

BI for information

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PRIME MINISTER

YOUR INTERVIEW WITH "SMASH HITS"

You have agreed to be interviewed for half an hour by the teenage pop magazine "Smash Hits" on Monday, 2 March. You will wish to know:

- "Smash Hits" has a circulation of 515,000 (bi-weekly)
- it sells more copies than the whole of the rest of music press put together
- it claims a readership of 3.3 million
- the average reader is 15 years old
- the interviewer will be Tom Hibbert, Deputy Editor. He will bring a tape recorder
- a photographer will be present to take a picture of you
- the article will appear in the form of Q and A.

You will be asked about:

- your own musical tastes
- any pop star/film star heroes you had as a youngster
- your feeling about today's stars
- your position on:
  - drugs
  - AIDS
  - unemployment
  - nuclear power.

Points to Make

Specific briefing on policy issues is attached.

The interviewer will doubtless assume to speak for "the average reader" who, he may assert, feels closer to Socialist policies than to your Government's policies. He will argue that the recent phenomenon of the "political pop star" supports his views since many artists now espouse various left-wing causes. You will want to challenge this.

You could make the following points:

1. Many youngsters of that age are apolitical and buy the records because of the music and the beat.
2. It is worth mentioning that a degree of teenage rebellion is part of growing up.
3. Teenagers have long been anti-establishment whatever the political persuasion of the Government of the day.
4. The most extreme form of "pop" rebellion was the punk phenomenon and this happened during the last Labour Government.

X You may not enjoy the interview. Mr Hibbert may ask superficial questions which betray a lack of understanding. The challenge of the interview will be for you to demonstrate that just because you are not part of the pop scene, you are still in touch with youngsters and understand their needs. Your Government is the only one able to promise them a hopeful future secured by sound, constructive policies.

The important thing is to show you are confident and relaxed. The way you handled the 'Superstore' appearance is still the subject of praise from youngsters. You have an opportunity to reach thousands more through this magazine. I attach a sample copy.

Content?

CHRISTINE WALL

26 February 1987

EXTRACT FROM "TODAY" PROGRAMME, WEDNESDAY 25 FEBRUARY

- ? Let's have some business news. First another up-date on the extraordinary expansion of Elvers IXL, a company that used to be best known for making Fosters lager. It's offered almost £200m for one of the biggest brewers in North America, Canada's Carling O'Keefe. Carling recently sold its Black Label trade name to Bass.
- BR: But until recently Elvers has been concentrating on this country to try to take over Allied Line then paid Hanson Trust almost £1½bn for Courage. There are still persistent rumours as well that Elvers are thinking about mounting a takeover bid for Guinness. More than half the company's assets are already in this country, not surprisingly perhaps in the circumstances. The Elvers chairman, John Elliot, likes it here so why not go the whole hog and make Elvers a British company.
- ? We wouldn't be against that. It's just taking me very hard to move your domicile and to date most of our shareholders are still in Australia. But the company will keep examining over the next few years as companies become more and more international. There is no doubt that I expect to spend half my time here; Peter Bartels who runs the brewing group that's going to re-locate here; our strategy man now is over here, and the man who runs their money is here. So we're slowly moving our domicile out from Australia to England. I think Britain at the moment looks to me quite dynamic in world terms, in terms of its growth and the economy's running well. The only

people that seem to criticise Britain's growth is the British. By any standards Britain looks to be a good economy to be operating in. In Australia we're about where Britain was under Callaghan before Margaret Thatcher came in.

BR: Well that was John Elliot boss of Elvers IXL. And there are more newspapers reports this morning about Elvers alleged quarry, Guinness. It's reported that after weeks of speculation the Fraud Squad is likely to be given clearance today to begin looking into the Guinness affair. Inspectors from the DTI started their inquiry into the shenanigans at Guinness last December and it's already emerged that Guinness invested \$100m in a partnership run by the disgraced American financier Ivan Broesky. Well now it's been announced that Cambrian and General, the company that was once connected with Mr Broesky, has written off \$20m it invested in the same partnership. Cambrian chairman, David Hobson, said he hoped it might be possible to recover some of the money but warned against what he calls "false hopes".

MR BEARPARK

"SMASH HITS" INTERVIEW

The Prime Minister has agreed to be interviewed by the teenage pop magazine "Smash Hits" on Monday 2 March.

The areas to be covered are as follows and I would be grateful if you could commission briefing from the various Departments concerned asking them to bear in mind the average age of the Smash Hits reader ie 15 years old.

- AIDS
- unemployment
- the nuclear debate
- drugs.

*Christine Wall*

CHRISTINE WALL  
PRESS OFFICE

23 February 1987

PRIME MINISTER

YOUR INTERVIEW WITH SMASH HITS

You asked for some examples of contemporary and past popular music. Here are some suggestions;

CURRENT POP CHARTS

At Number 1 and 2 in the singles charts at the moment are two American "soul" songs both hits in the sixties and now hits again 20 years later. At No 1 is "STAND BY ME" by BEN E. KING. At No 2 is "WHEN A MAN LOVES A WOMAN" by PERCY SLEDGE.

The success of these songs continues a trend, started last year, in using 1950s and 1960s songs and images for advertising and now films. I attach the latest Top Ten chart list.

Music from the Andrew Lloyd Webber musical "PHANTOM OF THE OPERA" continues to do well in the charts. The soundtrack album is at No 1 in the LP charts and the single "MUSIC OF THE NIGHT" sung by MICHAEL CRAWFORD is now at No 34 in the singles charts after being in the top ten.

Andrew Lloyd Webber has always done well in the charts with such hits as "MEMORY" from "CATS" and "DON'T CRY FOR ME ARGENTINA" from "EVITA" being big successes for ELAINE PAIGE and JULIE COVINGTON respectively.

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### THE PUNK ERA

The "PUNK" era which hit the music world between 1976-1978 was a very basic musical style featuring a strange bunch of anti-establishment acts, most famous of which were THE SEX PISTOLS with songs such as GOD SAVE THE QUEEN and ANARCHY IN THE U.K. Other PUNK acts such as THE CLASH and THE DAMMED were populer for a while but when the SEX PISTOLS split up in 1978 the style died out, to be replaced by the current technological musical era featuring computers, synthesisors, and videos.

### THE BEATLES

Probably the two most famous BEATLES songs amongst many hits are YESTERDAY which has been recorded by hundreds of people including FRANK SINATRA and ELVIS PRESLEY and ALL YOU NEED IS LOVE which was performed live in front of 64,000,000 people on TV in 1968.

### BIG BAND HITS

Two of the most recent BIG BAND HITS are "PASADENA" by the TEMPERANCE SEVEN in the 1960s and "THE FLORAL DANCE" by THE BRIGHOUSE AND RASTRICK BRASS BAND in the 1970s.

You may also be aware of the current revival of Cole Porter songs and musicals - "High Society" is a hit at the Victoria Palace.

*Christine Wall*

CHRISTINE WALL  
2 March 1987

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