

PART ONE

PETER JAY
THE TIMES

NELSON MEWS

ANTHONY BARBER MP

DONALD HARKER
DIRECTOR OF PUBLICITY
CONSERVATIVE PARTY

MICHAEL WOLFF
SPECIAL ADVISER TO
PRIME MINISTER

JACK GALLOWAY)
WEST MIDLANDS REGIONAL ORGANISER)
CONSERVATIVE PARTY)

SIR RICHARD WEBSTER)
DIRECTOR OF ORGANISATION) Order of appearance uncertain
CONSERVATIVE PARTY)

JAMES DOUGLAS)
DIRECTOR - RESEARCH DEPT)
CONSERVATIVE PARTY)

PART TWO

DENIS HEALEY MP
19 JUNE 1970

RON HAYWARD
GENERAL SECRETARY
LABOUR PARTY

TOM McNALLY
CAMPAIGN COMMITTEE
LABOUR PARTY

PETER DAVIES
PUBLICITY ADVISER
LABOUR PARTY

CYRIL SMITH MP

REG UNDERHILL)
NATIONAL AGENT) order of appearance uncertain
LABOUR PARTY)

TITLE FILE - P.N. 2661

PART THREE

TED WHEELER
LIBERAL PARTY

SIR MICHAEL FRASER
DEPUTY CHAIRMAN
CONSERVATIVE PARTY

PERCY CLARK
INFORMATION DIRECTOR
LABOUR PARTY

TERRY PITT
CAMPAIGN COMMITTEE
LABOUR PARTY

ROBERT CARVEL
EVENING STANDARD

CHARLES WINTOUR
EDITOR
EVENING STANDARD

BARRIE SALES
ITN PRODUCER

JAMES PRIOR MP
DEPUTY CHAIRMAN
CONSERVATIVE PARTY

SARAH MORRISON
VICE-CHAIRMAN
CONSERVATIVE PARTY

PART FOUR - The following in alphabetical order (studio guests)

LORD AVEBURY
LIBERAL PARTY

GEORGE CUNNINGHAM
CONSERVATIVE MP

HUGH FRASER
CONSERVATIVE MP

NICHOLAS RIDLEY
LABOUR MP

WILLIAM RODGERS
CONSERVATIVE MP

HUGH SCANLON
PRESIDENT AUEW

FU

T/C 16mm DH REV

1.

SOP

STATION ID/OPENING TITLES

ROLL A1

RT: 0.57

4

CALENDAR & C/KEY

2

PJ TO CAM

2.

PJ TO CAM

TITLEFILE NO:
Peter Jay

PJ: Hello, good morning and welcome again to Weekend World. Well, the battle's over. And if the fighting itself wasn't conclusive, the ceasefire negotiations between the generals will doubtless produce a victor of sorts. Today in Weekend World we look back over the campaign, hopefully not just to add to the miles of videotaped war footage stacked in the vaults of the various television organisations, but to try to see the campaign as a whole; to examine how the parties developed their strategies and designed their tactics - not just in front of the cameras where you saw them, but at the confidential meetings with the party back-room advisers that are rarely seen.

(PREVIEW ITN)

2

36.

PJ TO CAM

PJ TO CAM

PJ: So there it was - the visible start to the campaign. But behind each of the three leaders the three Field Marshals, is a normally unseen and unsung General Staff. Let's take a closer look at their respective teams, starting off as the day did with the Liberals.

T/C 16mm DH REV

37.

LIBS

SOF

LIBS

ROLL

RT: 1.22

TITLEFILE NO:
Ted Wheeler

In Cue: Every morning the Liberals'.....

Out Cue: ...than they did in 1970.

3

38.

NELSON TO CAM

NELSON TO CAM

NELSON: By comparison to the Liberals, the other two parties seem to have disproportionately large teams at their disposal. And during this last campaign - which quickly became known as the tele-election - these teams spent most of their time trying to decide how they could most effectively put their message across. Let's look at the Tory line up first.

(PREVIEW T/C)