

Mr. Ford

E.E.C. : Home Publicity

You asked me to record the main points arising from our meeting with the Parliamentary Under-Secretary yesterday.

2. Mr. Royle made the following points:

- (a) A team should be formed of well-known people who would be able, according to their talents, to address big meetings all over the country, speak on television and/or radio, or write letters to The Times. These should not be obvious declared "pro-marketeers", but a wide range of others whose opinions would carry weight in view of their personal standing, e.g. in industry.
- (b) We should draw up lists of active pro-market Conservative and Labour M.P.'s and of active "anti's" and the wavering; the Conservative Research Department might provide the former and Mr. George Thomson be consulted about the latter.
- (c) There should also be a panel of less well-known speakers capable of addressing Women's Institutes, Rotary Clubs, etc. The programme for such speakers should concentrate on constituencies represented by M.P.'s who were doubtful about entry: there was no need to worry about those where the Member was already in favour.
- (d) We should get together a team of writers able to work e.g. on television scripts. The Conservative Party had formed a team of television experts in preparation for the election, which had been held together. Mr. Royle mentioned the names of some of the people in question and suggested that you should discuss with Mr. Maitland at No.10 how we should go about making use of them. (I will also speak to one or two of those concerned.)
- (e) An exercise must be mounted to ensure a constant stream of good Supplementary Questions on the E.E.C. in the House of Commons. Sir A. Meyer might be able to help with this.
- (f) A campaign of letter-writing to M.P.'s by constituents must also be promoted.

3. Mr. Royle made the general point that speeches about the E.E.C. must be adjusted to their audiences. Housewives were not really interested in figures, but members of Rotary Clubs, for instance, would welcome statistics.

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