

PRIME MINISTER

YOUR INTERVIEW WITH BARBARA WALTERS, 3.30 PM THURSDAY

The Programme

"20/20" is a weekly one-hour, news/magazine television programme broadcast throughout the USA over the ABC-TV network.

The one hour is usually divided into three or four segments: one segment usually covers a current affairs topic; the other segments often include an investigative report or lighter items dealing with show-biz or sports personalities. It is broadcast at 10 pm (Prime Time) and in view of its style and content regularly commands a broadly based audience of around 30 million.

Barbara Walters co-hosts the programme with Hugh Downs. Only Ms Walters will be interviewing you.

The Interview

It will be broadcast Thursday evening and will be a self-contained segment within the programme of about 18 minutes, which is slightly longer than usual. ABC will tape the interview as close to time as possible but will wish to run a little longer than required to allow some leeway for editing if necessary.

Ms Walters would like to conduct the interview in the White Room in front of the fireplace. But because "20/20" is not a hard news programme she would like, subject to your agreement, to lighten the format by beginning the interview walking up the main staircase with you, perhaps pausing briefly by the most recent photographs, and then continuing through the Blue Room and into the White Room where the interview proper will then start. The filming on the staircase and in the Blue Room would only take about two minutes and would not be a major production. It would only involve hand-held lights and a portable camera. The filming would stop whilst you sat down in the White Room and would not recommence until you were comfortable.

Agree to the White Room and to begin the interview on the staircase?

During the interview proper three cameras will be in use: one on you; one on Ms Walters; and one giving a wide shot of you both.

ABC intend to lift the most newsworthy point from the interview to use in their main evening news on Thursday evening. This will be a news item in its own right but will also be a trailer for the main interview. They will also use five or six minutes in their breakfast programme "Good Morning America" on Friday morning.

Line of Questioning

- (a) What does your election victory mean nationally and internationally?
- (b) The Alliance and your relations with President Reagan.

- (c) Disarmament/Cruise.
- (d) Williamsburg/the world economy/unemployment.
- (e) Falklands - the future.
- (f) What makes you tick; your philosophy; your personality; and your stamina?

The above will not present you with any difficulty. You should see, however, the attached telegram from the Embassy in Washington.

Make-Up

ABC will have a make-up lady on hand if necessary.

Photographer

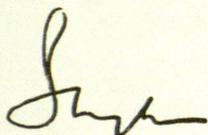
ABC have commissioned Herbie Knott to take a few photographs for use by ABC of you with Ms Walters immediately before and after the interview.

Objectives

This will be your first foreign interview since re-election and will be seen by a vast audience. There is also considerable interest in this country and we can expect extracts to be seen here and reported on. I suggest your aims should be:

- to reaffirm your commitment to your well established economic policies with the prime objective of maintaining the recovery and securing more genuine jobs;
- to stress the importance and strength of the Alliance and the need for firm policies in this crucial year for nuclear disarmament negotiations;
- to underline Britain's reliability as an ally and our strong support for the US;
- to thank the President for his handling of Williamsburg given that there is some criticism of this in the US.

However the most important aspect of this interview is how you present yourself as a strong victor in the General Election. I hope you will come over as a lively Prime Minister who is anything but exhausted by the campaign and relishing the prospect of another five years of turning Britain round and working with the Americans and our other Allies for economic recovery and world peace. Business as usual; a lot to do; no arrogance.



B INGHAM

15 June 1983