

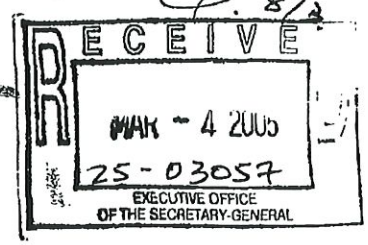
UN1653

SG - FYA.

SG for your guidance.

I imagine you would want to do this.
EM 4 iii 05

DPI



cc: FE

NOTE TO THE SECRETARY-GENERAL

"The Price of Peace"

(#25-02808)

I am pleased to forward a copy of a letter dated 1 March 2005, from Mr. Romuald Sciora, a French filmmaker who would like you to be interviewed in connection with his multimedia project about the United Nations, "The Price of Peace", which is comprised of a TV series and a feature-length documentary reviewing the past, present and future of the Organization.

This is both an ambitious and unique project which has the support of the Permanent Mission of France. Interviews with former Secretaries-General Kurt Waldheim and Javier Perez de Cuellar have already been filmed, and Boutros Boutros-Ghali will be filmed in April. Sir Brian Urquhart and many of your key advisors will also be featured in the series or in the film. I have also agreed to participate. Intellectuals from France and elsewhere, and international artists Maurice Bejart and Barbara Hendricks will also take part. The project also includes a colloquium in Geneva, a book and a radio series.

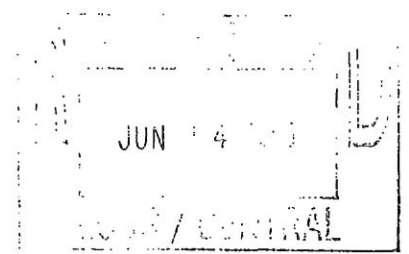
I would like to recommend that you agree to grant this interview, which can be done either in New York or in Europe. Please note that Mr. Sciora is requesting from one to two hours with you, some time before the end of August.

KA

I think you ~~post~~ should
que are now to this.
on the matter of who is
left out - not enough! - as no
more on TV programme could possibly
utilise this much interview material.
So do not think we should suggest extra names
MNB

Shashi Tharoor

Shashi Tharoor
4 March 2005



SGOFF
#2213 8 March

Use for your guidance, pl. 6/7/6

FM
19/6

NOTE TO THE SECRETARY-GENERAL

June-July Interviews

Dear SG,

Many thanks for your effort with the US media over the past month, culminating in the splendid Katie Couric interview. As I mentioned at this morning's staff meeting, there is agreement among your communications advisers that our campaign now needs to go global in order to make sure that the importance of the 2005 World Summit and its broad agenda (i.e. not just Security Council enlargement) is brought home to the public and governments worldwide. Accordingly we have drawn up a media strategy and a list of spokespeople – UN officials and "friends of the UN" – whom we are asking to give interviews or write op eds in the weeks ahead. The purpose of this note is to seek your agreement in principle to undertake the following interviews and other media contacts yourself. (The list was drawn up in consultation with the Spokesman's Office and approved at a communications strategy meeting under MMB's chairmanship.)

• New York, 10 June

Brief encounter with ZDF (Germany) for their documentary on the UN's 60th anniversary. (You have had a separate note from Fred on this.)

• Paris, 14 June

1. 30-minute interview with *Le Figaro* for an article on UN reform which they plan to publish on 26 June. (A note on this is also coming to you from Fred.)
2. Possible joint photo opp. and press release with Blair & Chirac, appealing for action on the MDGs, aid to Africa and terrorism. [This was MMB's suggestion. France & UK like it, and are working on a text, which will of course be submitted to us for approval. They do not advise that you take questions together with B&C, as these would inevitably focus on the crisis over the EU constitution, but you could answer a few questions on your own on the way out of the Elysée.]

Already agreed.
JK

• New York, 20 June

Your address to CSIS dinner. This will be seen as your response to the Gingrich-Mitchell report (expected next week) and the Hyde draft legislation. We would hope to distribute embargoed copies early in the day.

Although the speech is submitted on both. But it is correct that we have a substantive text

• Brussels, 21/22 June

Group interview with five major European newspapers (each from a different country and therefore not competing directly with each other).

- OK

• San Francisco & other media centres, 26 June

Possible op ed on 60th anniversary of UN, expanded from your video message.

JK

• New York, 27/28/29 June

Interview for Russian TV/ITAR-TASS film on UN 60th anniversary. (Requested by Russian PR. Makers have already recorded interviews with Waldheim, Pérez de Cuéllar and Boutros-Ghali.)

JK

- New York, 28 June
Meeting with senior editors from world newspapers attending DPI seminar. (Already approved.)
- Sirte, 4/5 July
 1. Interview with South African Broadcasting Corporation and/or Radio France International (for African audience) OK
 2. Press conference or encounter following your speech to the AU summit.
- London, 6 July
 1. Meeting with editorial board of the *Financial Times*. _____ OK
 2. Interview with BBC world service (TV & radio).
 3. Your address on the MDGs in St. Paul's Cathedral, which will be you call to action for the G8 summit. We would hope to distribute embargoed copies to the media early in the day. noted
- Washington, July, or possibly New York, September
Interview with Ted Koppel on ABC's *Nightline*. (You approved this in principle as part of our US strategy. The idea would be to do it on your next official visit to Washington – or, if time can be found, as a curtain-raiser for the summit in September.) OK
- New York, mid-July
Two or three more interviews with developing-country media (Mid East, Asia, Latin America), to be identified nearer the time. OK
- New York, 18-19 July
Half-hour interview for French TV series "The Price of Peace", on the history of the UN (recommended by ST and MMB). OK
- Sweden, end of July
Joint interview with four large-circulation newspapers in Scandinavia – *Dagens Nyheter*, *Jyllandsposten*, *Aftenposten* and *Helsingin Sanomat*. OK

I realise this looks a heavy programme, but I'm sure you will agree that this is an exceptional time, when exceptional efforts are needed.

Yours sincerely, EM

Edward Mortimer

9 June 2005

cc: MMB, ST, FE, KSK