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MRS. ALLILUYEVA TO APPEAR ON N.E.T.

First Interview to Coincide
With Book's Appearance

By ROBERT E. DALLOS

The National Educational Television has won out over the three commercial networks to conduct an hour-long interview with Svetlana Alliluyeva.

Stalin's daughter will be interviewed by Paul Niven, the N.E.T. Washington correspondent and former Moscow bureau chief of the Columbia Broadcasting System, on Monday, Oct. 2 at 9 P.M. The date coincides with the publication date of Mrs. Alliluyeva's forthcoming book, "Twenty Letters to a Friend." It will be carried live on about 80 N.E.T. affiliated stations around the country. It will be heard on Channel 13 in New York.

The fact that educational TV was able to persuade Mrs. Alliluyeva to appear on its facilities was seen in broadcasting circles as a triumph. It is known that the major commercial networks had been trying for months, with offers of large fees, to capture this television prize. Mrs. Alliluyeva will receive no fee from N.E.T.

Lawyer Explains View

"This will be an educational type of interview," said John Wiener, a member of the law firm of Greenbaum, Wolff & Ernst, which has been handling Mrs. Alliluyeva's legal affairs since her arrival in the United States last April.

"She thinks of her book as a literary or intellectual work rather than a political work," he said.

Executives of the news divisions of the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company all said yesterday that they had tried to secure an Alliluyeva appearance.

"They behaved in a most odd manner. I don't know what was going on," said Richard S. Salant, president of C.B.S. News. "It was like trying to deal with a stone wall with cotton inside. We never got an answer."

'Big Money' Available

William Sheehan, vice president of A.B.C. Television News, said, "She could have opened up a bidding match between the networks for big money."

He said A.B.C. was turned down as recently as last week by the law firm. He said he was told that Mrs. Alliluyeva would not be making any TV appearances.

The network officials declined to say how much they would have been willing to pay, but Mr. Sheehan estimated that Mrs. Alliluyeva could have earned as much as \$250,000 for a series of appearances.

Mr. Wiener said, "She could have made a fortune but she wasn't interested." He said it was not known if she would appear again.

On the N.E.T. program Mrs. Alliluyeva will be interviewed in English, either in New York or Washington.

"It will be a conversation about herself and about the material in her book," said Don Dixon, director of N.E.T.'s public affairs programming. "We hope it will be as relaxed and informal as possible."

The program will be produced by Henry Morgenthau 3d,

of WGBH-TV in Boston, son of the former Secretary of the Treasury.

Harper & Row will publish the American and British editions of Mrs. Alliluyeva's memoirs on Oct. 2. A German-language edition will be published on Sept. 21. Excerpts from the book are to appear in The New York Times and in about 90 periodicals around the world, beginning Sept. 10.

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