

28/11
MURPHY
Q
MINUTE

Mr Gilliland	Belfast
Mr Monaghan	Belfast
Mr Roberts	Belfast
Mr Seaman	London

Copy to:
PS/FUS

BRIGHTENING UP ULSTER

1. As you know we have already embarked on a major campaign to clean up Ulster which Mr Roberts' department is helping to publicise.
2. It has been suggested that we should go further than this and consider the possibility of morale boosting events - or even an Ulster Festival - and I would be grateful if you would ask all members of your staff for ideas which should be in to me by March 27.
3. So far as major events are concerned it would be important to think really big. For example, why not have big variety stars (Morecambe and Wise? Frank Sinatra? etc) and the equivalent in cultural personalities (say Geraint Evans? Rubenstein? etc). They could be put on in a series of one, two or three concerts or, indeed, in one mixed occasion and we would try to persuade them to give their services more or less free as part of an attempt to boost Ulster.
4. Where could the show be held? Why not (subject to all obvious difficulties) on the lawns of Stormont?
5. If we organized such concerts they should probably take place round about June and if one thought in terms of a festival, in the early autumn.
6. I cannot emphasize too strongly that all events and ideas of this nature would be most welcome.

M
D CUBRIFP

18 March 1975

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