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Robin Butler Esq
Principal Private Secretary
to the Prime Minister
10 Downing Street
LONDON SW1

OK 1/0 1
B1
Prime Minister

Bernard Ingham and

I do not see any objection

to this going ahead in view

of the extensive consultations
at X / and the timing at Y /.

— agree? —

FERB

12 May 1983 13.5

Yes
mt

Dear Robin

YOUTH TRAINING SCHEME ADVERTISING

The Youth Training Scheme is due to get fully under way in September, when large numbers of summer school leavers will be coming on to the labour market. The Manpower Services Commission, which is responsible for administering the Scheme, is in the middle of a major advertising campaign aimed at promoting a general awareness among young people of the aims of YTS and persuading them that it is a worthwhile option.

Under the rules you circulated yesterday about advertising during the Election campaign, the MSC would have cancelled the advertising. However, David Young, MSC's Chairman, put it to my Secretary of State that the advertising might continue, since the YTS is a major component of our policies for helping young people and it is particularly important to get the message across to young people at the present time as they approach the end of their school careers. Mr Tebbit is inclined to agree.

X Peter Morrison has therefore spoken to Harold Walker, Shirley Williams and Cyril Smith to explain our worries about the effect which a ban on YTS advertising would have on the MSC's ability to launch the Scheme. All are content that we should proceed, Harold Walker on the specific understanding that members of the Commission agreed to this. David Young has now spoken personally to Commissioners and obtained their agreement that the advertising should go ahead. One of the 3 trade union Commissioners, Ken Graham, has studied the transcripts of the advertisements and is satisfied that they do not constitute a "political" campaign since there is no mention of the Government in them.

I should be grateful if you could consider exempting this advertising from the normal pre-election rules. The proposals are as follows:-



- Y |
- (a) Television. MSC would like to advertise nationally up to 22 May, when their current schedules show there was to have been a short break. They would not propose to resume advertising until after 9 June.
- (b) Press. Space has been taken in a number of teenage and women's publications. None of these can now be retrieved as they have already been printed but under the rules they would in any case normally proceed. It is not entirely clear whether advertising booked in TV and Radio Times could be stopped.

... | I enclose a schedule showing the television and press advertising planned for June and July, together with a transcript of the longer of the 2 TV advertisements (the shorter one contains only part of this wording). We could send you more details if you wanted.

I am copying this to Donald Grant at the COI and to Bernard Ingham.

You sincerely
Shaw
Bernard

J B SHAW
Principal Private Secretary

Tell the truth, at 16 I couldn't wait to get out into the big wide world - it was watch out everyone, here I come ..

Watch out! Yeah well, it was a bit of a shock, I'll tell you

Course, I knew it wasn't going to be easy getting a worthwhile job when I left school

Easy? Walking on water would have been easier!

Then, as luck would have it, I saw this advert ... Youth Training Scheme

Now I don't go a bundle on schemes, I mean where there's a scheme, there's usually a schemer, right?

But as it happens this Youth Training Scheme looks OK.

There's a year of training - proper training and practical experience,

and what d'ya know, you get something that's worth more than money ...

a signed certificate that'll give you a real chance of getting a decent job.

If you don't get on the Youth Training Scheme, how are you going to get on?

COI/MSC - YOUTH TRAINING SCHEME

SCHEME ANNOUNCEMENT CAMPAIGN

12th April 1983

WOMENS PRESS

JUNE - JULY 1983

<u>PUBLICATION</u>	<u>SIZE</u>	<u>NO.</u>	<u>DEPLOYMENT</u>	
			<u>JUNE</u>	<u>JULY</u>
Woman	Page	4	XX	XX
Woman's Own	Page	4	XX	XX
Woman's Realm	Page	4	XX	XX
Woman's Weekly	Page	4	XX	XX
Woman and Home	Page	2	X	X
My Weekly	Page	4	XX	XX
Family Circle	Page	2	X	X
Living	Page	2	X	X

TEENAGE PRESS

JUNE - JULY 1983

<u>PUBLICATION</u>	<u>SIZE</u>	<u>NO.</u>	<u>DEPLOYMENT</u>	
			<u>JUNE</u>	<u>JULY</u>
New Musical Express	Page	4	X X	X X
Melody Maker	Page	4	X X	X X
Oh Boy	Page	4	X X	X X
Record Mirror	Page	4	X X	X X
Smash Hits	Page	4	X X	X X
Blue Jeans	Page	4	X X	X X
Jackie	Page	4	X X	X X
Patches	Page	4	X X	X X
My Guy	Page	4	X X	X X
Sounds	Page	4	X X	X X
Shoot	Page	4	X X	X X

YOUNG PEOPLES TELEVISION CAMPAIGN

1. Campaign Objective
 - To persuade 16 year old school leavers that YTS is worthwhile and genuinely is a good way of bridging the gap between school and working life.
 - To promote a general awareness of YTS, its aims, scope and operation, particularly among those who influence the sponsors and participants in the scheme.
2. Target Audience
 - All adults with special emphasis to parents with children 15/16.
3. Target Area
 - National (ex Ulster) without regional biases.
4. Campaign Period
 - April 18 1983 - May 22 1983 (London April 18 - May 15) June 6 - 26 1983.
5. Commercial Rotation
 - 2 commercials (Growing) will be used. Time lengths are 50 secs and 10 secs.

April 18 - May 22 (May 15 London)	60 : 40	50/10 secs
June 6 - June 26	50 : 50	50/10 secs
6. Time of Day
 - 65% of budget to go in peak time (6.00 pm - 10.30 pm)
Spread of airtime across week with weekday/weekend balance.
7. Airtime Expenditure
 - £ 1,350,485

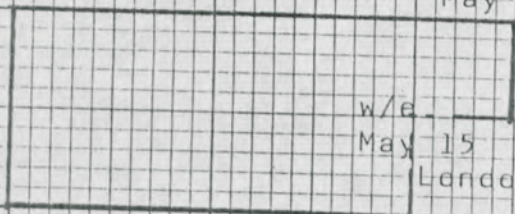
YOUNG PEOPLES TELEVISION CAMPAIGN APRIL-JUNE 1983

w/e
April 18

w/e
May 22

w/c
June 6

w/e
June 26



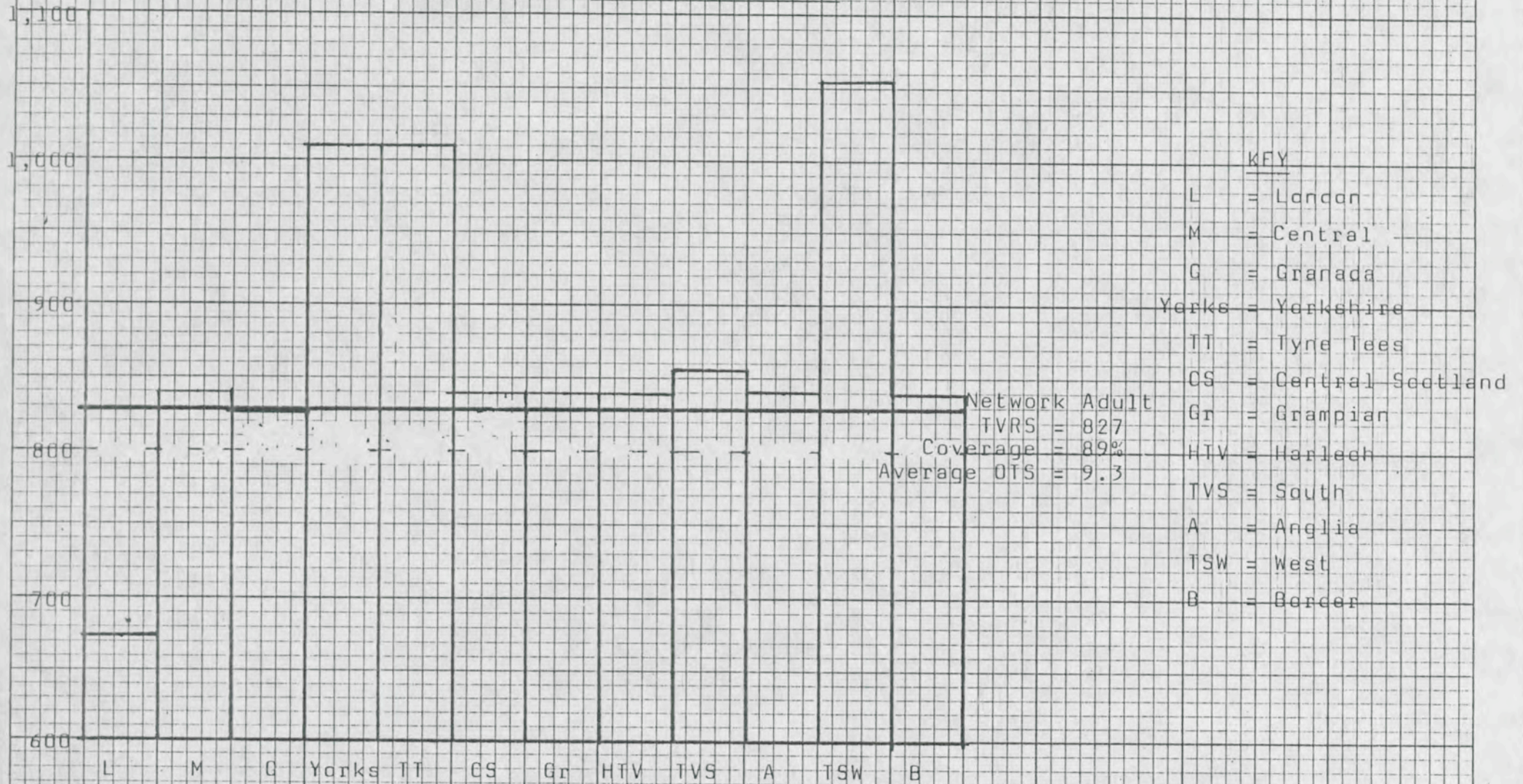
TOTAL NETWORK ADULT TVRS = 827

ESTIMATED ADULT COVERAGE = 89 %

AVERAGE OTS = 9.3

YOUNG PEOPLES TELEVISION CAMPAIGN APRIL-JUNE 1983

ADULT TVR RATINGS





cc Col
B1

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10 DOWNING STREET

From the Principal Private Secretary

16 May 1983

Youth Training Scheme Advertising

I am writing to confirm the telephone message conveyed by our Duty Clerk on Saturday that the Prime Minister agreed to the continuation of the advertising campaign for the Youth Training Scheme during the General Election period on the basis set out in your letter.

I am copying this letter to the recipients of yours.

E. E. R. BUTLER

Barnaby Shaw, Esq.,
Department of Employment.



10 DOWNING STREET

Robin

PM's response relayed,
as requested, on
Saturday.

Petis
15/5