

WESTMINSTER HOUSE 7 MILLBANK LONDON SW1P 3JE 01-222 1222

TWK/PR

7 May 1980

TO ALL NO 1'S OF ASSOCIATED COMPANIES

BBC TV Programme - Panorama

We have learnt that the BBC are making a considerable effort to sell the Panorama programme "A Dying Industry?" to other television companies worldwide.

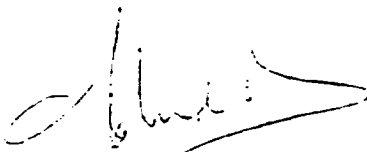
Further to our circulars of 16 and 17 April I now enclose the following:-

- a transcript of the programme
- a transcript of an audio recording of the original interview in Brazil with Mr Long, President of Souza Cruz. This will illustrate how the BBC used the material, particularly the final question which was answered in the interview, but left unanswered on the programme
- copy of a letter from Mr Stewart Lockhart to the Director General of the BBC
- a selection of press cuttings (mainly from TV reviewers) which preceded or followed the programme in the UK. This includes Peter Taylor's article in "The Listener".

Apart from the clippings enclosed there has been very little press or public reaction to the programme in this country so far.

We have a video tape of the programme recorded on the PAL 625 line standard on the VHS format and a copy converted to 525 line NTSC standard but, for copyright reasons, it is not possible to get large numbers duplicated by commercial services. However, if any company particularly wishes to acquire a copy, we could arrange a limited number of PAL standard copies by 'in house' duplication.

Please let us know if the programme is scheduled to be shown in your country.



R L O ELY

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