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# Now They're Going to Make Julie Nixon Eisenhower a Star

NEW YORK (UPI) — Julie Nixon Eisenhower is working with Warner Bros. Television on the format for her own television program, which likely will end up with the daughter of the former President hosting a daytime talk show.

"We're really in the early stages," said Edward Bleier, vice president in charge of sales and programming and head of Warner's New York office. "Julie and I aren't zeroed in on what it will be like or how it will be distributed—network, syndication or whatever. We're not even sure yet where the show will emanate from, although probably it will be either New York or Washington.

"Essentially, it is going to be a discussion-talk-interview program, which is certainly what she's best at. I'm incredibly impressed with her talents but I doubt if singing and dancing are among them."

Bleier first became intrigued with the idea of working out a Julie Nixon Eisenhower show last fall, when Mrs. Eisenhower substituted for Barbara Walters on NBC's "Not for Women Only."

The topic under discussion at the time was "Public People, Private Lives," with Mrs. Eisenhower acting as ringmaster for celebrity

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guests ranging from Sen. Barry Godwater (R-Ariz.) to opera star Roberta Peters.

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Mrs. Eisenhower and the people over at ABC's "AM America" morning show did some talking several months ago, but nothing ever came of it.

Bleier and Mrs. Eisenhower got down to business on their project about two months ago, he said, and added:

"She's composed, intelligent and curious about people and things. I think that's the most important quality.

She has genuine eye contact with people and sincere interest in what you do and how you do it. That's her essential quality and that's what we're trying to build around."

At this stage, at least, Bleier isn't thinking in terms of bucking the early morning news pros or the late-night sophisticated talk types. He's thinking daytime, and he believes it is daytime audiences who will prove most responsive to Mrs. Eisenhower.

He made the point that some personalities, such as Dinah Shore, are specially appealing to daytime viewers, that they somehow blend in better with the

viewers' background and values.

"I ran ABC daytime for a number of years," Bleier said, "and if there's one thing you learn early in the game, it's that the daytime audience is a lot different from, say, the Johnny Carson audience.

"First of all, it's women who watch television during the day. But that doesn't mean you're talking about all women, or about women in general. Daytime television doesn't draw all women any more than MS magazine represents all women.

"Those who watch during the day for the most part are housewives with family and children. They don't work outside the home and their activities, ties, interests, are different from those who do.

"They even go to bed earlier because of their families, their children, their particular set of responsibilities."

Asked whether Mrs. Eisenhower's father, former President Nixon, would be involved in any way with the proposed show, Bleier said, "Absolutely not."

"I think the sympathies and the feeling of the country will be with Julie," Bleier said.

"And I'm a Democrat."