seen to be using the Summit press centre and in doing so you will save the taxpayer £1000-£1500 which would otherwise have to be spent hiring, eg the Institute of Civil Engineers where you held a joint press conference with President Mitterrand.

You may care, while you are at the Connaught Rooms, to be briefed on the arrangements for coping with the 3,000 journalists expected at the Summit.

Agree:

- i. Connaught Rooms for pre-Summit press conference;
- ii. give short radio and television news interviews afterwards;
- iii. have a short - say 10 minute - briefing on the Summit media centre while you are at the Connaught Rooms.

2. Interviews

You will see from the attached minute to which you have already reacted that on page 4 you say you "are quite happy to accept all the bids for interviews and to devote a day to them.

I assume you mean by this Frank Johnson (Times) and George Gale (Daily Express). Frank Johnson wants to do a pre-Summit interview and George Gale a piece geared to the first anniversary of your second term.

I have arranged for them to come in at 2pm and 3pm respectively on May 31.

Content?

You will see from page 3 of the attached minute other interview requests we rehearsed:

- i. Reuter
- ii. Der Spiegel
- iii. US Television Networks.

Your open press conference will take care of Reuter, so we can discount that.

Der Spiegel are much more interested in the EuroCouncil at the end of June rather than the Economic Summit and I see no reason to respond.

Agree I turn down?

(The FCO are in any case pressing for you to see a group of up to nine Brussels-based Community journalists on June 15 and I will minute you separately on this).

Finally, there is the question of the US television networks. Caroline makes the point that you could do all three early in the morning of June 1, if you wished. (See Annex II - diary).

Alternatively, you could do all three or four (if you include the US Cable Television network) after Frank Johnson and George Gale; or - after your domestic news interviews following your open press conference on June 1. I much prefer you to give the US television channels interviews early on May 31.

Agree early May 31?