

PRIME MINISTER

Annex 4-4  
AP 28th  
BBC M&W  
1. 1/2 hr

You are to give two filmed interviews tomorrow - one to BBC North West on their litter campaign (see Annex 1) and the other to Walt Disney.

The interview with the BBC will be in the White Room at 12 noon and they will provide a make-up girl. The interview with Walt Disney will follow on almost immediately in the Blue Room.

John Major

WALT DISNEY

They are working on a two-hour television special surrounding the opening on 30 April of their newly built motion picture and television production facility in Orlando, Florida.

They have asked if you would recall for them the film, or films, which have either influenced you most of all or which you have never been able to forget. They do not have to be Walt Disney films. You may want to talk to them about the memories you have of the films made by Fred Astaire and Ginger Rogers some of which had a re-run on British television last year.

Walt Disney are looking for a two to three minute piece from you about such a film or films.

In earlier correspondence Walt Disney said that they were prepared to make a donation of £10,000 to Great Ormond Street Hospital. You felt that as they had now reached their target the money should go to some other children's hospital. Walt Disney would be pleased to send the money to any hospital that you name.

1. Agree to be filmed for BBC TV in the White Room?
2. Agree to be filmed for Walt Disney in the Blue Room?
3. To which hospital would you wish the £10,000 to be donated?

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T.J.P.  
Terry J Perks  
14 March 1989  
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## PRIME MINISTER

Tomorrow you are to give a short interview to BBC TV North West about the "Cleansweep '89" Campaign they are running in cooperation with the Tidy Britain Group.

The main aim of the year-long Campaign, being featured in the regional magazine programme "North West Tonight", is to prompt people into taking positive action to clean-up the region whether by picking up litter in the street or by mounting more ambitious environmental projects.

The response to the Campaign has already been very good with a steady stream of letters, phone calls etc. A major highlight of the Campaign will be a seminar to be hosted by BBC North West in April. The conference will take as its theme man as leaseholder of the environment, "with full repairing lease", and take stock of where we have defaulted on the upkeep, with particular regard to graffiti, litter etc.

BBC would like a piece directly to camera when you could:

- say how important campaigns like "Cleansweep '89" are and that there are now many similar campaigns going on in different parts of the country
- congratulate the BBC North West on their year-long campaign
- stress the responsibility everyone has, no matter their age, in improving the environment
- point out that it is all of us who create litter
- appeal to viewers to do all they can to clean up and improve our streets and countryside as litter attracts litter and clean places remain clean
- to ask viewers to let their friends who are litter louts know that their behaviour is unacceptable.

You could also add that at the end of the day each of us must make sure we have a clean and tidy Britain and appeal to people not to throw down their sweet wrappers, the cartons from their fish and chips or burgers, or that cigarette packet they have finished with. Put them in a waste-paper bin, or if there isn't one handy take the litter home and put it in their own dustbin. It costs

nothing to be much more thoughtful, but it costs local councils and others many thousands of pounds every year in having to clean up the mess that other people leave.

You could also point out that if we want a much better environment it is not just a matter of ridding our streets of litter but it is important that our gardens, grass verges and flowers borders are kept tidy and that walls, hedges and fences are well maintained.

You could conclude by wishing them every succes for their conference in April.

The recording will take place in the White Room and the presenter of the programme, Stewart Hall, will be present to offer you prompting questions.

T.J.P.

Terry J Perks  
14 March 1989

PRIME MINISTER

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12.30  
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You are to give two filmed interviews next week - BBC North West on their litter campaign (Wednesday at 12 noon) and Walt Disney (Thursday 5.30 pm) who want to talk to you about the first film you remember seeing or the one that influenced you most. Neither has to be a Walt Disney film.

As both interviews will be relatively short I suggest you consider doing both on Wednesday as there will be time. This will ease your diary for Thursday (copy for both days attached) and will give you more time for your Central Council speech.

Doing both on Wednesday will save time on make-up. The BBC interview can be done in the White Room and the Walt Disney in the Blue Room.

(i) content to do both interviews on Wednesday?

Yes  
no

(ii) content to use White Room and Blue Room?

Yes  
no

T.J.P.

TERRY J PERKS  
7 March 1989

John Carter  
Bank for Hospitality.  
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