

all the campaign was run remarkably cheaply. Certainly it cost nothing like the recent Decimal Currency operation (£2 million).

61. Among the different elements of the campaign, the most effective were undoubtedly the media, the literature, the speech programme and the constituency meetings, if only because of their magnitude.

62. BBC TV probably had an audience of 9 million for its programme presenting the White Paper on 7 July and ITN up to 11 million each night for its remarkable series of twenty five-minute programmes on different aspects of the issue in the 'News at Ten' in June/July. (Both took briefing for these programmes). There were countless other occasions on which BBC T.V., ITN and the fourteen ITV regional companies reported events and speeches or mounted debate or features programmes of their own. BBC Radio, with its 4 million audience in the early morning and at lunchtime and small but select audiences in the evening, maintained an intensive coverage of events and mounted debate and feature programmes of their own in July and October, and a not insignificant coverage in August and September. Both television and radio, despite their rules of impartiality, were judged by the German Embassy, in a careful assessment in early August, to be contributing importantly and favourably.

63. So also did the press. The populars, and particularly the Daily Mirror with its readership of 4 million and strong editorial support, contributed outstandingly in July and during the final