

580-1767

Prime Minister ①

PRIME MINISTER

①

Now that President  
Bush has come  
through, I think  
you must participate  
CDP

ITN - REAGAN AWARD

George Bush has now recorded a message, a text of which is attached, commenting in glowing terms on the awards by British TV viewers of Man and Woman of the Decade to ex-President Reagan and yourself and looking forward to working with you in the future.

10/xi

ITN have therefore met the terms which you set for your participation - see minutes opposite.

I now understand that ex-President Reagan cannot record his presentation of the Woman of the Year Award to you in association with the Palladium Show on Wednesday, November 22.

He is, however, proposing a satellite link-up around 5pm on Monday, November 20 - ie after your Eve of Session reception but before your dinner and concert for the Prince and Princess of Wales. (See attached diary).

All this is not very convenient. ITN say that, though obviously desirable, it is not crucial that you should record in a link-up with Mr Reagan. You can record separately if it is not possible to find a time convenient to you both.

Agree to participate, subject to satisfactory arrangements?

Yes not

B. Ingham

CDP

Bernard Ingham

BERNARD INGHAM  
November 10, 1989

5-6

6.15

7.20

*Mrs. Charles H. Price, II*

FAX MACHINE # (816) 561-5496      DATE: November 10, 1989

TO: Mike Sheppard

LOCATION: ITN

TELECOPIER #: 011-441-255-3181

FROM: Caroline McCallister

THIS TRANSMISSION IS A TOTAL OF 3 PAGES, INCLUDING  
THE COVER PAGE.

IF THERE ARE ANY PROBLEMS, PLEASE CALL

Caroline McCallister      AT: (816)531-5049.

COMMENTS:

Mike:

President Bush's message runs 2 min., 14 sec. I should  
receive it in the morning in order to hand carry it to  
London.

It was taped in the Map Room in the mansion, a very elegant  
setting, and I am told that President Bush did several takes  
and tried to put a great deal of emotion into his words.

Caroline

THE WHITE HOUSE  
WASHINGTON

VIDEO MESSAGE  
INDEPENDENT TELEVISION "GOODBYE TO THE '80S" PROGRAM

Good evening. It's hard to believe the fascinating '80s have come to a close. It's been quite a decade for me. I've had the honor to spend it first as Vice-President and now, President. But tonight we join British Commercial Television to honor two very special world leaders: my predecessor, former President Ronald Reagan as "Man of the Decade" and Prime Minister Margaret Thatcher as "Woman of the Decade". Over the last ten years they have transformed the United States, the United Kingdom, and the world by championing freedom and democracy for all people. President Reagan led the free world to a resurgence -- a rebuilding of its strength, a recovery of its self confidence so we could sit down with our adversaries and make great gains for peace. Both Prime Minister Thatcher and President Reagan regenerated their countries' economies, making unprecedented strides by reining in taxes and encouraging entrepreneurship. Because of these and so many other accomplishments, you could not have chosen more outstanding leaders as "Man and Woman of the Decade".

I look forward to the '90s as a time rich with opportunity to build on the strong foundation Margaret Thatcher and Ronald Reagan have carefully laid. As we step into the next decade, we will engage our adversaries and seek to make the world secure and Europe whole and free. We will join together to fight the global war on drugs. I look forward to working with Prime Minister

Thatcher and all world leaders to bring the drug trade to a halt. We'll face many challenges in the 1990s, but together we'll make it a decade of cooperation and solutions.

Let me close by saluting Prime Minister Margaret Thatcher and President Ronald Reagan for all they have done for us in the '80s. I wish them, and everyone a Happy New Year. God bless you all.

# # #

PRIME MINISTER

ITN - REAGAN AWARD

①  
Bernard - I am unhappy  
about this - it really will  
look as if I am bowing out.  
He will give the Opposition  
a field day Mr.

The minutes opposite set out the background to the ITN/LWT proposal that you should receive the Woman of the Decade award and in turn present Ronald Reagan with the Man of the Decade award.

This would be recorded in advance for broadcast on New Year's Eve.

The last time I minuted you you agreed to take part in principle, subject to certain conditions.

Sue Tinson, at ITN, has now come back to me about the latest proposal. It is that you should go to the London Palladium on the evening of Wednesday, November 22 - ie the evening before a Cabinet and on the eve of your departure for Washington - to record from 10-10.30pm the award ceremony in a satellite link-up with President Reagan.

Cilla Black would be the commere.

Leaving aside the inconvenience of the times, other points to which I should draw your attention are:

- (i) ITN have failed to come up with any proposals for including President Bush in the award, as you required, in order to meet my concern that you might be identified as a woman of the '80s but not of the '90s.
- (ii) ITN have had no word from Gorbachev, notwithstanding its close links with Gerasimov, on his participation.

This does not necessarily mean all is lost. It should be possible to "write the script" for Mr Reagan to programme him to say that he looks forward to your being the Woman of the '90s, too. Equally, you can make the point in receiving your award that you hope to be around for quite a bit in the '90s.

Nor need you record the presentation at the Palladium on Wednesday, November 22 though that is clearly the ideal time in polished programme terms. Your diary for that period is attached.

Agree I go back to ITN as follows

- (i) you will take part with Mr Reagan on the understanding that your image is projected forward into the '90s
- (ii) you hope they can get President Bush and Mr Gorbachev on board, but that is not essential to your participation
- (iii) there is no prospect of your getting to the Palladium on Wednesday, November 22; consequently they must come up with proposals soon for alternative recordings.



**BERNARD INGHAM**  
November 3, 1989

Eric Martin

I am afraid I disagree with this. We took a clear decision that you would only participate if President Bush did so too. Alternatives it would seem that your links were with the old regime & not the new Administration. I still think this is right: only if Bush can

PRIME MINISTER

ITN - REAGAN AND GORBACHEV

You will recall the attached minute which I have not yet been able to discuss with you.

The position now is that ITN want YOU to receive the Woman of the Decade award and to present over a satellite link President Reagan with the Man of the Decade award.

President Reagan is clearly interested and the implication of his reply to ITN is that he will take part if you will.

They do not need to record on November 23 when Cilla Black hosts the entertainment awards section of the New Year's Eve show. They could record at a convenient date and time to you and President Reagan.

The event would not take a great deal of time.

ITN have also written to President Gorbachev about a Hopes for the 90s award but have yet to hear from him.

We ought to resolve your participation, or not, as soon as possible.

Could we have 5 minutes tomorrow (Tuesday)?

Yes

*Will do*  
*- Copy Bush number to*  
*vi*  
*[initials]*

*[Signature]*

**BERNARD INGHAM**  
October 2, 1989

PRIME MINISTER

→ Read life

File  
11/5

(1)

ITN-LWT

Alastair Burnet and Sue Tinson, ITN, approached me yesterday about the possibility of your taking part in an LWT special (in which they are involved) for broadcast on New Year's Eve giving awards to people of the '80s. New Year's Eve is a Sunday this year but the programme will be recorded.

At first I was not too keen on the idea. Cilla Black is the presenter and it is clearly intended to be a downmarket show from the London Palladium. This would be recorded on November 23, but telerecordings could also be made at other times to fit into the programme.

What makes it more interesting, however, is that ITN want you to present ex-President Reagan with his award for the Man of the '80s and for Mr Reagan in turn to present you with the Woman of the '80s award.

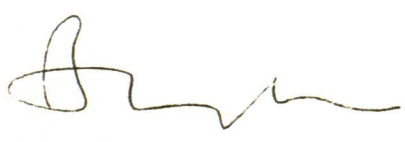
ITN would be astonished if they were able to get both you and Mr Reagan together for the programme, and are therefore thinking primarily in terms of a satellite link up at a convenient date and time. Virtually the only possibility of recording in the flesh would be during your visit to the UN, but it might be very difficult to keep such a recording under wraps until New Year's Eve.

I have only one reservation about such a programme (which would be highly populist with a large audience) - namely, that it might mark you as a person of the '80s rather than of the '90s we would be about to enter as the programme went out.

We might however programme Mr Reagan to say that he would "bet his bottom dollar you will be in there pitching for the Woman of the '90s award, too".

In short, are you interested in pursuing this on the basis of satellite link up which is, so far as I can see, the only feasible option?

May we discuss  
it



**BERNARD INGHAM**  
September 5, 1989



# Independent Television News Limited

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30 October 1989

Bernard Ingham Esq  
Press Secretary  
10 Downing Street  
London W1

Dear Bernard

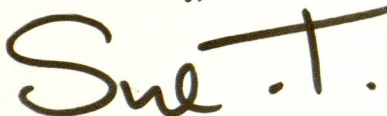
So much has happened since the evening we had dinner at Kuala Lumpur that I am sure you have not had a moment to give any more thought to the Goodbye to the 80s programme or to speak to the Prime Minister about it.

When we last met, however, you asked about the recording time at the London Palladium. This will be on the evening of Wednesday November 22nd and, ideally, LWT would like to record the Man and Woman of the Decade section between 10 pm and 10.30. We are trying to arrange a satellite with President Reagan for the same time. If this is inconvenient for the Prime Minister, we can, of course, rearrange things. We have still had no word from President Gorbachev.

I would be happy to discuss detailed arrangements with you at any time.

Thank you for taking the trouble to join the team dinner at KL. I'm sure you heard all you wanted to about saving elephants! I gather that our cameraman then fell off his ladder at your press conference. Typical!

Yours sincerely,



SUE TINSON  
Associate Editor