

twice as big. The meeting agreed that it was important that the "Mirror", for example, should have its own opinion poll to balance the Harris poll in the Daily Express.

7. Mr. Geoffrey Tucker, whom the Lord President asked to review the situation with regard to the media, said that we were fortunate that the communicators were now basically in favour of our entry. This had not been true a few months ago. But five programmes on television and radio which really mattered - "Today", "World at One" and "Women's Hour" on the radio, and "24 Hours" and "News at Ten" on television - were in favour. The problem now was to broaden the choice by television producers of those whom they use to explain the advantages of the Common Market. We now needed footballers, entertainers and pop singers just as much as politicians and industrialists. He would like help in collecting suitable names. Among suggested names then put forward were Mr. George Turnbull (BLMC), Lord Nelson (GEC), Mr. Brian Trubshawe, Mr. Brian Forbes, Mr. Jimmy Hill, and in connection particularly with "Women's Hour" Mrs. Shirley Williams, Mrs. Diana Elles and Margaret Dame, Herbison. Mr. Wolff pointed out that those

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