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Audrey Hepburn -- Special Events Note No. 126, Travel wrap up of Spring 1988

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Upasana Young

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19 April 1988

Subject: Audrey Hepburn

1. Audrey Hepburn had travelled to Ethiopia from 15 - 18 March, visiting Tigray, Eritrea and Northern Shoa. She was accompanied by her associate Robert Wolders as well as Larry Bruce, John Williams and staff from the UNICEF Addis Ababa Office. They visited a food distribution centre, an orphanage, the Food-for-Work dam building project in Mekelle and water projects. In North Shoa the group visited Cash-For-Food projects, including reforestation, terracing and sheep breeding.
2. Ms. Hepburn gave a Press Conference in Addis Ababa at which she said "I am very impressed by the people of Ethiopia, by their beauty, dignity, patience and their enormous drive to help themselves. I have seen not only the work of United Nations but nations united to overcome the crisis. Long term development aid, so little at present, must be increased. UNICEF has a wonderful long arm trying to reach the most wounded and UNICEF works in a marvelous way to help people retain their dignity. Given a spade, which UNICEF can give them, they can dig a well. We must now make sure they do not have to dig graves for their children".
3. She then flew to the United States to promote the Ethiopia appeal of the U.S. Committee for UNICEF: on 23 March she gave a Press Conference in UNICEF House attended by approximately 35 journalists, followed by three individual interviews. That same day she appeared on ABC TV "Good Morning America" and Fox TV "Current Affairs". On 24 March she was again on ABC TV "Good Morning America" as well as the NBC TV "Today Show", CBS TV "This Morning" and CNN Cable News, CNN Live Showbiz Today, CNN International Hour and the syndicated "Entertainment Tonight".
4. She also recorded four television appeals for the U.S. Committee and attended an advocacy luncheon and a reception for major supporters. She said "To save one child is a blessing. To save one million is a God-given opportunity through UNICEF".
5. On 25 March, she attended a congressional breakfast which was hosted by the Hon. Dante B. Fascell and was attended by about 25 senior staff of the Foreign Affairs Committee and 5 members of Congress. She then met Senator Daniel Inouye and had lunch with the Washington Advisory Council, hosted by Abe Pollin and George Stephens, at the Kennedy Center. Among the guests were Katherine Graham of the Washington Post as well as Mrs. Sadat, Mrs. Harriman and Rennée Poussaint, the anchor woman of WJLA TV as well as Mrs. Rinaldo Petrignani, wife of the Italian Ambassador, Hodding Carter and other prominent leaders.

6. Ms. Hepburn also gave interviews to National Public Radio (the Diane Rehm Show), The Washington Post, the Washington Times, WRC TV News, News at 5 on WLJA TV and USA Today.

7. On Saturday, the 26th of March, Ms. Hepburn went to Toronto and attended a luncheon of the senior management of the Canadian Committee. She afterwards gave a press conference which was well attended and was followed by a 30 minute question and answer period. According to George Kassis, she called again for "famine prevention aid" and the need for longer term development support. The picture she portrayed of the Ethiopian people - dignified, hardworking, strong in their faith - was very moving.

8. Media coverage in Canada included a half-page article in the Globe and Mail, plus the Toronto Star (with another interview to be published in about a week), TV news features on CBC, CTV, Global and City TV, radio on CBC and Standard Broadcast, plus a news-wire article over CP (Canadian Press). The Canadian Committee received many telephone calls afterwards offering to volunteer or to support the Committee in other ways.

9. Ms. Hepburn then flew to London, and on Monday, the 28th of March, she appeared on the BBC TV Breakfast Time, BBC News at 1:00 p.m., 6:00 and 9:00 p.m., on the BBC John Kraven's Newsround, the ITN News at lunch time and 5:45 p.m., the BBC Radio 4 Today Programme as well as the BBC World Service in French, the Independent Radio News and Capital Radio. Her very successful press conference and individual interviews resulted in articles in the London Standard, The Guardian, the Daily Mirror, The Daily Express, Today and The Times. There also was a reporting team from the Dutch Television Channel TROS and the Dutch newspaper De Telegraph.

10. On 6th April, Audrey gave another press conference in Geneva which was attended by approximately 40 journalists, many of them from different European countries as well as international news agencies. She also gave individual interviews and appeared in the Swiss TV Channel as well as Antenne II of France. Although we have not received clippings, we have heard that at least in the case of Spain there were several reports about Ms. Hepburn.

11. She returned to the United States on the 8th of April, and appeared as a presenter, together with Gregory Peck, in the Academy Awards Show on 11 April. Her appearance was described in the New York Times as the "only royalty" at the ceremony. On Wednesday, 13th April, she gave a press conference in Los Angeles attended by local media representatives as well as a TV crew from ZDF of the FR of Germany and RTL of Luxembourg. She was featured in the TV News of the ABC and NBC stations, CNN and the Group W "Hour Magazine" syndicated show. She also gave an interview to National Public Radio and The Los Angeles Times.

12. While in New York on 16 April, she gave an interview for "Vanity Fair" and by telephone to the Toronto Star (for the Family Life Style section).