

PRIME MINISTER

cc. Miss Stephens

Media Requests

In discussion last week, you laid down a broad approach to the handling of interviews but I need to put a number of further requests to you:

1. The new BBC TV2 "Newsnight" programme will at last (after a protracted dispute over gradings) get off the ground on January 28. Paymaster General and I saw the programme team last October and formed a reasonable impression of them. They have recruited Peter Snow, ex-Diplomatic Editor of ITN, and he has offered you a wide-ranging 15-minute interview either for the first or one of the earliest editions. I have not encouraged him, but you are concerned to give BBC a look in and events at the end of this month/early February might provide an opportunity you would wish to take. However, BBC 2 at 10.45 is not peak viewing time. You may nonetheless care to keep the programme in mind. *Not worth being interviewed on this programme.*
2. BBC Radio 4 "Analysis" programme is offering for March 5 a 45-minute wide-ranging interview on national and international issues by either Mary Goldring (whom I do not recommend) or Michael Charlton. This would be recorded but not edited. Again you may care to keep the programme in mind, though they would like a decision now on March 5. You have, of course, agreed to do Granada in March - presumably after the Budget on March 25 - and I therefore assume you would not wish to take up "Analysis". *Too soon after Granada.*
3. Andrew Alexander, Daily Mail, who also represents the American glossy magazine "Chief Executive" (copy attached, Annex 1), is seeking an interview

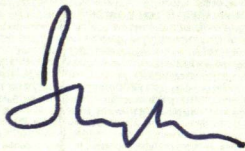
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for the Editor. Its readership is made up of potential investors in the UK. Bearing in mind your impact on the US business community, there is something to be said for according "Chief Executive" an interview if you can afford the time.

- 4. The Editor of the Cleveland "Plain Dealer" has written (Annex 2) to say that he met you at the British Embassy luncheon in December and asking for an interview when he visits London on an unspecified date. Have you any reason for wishing to see Mr. Vail; I see no reason to press his claims.

*No. - report - unless advised otherwise by US Embassy - ask Michael.*

- 5. You will recall that I have previously mentioned the request, commended by the Paymaster General, for an interview by Jim Bishop, Editor of "Illustrated London News", and a supporter, in March. The Paymaster General's note is at Annex 3. There is no merit in an interview for this journal which relates to current events; this is the medium for conveying approach, philosophy, style, but it has its dangers in that stuff which hangs around waiting-rooms, etc. can become counter-productive. Would you, nonetheless, like to help a supporter with an interview before March 20?



B. INGHAM

18 January, 1980

*It would be very difficult to schedule - 5 days ahead of the budget but 3 weeks prior to publication.*