

KV

R L O Ely

T W Kidd

TWK/PR

9 April 1980

Telephone Call - Jules Hartog

4.45 pm 8 April

JH telephoned for an update of the situation in the past two weeks. He said that PM had heard some stories about the Panorama activity in London which disturbed them. In particular they are worried about Peter Taylor's participation.

I informed him that:

1. We had restricted our cooperation to limited facilities in Brazil and had declined an interview in London.
2. That the BBC had told us that there would be five sections to the programme and that we were being allowed a preview of two of them. The five sections would deal with:

International smoking issues

UK

USA

Germany

Brazil.

3. I repeated the BBC's assurances that it would be a "fair and balanced" programme and that the Reporter, Peter Taylor, would be under the direction of the Producer, Jonathan Holmes.

I asked about the stories PM had heard. J Hartog said that a contact of theirs had witnessed some Panorama filming in pubs in Hammersmith Broadway and had had a long talk with the "unit director" who told him that:

1. The film was attacking the Government's "soft line" with the tobacco industry in the UK. Panorama's view was that cigarette advertising should be banned and severe extra taxation imposed.
2. The film was more anti-government than anti-industry, but PM was a prime target in the programme because their advertising was the worst in terms of appeal to youth.

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Also PM had been naive in dealing with the producer.

3. The BBC had seen a lot of "bad" examples of cigarette advertising in Brazil.

Note: The BBC's experience with PM in Kenya regarding the safari rally will not have helped PM's cause - see article attached.

Jules Hartog asked if it would be possible for one of their staff to attend the preview. I said I could not answer that but would discuss with you. I said that the BBC might well object, as the preview was agreed by the BBC in exchange for the facilities we gave in Brazil.

He will ring you late on Wednesday 9th evening.

Att

cc
R Haddon

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