

Parliamentary debate. The Times and Economist contributed influentially throughout. So, to a lesser extent, did the other national newspapers (the Beaverbrook press excepted) and, in particular, the regionals. The technical press, briefed by Departments, also contributed favourably. The initial approaches to the media and close liaison maintained with them throughout undoubtedly paid large dividends.

64. The size and coverage of the literature element of the campaign has already been mentioned (paragraph 60). It undoubtedly made a major contribution.

65. The speech programmes involved 70 Ministers, 25 Labour and Liberal pro-Market leaders, 200 and more backbench MPs and a list of non-Party BCEM speakers. The main, co-ordinated, programme included 280 speeches in the country by Ministers (65 in July, 26 in August, 127 in September and 61 in October), 32 by pro-Market Labour leaders (mostly in September) and 20 by Liberal leaders (mostly in October). In addition, Ministers and backbench MPs held large numbers of constituency meetings on the issue, separate from the speech programme, particularly during the Recess. (So also, of course, did many anti-Market MPs.)

66. Of the other elements of the campaign, BCEM advertising in the national and local press, including articles and lists of prominent supporters, was generally agreed to have been very effective. Their poster and sticker advertising was perhaps less so. Their conferences, seminars, rallies, mobile vans, anti-referenda and other activities all made their /contribution,

contribution, particularly at grass roots. Their campaign of letters to MPs was limited. The arrangements for letters to the press, on the other hand (in which IRD helped) worked splendidly.

67. Organisationally, the Prime Minister has singled out the Messages and Quick Reaction arrangements as particularly useful innovations. The Diary of Events and general briefing arrangements were basic. The close support of the non-Governmental organisations proved invaluable, both for their resources and advice. So also did the various arrangements made for drawing on support from Agricultural Organisations, Youth, the City, the Development Councils and (with reservations already mentioned) industry. The co-ordination arrangements worked remarkably smoothly in all spheres of activity, both with the non-Governmental organisations and within the Government. Undoubtedly crucial to this and to the success of the whole operation were the spirit and common purpose of all those who participated and in particular the leadership of the Ministerial Co-ordinator, Mr. Royle, and the Lord President.