

YOUR MEETING WITH THE CHAIRMAN : MONDAY 16TH MARCH 1987

Attached are further proposals from the Chairman on election planning. I am having to dictate this note to you on Thursday night before I have seen the Chairman's papers. I think the points you will want to raise with the Chairman when you meet him on Monday are:-

1. A decision to give the go-ahead for the bus (which I think you need because it will have invaluable equipment to keep you fully up to date with news and in immediate communication with Central Office).
2. The proposed video (see attached letter)
3. Whether you are happy with the outline of the press conferences and your own travel plans (it must be right to look at the shape of the programme first and then to come forward with details for each individual area).
4. You will want to mention to the Chairman that you want a meeting on Monday, 6th April at 12 noon with him and Peter Morrison only to discuss election admin. (I will plan to have a preliminary meeting with Peter Morrison at Central Office to ensure that your meeting is effective.)
5. For information, your meeting with Maurice Saatchi is now taking place on Monday, 27th April, the first Monday after the House goes back.

Steve

STEPHEN SHERBOURNE

13.3.87



Conservative Central Office

32 Smith Square Westminster SW1P 3HH
Tel. 01-222 9000 Telex 8814563

From:
MICHAEL DOBBS
Chief of Staff

3rd March 1987

Jean Stephen,

*Question:
how will
it be
used?*

We are proposing to prepare an 8-10 minute video of the Prime Minister for use during the election.

It would not be a traditional Party Political Broadcast type of video, but a much more emotional approach, emphasising the Prime Minister's image as a highly successful statesman at home and abroad, but also emphasising her human and caring side. It would have a very forward-looking message. We are trying to get Andrew Lloyd Webber to agree to compose some special music for it.

The tape would be used at a variety of election situations, such as for display on large video screens before the Prime Minister's entry at an election rally. Clearly much of the material would be very useful for use in Party election broadcasts.

The video would be based on a variety of different sources of footage. We are already shooting footage ourselves on some of the Prime Minister's regional tours and we have available to us extensive library material. However, there are three particular areas where we would need to shoot very special high quality footage which would be required in order to lift the video above the normal quality:

1. We need informal shots of the Prime Minister relaxing with people (not necessarily politicians) and on her own, particularly inside No. 10. We would need to try to plan a day of the Prime Minister's itinerary which had sufficient variety to satisfy these requirements and to allow our camera totally exclusive access to some of her more private moments. This would inevitably be a considerable demand on the Prime Minister, as we would be asking her to change her seating position, change her wardrobe and so on throughout the day. It would therefore need

very careful planning to ensure that her time was not wasted.

2. Footage of the Prime Minister outside of No. 10 but in less hectic circumstances than when she goes on a regional tour. Unfortunately on regional tours we are competing with news cameramen, onlookers and the clock, and although we have useful footage it will not be of the absolute first quality which we require. We therefore need to see if she has suitable days outside of No. 10 scheduled in her diary.
3. We must consider sending a camera crew with her to Moscow, as we did with the Williamsburg summit in 1983.

This would be the first time that such a project has been carried out and it must be of top quality. I am therefore writing to ask you to secure the Prime Minister's agreement and co-operation to this project. We hope she will find it as exciting as we do.

Best wishes,

Michael.

Stephen Sherbourne Esq
Political Office
10 Downing St
London SW1



10 DOWNING STREET

LONDON SW1A 2AA

4th March, 1987

Thank you for your letter of 3rd March about your proposals for an 8 to 10 minute video of the Prime Minister. I am putting this into the Prime Minister's box for her to see and I suggest that she and the Chairman discuss it at their meeting next Monday 9th March. I hope thereafter we will then be able to get going on fixing things up in detail.

I am copying this letter to Shirley Oxenbury.

STEPHEN SHERBOURNE
Political Secretary

Michael Dobbs, Esq