

Gordon Reece

Box

17 Great College Street · Westminster · London SW1 · Telephone: 222 0995

6th March 1985

Dear Prime Minister

ms

I passed on your thoughts ('the jinx is broken' and 'the claimant v the obligation society') to Larry Lamb.

He has recently returned from the US and is very critical of our Ambassador and the British Information Service in New York for failing to treat seriously enough what he regards as their chief function - PR for Britain.

For instance, he thinks that if they did nothing else but tackle the Noraid problems as you did in your Congress speech, they would deserve our thanks. In his view, they are complacent and idle about it.

He suggests why not ask Roy Mason to do a lecture tour in the twelve key markets? He has the standing to win access to the principal media exposure spots - usually the regional Foreign Affairs Councils - the apparent political independence and the will to do the job.

Yours

Mason

The Prime Minister.