



Merv goes out like a lamb for a lion

CBS-TV and Merv Griffin have retraced their steps to the summer of 1969 when the network's affiliated stations were carrying feature films in the post-11:30 p.m. time slot on weekdays and the personality host was starring in a daily syndicated variety series.

Giving official affirmation to long-standing reports, CBS-TV announced last Monday (Dec. 6) that *The Merv Griffin Show* will end its network run on Feb. 11 and be replaced on Feb. 14 by feature films on the network. The following day Metromedia Producers Corp. announced that it will produce and syndicate a new, interview-variety program featuring Mr. Griffin.

CBS-TV said it has acquired a large number of feature films from Metro-Goldwyn-Mayer and added that negotiations are being conducted with other major film companies. Running time on each film will be about two hours.

CBS-TV launched *Merv Griffin* in August 1969, saying at the time that the dwindling supply of major feature films dictated a change to a strong, personality-variety show to compete with *Tonight* with Johnny Carson on NBC-TV. Mr. Griffin never provided stiff competition for *Tonight* in the rating race.

His departure leaves the Carson program and the *Dick Cavett Show* on ABC-TV in late-night, network variety.

Metromedia reported that *The Merv Griffin Show* will be taped in Hollywood and be made available for local programming on a five-a-week basis in both

90-minute and 60-minute formats. Frank Reel, MPC president, noted that all shows will be newly produced.

Taping will begin shortly after Mr. Griffin's final network broadcast. A separate sales staff is being established, headed by Pierre Weis, vice president, special projects, MPC.

Mr. Griffin was quoted as saying that his program will begin on three Metromedia-owned TV stations—WNEW-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington—on March 13 in the 8:30-10 p.m. period, which is now occupied by *The David Frost Show*. A spokesman for Metromedia said he could not confirm this report but other company sources indicated the Griffin show would begin on those stations on March 13 or March 20.

David Henderson, president of Group W Productions, which produces the daily 90-minute Frost series, issued a statement on Thursday (Dec. 9) stressing that the Frost program will continue irrespective of Metromedia's decision. He noted that the three Metromedia stations may elect to continue the Frost show in another time period, but said even if they drop it, he is confident another station in each market will pick up the series. (The Frost series is syndicated to 88 markets.)

Group W also said it is considering the release to syndication of 260 of the old 90-minute *Merv Griffin* programs, which Group W produced before Mr. Griffin went to CBS.

Little warm in here?

The cable system operated by Shadix Radio Inc. in the small Ohio town of Beverly has only 300 subscribers, and all of them apparently managed to miss an unscheduled skin show on their time-and-weather channel. Sometime after 12:30 a.m. Nov. 29—when few viewers would be watching the late movie, let alone the time and weather—somebody broke in and taped two photographs of nude women to dials showing the time and temperature. The

camera, obeying the usual mechanical imperative, obligingly scanned back and forth from one picture to the other until nearly 8 a.m., when the prank was discovered and reported to the police.

Ray Mitchell, manager of the system, said the authorities have so far been unable to determine who was responsible.

Whoever it was, however, his plan was at least partially foiled by the elements. The camera got unusually cold that evening, and for a portion of the night its horizontal control flipped out.

CBS Radio schedule grows by 10 shows

Most are four minutes long and CBS News will produce the majority of them

CBS Radio last week announced that it will add 10 new programs to its schedule during the week of Jan. 3. Six programs will debut as Monday-through-Friday entries, one will be heard Monday through Saturday, and three will be weekend programs.

The new five-a-week series, one in the morning, four in the afternoon, one in the evening and all four minutes long, are *Newsmaker*, *Today's Woman*, *The Buyer's Scene*, *Dateline: America*, *Today in Business*, and *Campaign '72*. The new Monday-through-Saturday series is *Sports World Roundup*, and it will be heard in the early morning. The weekend programs are *What's New at the Movies* on Saturday mornings and *Letters to CBS* and *CBS Views the Press*, both aired Saturday and Sunday evenings.

All of the new programs except *Sports World Roundup* and *What's New at the Movies* will be produced for CBS Radio by CBS News under the supervision of Van Gordon Sauter, executive producer.

On *Newsmaker*, weekdays at 9:25-9:29 a.m. EST, CBS News correspondent Douglas Edwards will profile an individual who has made an impact some place in the world during the preceding 24 hours. Designed for the young homemaker, *Today's Woman* will be anchored by CBS News reporter Sylvia Chase and heard from 12:06 to 12:10 p.m. EST weekdays. CBS News reporter Christopher Glenn will anchor *The Buyer's Scene*, 12:25 to 12:29 p.m. EST Monday through Friday with information on "how the consumer can more effectively utilize his money." Weekdays at 2:25-2:29 p.m. EST, *Dateline: America* will take a day-to-day look at communities where something unusual is occurring, is about to occur, or has recently occurred. *Today in Business*, Monday through Friday at 5:25-5:29 p.m. EST, will feature CBS News correspondent Gary Shepard in reports on the major business activities of the day in terms comprehensible to the layman. *Campaign '72*, heard Monday through Friday at 7:30-7:34 p.m. EST, will be a daily report on the political scene as the nation heads toward the November elections.

The new program to be heard Monday through Saturday from 6:30 to 6:59 a.m. EST, will be *Sports World Roundup*, featuring CBS sportscaster