

CONFIDENTIAL

FROM BTDO NEW YORK 222041Z JUL 82
 TO IMMEDIATE WASHINGTON
 TELEGRAM NUMBER 14 DATED 22 JULY 82
 AND TO IMMEDIATE F C O, NIO BELFAST, NIO LONDON

YOUR TELNO 2501 TO FCO: NORTHERN IRELAND: VISIT OF
 MR PRIOR TO NEW YORK : 20/21 JULY

MR PRIOR'S MAIN PURPOSE IN NEW YORK WAS TO GIVE A SERIES OF RADIO AND TELEVISION INTERVIEWS. ALTHOUGH MOST OF THESE HAD BEEN ARRANGED BEFORE THE IRA BOMBINGS (WITH TWO IMPORTANT ADDITIONS MADE ON 21 JULY) INTENSE MEDIA INTEREST IN THE EVENTS IN LONDON ON 20 JULY GAVE HIM AN OPPORTUNITY TO FURTHER PRESS HOME THE POINTS REPORTED IN PARAS 1 AND 2 OF YOUR TELEGRAM UNDER REFERENCE, AND GAVE ADDED URGENCY TO HIS MESSAGE ABOUT THE IMPORTANCE OF HIS POLITICAL INITIATIVE.

2. THE INTERVIEWS INCLUDED:

NBC -TV: THE TODAY SHOW (AUDIENCE APPROXIMATELY 6 AND A HALF MILLION)
 ABC -TV: GOOD MORNING AMERICA (AUDIENCE APPROXIMATELY 6 AND A HALF MILLION)

CABLE NEWS NETWORK (EXTRACTS USED THROUGHOUT THE DAY AND ON
 "PRIME NEWS 120")

NATIONAL PUBLIC RADIO "ALL THINGS CONSIDERED" (250 STATIONS)

ABC RADIO NETWORK: "MICHAEL JACKSON SHOW (LIVE PHONE-IN PROGRAMME
 IN APPROXIMATELY 20 MAJOR CITIES)

CBS RADIO NETWORK : "MIKE WALLACE AT LARGE (500 STATIONS)

ABC-TV "NIGHTLINE" (AUDIENCE APPROXIMATELY 15 MILLION)

3. IN ADDITION, A BIS LUNCH FOR MR PRIOR WAS ATTENDED BY 18 MAINLY HEAVYWEIGHT EDITORIAL WRITERS, INCLUDING THE NEW YORK TIMES, THE NEW YORK DAILY NEWS (EDITORIALS FROM BOTH WERE REPORTED ON 21 JULY, NOT TO ALL), THE WALL STREET JOURNAL, TIME AND NEWSWEEK.

4. MR PRIOR ALSO UNDERTOOK TWO ENGAGEMENTS IN SUPPORT OF INWARD INVESTMENT IN NORTHERN IRELAND - A MEETING WITH INDUSTRIALISTS AND BANKERS (PLUS RESIDENT BRITISH JOURNALISTS) OVER DRINKS, AND A CALL ON AMERICAN HOME PRODUCTS, A MAJOR U S CORPORATION CONSIDERING AN EXPANSION OF ITS FACTORY IN BALLYMONEY, NORTHERN IRELAND.

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PS/MR ONSLOW
 PS/MR RIFKIND

ADDITIONAL DISTN.
 NORTHERN IRELAND

SIR J BULLARD
 MR WRIGHT
 MR GIFFARD
 MR ADAMS
 MR GOODISON
 LORD N G LENNOX
 MR URE

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