

MR INGHAM

BARBARA WALTERS, ABC-TV "20/20"

"20/20" is a well established weekly television one-hour news-magazine programme broadcast across the USA over the ABC-TV Network. It often has an audience of over 30 million. If an interview is particularly newsworthy there is also the prospect of excerpts being used in the main ABC Evening News.


Barbara Walters co-hosts the programme with Hugh Downs. The hour is usually divided into 3 or 4 10-14 minute segments: one segment usually deals with a current affairs topic; the other segments often include an investigative report and lighter items dealing with show-business or sports personalities.

I have not dealt with any logistical arrangements but I would expect Barbara Walters to travel to London if she was to get an interview with the Prime Minister. As the programme is broadcast Thursday evenings I think it would be necessary for any interview to be taped no later than close of play on Wednesday. When I spoke to Barbara Walters she said she would prefer to record a longer interview which would be edited ^{but} when I said we would normally expect any interview to be recorded to time she did not think this would be too much of a problem. However, if Barbara Walters is to travel to London especially for this interview, I am sure she will insist on recording about 30 minutes to be edited down to 12-14.

Although I have not gone into detail on this I would envisage Barbara Walters wanting to focus on the Prime Minister's style, mood and personality following her re-election but at the same time touching on a number of policy matters, eg. the Alliance, East-West relations, unemployment.

If the Prime Minister confirms her wish to go ahead with this interview I would hope to firm up all the arrangements with Barbara Walters on Monday.

BIS, New York, have confirmed that this would be a more worthwhile outlet.


IAN KYDD
10 June 1983

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BARBARA WALTERS, ABC-TV

I took a telephone call earlier today from Barbara Walters in New York. She wants an interview with the Prime Minister for her television magazine programme "20/20" broadcast throughout the United States on Thursday evenings.

She was wanting to do the interview either before the Election for broadcast this Thursday, or after the Election for the following Thursday. I said she must speak to CCO in respect of the former. As for the latter it would depend on the former but in any case we would not be in a position to help until after the Election. She will probably contact me on Monday 13 June.

An interview with Barbara Walters for "20/20" should be seriously considered. Although "20/20" is much lighter than a straight news programme it would be a serious interview and would be seen by a very large audience.

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IAN KYDD
PRESS OFFICE

3 June 1983

cc Peter Beckingham BIS NY
cc Charles Anson, Winton