

A.S.C. 13. / 4

- 1. MR COLES - to check it fits with your programme. cc Miss Wallace
- 2. PRIME MINISTER

WASHINGTON/WILLIAMSBURG MEDIA

John Coles has asked me to minute you separately on the media aspects of this visit which will be a top-drawer political occasion! It will certainly be invested by the media with enormous significance whether or not you have called an election by then.

First, you are to give an on-the-record press briefing for American correspondents on May 25 before you leave.

Second, there will be a high quality travelling media team of up to 16 on your 'plane.

Third, the trip gives you an opportunity to play not merely to domestic radio, television and the daily press, but also to the Sunday press; it is a weekend story.

Fourth, it gives you an opportunity to get over your point of view across the United States where you excite enormous interest. At the same time you will speak direct in Washington (given the American way of life) to a very large diplomatic audience if, as you agree, you use breakfast TV.

My proposals are framed against:

- (i) your known wishes about the shape of the visit;
- (ii) the advantage to be derived from a ready and willing media receptively in tow; and
- (iii) the fact that London is 5 hours ahead and a problem for newspapermen.

Thursday, May 26

Outward trip: I recommend no media beyond meeting travelling press party on the 'plane.



Friday, May 27

I recommend:

Breakfast TV - Live in Residence or Blair House with:

- NBC "Today" (5m audience);
- ABC "Good Morning America" (6m audience);
- CBS "Friday Morning" (less than other two).

I would propose you do this on exactly the same lines as in the hotel room on your last visit to New York. There is no point in leaving any of these networks until later in the day; they get tighter and more compressed, especially on a holiday weekend.

The outstanding question for Friday is whether, after the usual appearance before the microphones and cameras with the President on the White House lawn, lunch, and calls on Messrs. Weinburger and Volcker, you would like to see:

- (a) British correspondents; and/or
- (b) US public radio.

You have a speech at dinner in the Residence at 7.30pm.

I would recommend that:

- (i) the Foreign Secretary meets the British press, bearing in mind you will have appeared on the White House lawn; and
- (ii) you give an interview to American public radio which is serious-minded, would let it run a bit, and would broadcast you across the nation.

We should need an early (noon) text of your Churchill speech to get any publicity in the UK.

Saturday, May 28

You have decided not to go visiting on Saturday morning and instead to give some time to the media.



I recommend a reasonably leisurely start with:

9.00am (2pm in London) - British correspondents, both resident and travelling; this will come at exactly the right time for the Sunday newspapers and for the broadcasting media.

✓ 9.30-10.00am - Short news interviews for British radio and TV.

Break for coffee

10.30-noon

I recommend:

10.30-11.15am - An on-the-record briefing for leading American editors (whom the Embassy would assemble); and either

✓ 11.15-noon - Meeting with leading US women's editors; you have never done this but you could usefully do so given the fascination which I know you hold for women journalists everywhere; or

11.15-noon - Any national networked US radio and TV programme who have shown interest, subject to agreement on format, etc.

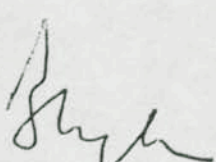
✓ I prefer the women journalists.

Saturday pm; Sunday and Monday am.

By agreement you are hors de combat along with all Heads of State and Government until the Summit and national press conferences at the end of Williamsburg.

Agree at Williamsburg to:

- usual press conference and UK radio and tv interviews?



B. INGHAM

13 April 1983