

MR POWELL

ISRAELI VISIT. - MEDIA

I am sorry for the delay in responding to your minute of March 13 but more bids for interviews with the Prime Minister have arrived and I now need to close the book.

We have currently requests for interviews:

1. Primarily for use in Israel:

a. Mr Yohannan Lahav of "Yedioth Ahronoth". Mr Lahav was to have done an interview before Mr Peres' visit but this was cancelled at the last minute.

b. Ms Dalia Sharon of Davar. Ms Sharon is the London correspondent for Mr Peres' Labour Party paper and has written in.

c. Jerry Lewis of the "Jerusalem Post" and Israeli radio. Mr Lewis has interviewed the Prime Minister in the last six months and is a persistent seeker of interviews.

d. M Bleich, for Maariv (an evening newspaper) and Al Hamishmar.

2. Primarily for use in the UK:

a. Michael Freedland of BBC Radio London's "You don't have to be Jewish" claimed listening audience of $\frac{1}{2}$ million each Sunday with clips used on World Service and Radio 4. Freedland has interviewed the Prime Minister twice before (1974 and 1979) and button-holed the Prime Minister at the Peres reception in January. He has interpreted the Prime Minister's reception as positive!

b. Jewish Chronicle, FCO suggestion. Weekly publication circulation just over 50,000.

The question as to whether the Prime Minister should give interviews turns partly on:

- i. security - could interviews or the remarks made in them make it more difficult?
- ii. objective - is it to get over the UK point of view to the populace and so to influence the Peres Government, or is it go as softly softly as possible?
- iii. tactics - what is likely to make for the most successful visit: no prior interviews or a clear exposition of the UK Government's views?

My own view is that a number of interviews, for use in Israel as well as in the UK, combined with a press conference in Israel (as intended), would tend to ease the media problems in Israel.

Subject to the answers to the questions posed above, there is in my view much to be said before departure for:

- a small press conference for both Israeli and British Jewish media in No 10, taking in all those above who have asked for interviews
- alternatively, Mr Lahav (since he was cancelled before) together with Jewish Chronicle; but I must say that if we have these two together we might just as well have a slightly wider press conference, with briefer radio interviews for Israeli Radio, BBC Radio London, plus Israeli TV.

All my instincts are against doing nothing before the visit in the Prime Minister's interests both at home and in Israel.

I would hope that the COI would offer an updated video profile of the Prime Minister.

Finally, we need the Prime Minister's agreement in principle to British journalists travelling with her. There is a substantial demand for places.

BI

BERNARD INGHAM
26 March 1986

020

CCP



N. Powell
See attachment

Foreign and Commonwealth Office

The Ingham Bureau No 3

London SW1A 2AH

13 March 1986

I tend to the view that the fact of the PM's visit is publicity enough in Israel, & no curtain raiser is required. But it might help to get good publicity with

Dear Charles, he gives an interview to the Jewish Community here
Prime Minister's Visit to Israel: Publicity *Jewish Chronicle.*

With our Embassy in Tel Aviv we have been giving thought to curtain-raising interviews before the Prime Minister's visit to Israel.

To the diary meeting? CBP 173

One possibility would be to give a pre-recorded interview with Israeli television for transmission on the eve of the visit. Our Embassy thinks that the Israelis might consider such an interview sufficiently attractive to devote their weekly political programme "Moked" to it. This would be a good lead-in to the visit. Recording the interview in London would give us a greater measure of control over the end-product; we must bear in mind that Israeli television is also seen in Jordan.

Excerpts from this interview might also be used on Israeli TV news programmes. We could also offer an updated version of the video profile on the Prime Minister, first produced for her tour of South East Asia and revised for the visit to Egypt and Jordan, on which both "Moked" and news programmes could draw. Our Embassy would copy this material to Israeli TV's Arabic Service.

If the Prime Minister gives a television interview we would see no need for a separate meeting with Israeli journalists, but the Prime Minister might wish to consider an interview with the "Jewish Chronicle". The Jewish community and Israel's supporters in this country will follow the visit with great interest, and the interview would quickly be picked up by the Israeli press. We assume that officials would also give an unattributable briefing in London a few days before the visit.

/We should be



We should be grateful to know the Prime Minister's wishes.

Yours ever,

Le Appleyard

(L V Appleyard)
Private Secretary

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PS/10 Downing Street



CDP

Prime Minister's trip to Israel.

The Press office intend to take Bernard Ingham and Mike Horne to Israel. They say this is because a party of journalists will be going on the trip.

Content? Yes

Told FW
15.4.86

Amanda
15.4.86