

# As I See It

## Merv Griffin... More Talk

By PAT COSTA

The other day while rummaging through some papers that should have been thrown away long ago I came across a letter dated February 1963 from Merv Griffin.

Griffin's letter, in response to a column I had written about the cancellation of his daytime TV talk show by NBC, said in part:

"Isn't it ironic that we have this substantial proof of literally thousands of letters from people all over the United States who have lavished us not only with approval but old fashioned affection — and yet we have failed to pass the bleak, mechanical rating test that samples only a few hundred anonymous folks. How do they control the whole industry?"

Griffin, of course, did come back several years later to become a hit (again) on the Westinghouse Network, which sold his shows all over the country for screening any time of day the station chose.

Here in Rochester we saw him from 6 to 7:20 p.m. five days a week, doing substantially what every other talk show host does, i.e., serving as a showcase for both new and established entertainers and asking provocative questions of a variety of people, including some who could easily have remained out of the public eye to no one's loss whatsoever.

In the transition from his NBC daytime slot to his Westinghouse stint seen in most cities during evening hours, Griffin lost some of his appeal in this viewer's opinion.

That appeal which consisted of equal parts of ineptitude, boyish charm and a seemingly genuine regard for the people he received as guests, was succeeded by a slickness which made him very much aware of what was audience bait.

A new emphasis on sex, coupled with a sometimes

smartalecky approach to interviewing, plus a visibly extended ego (call it self-confidence if you will) characterized this most recent effort of his.

Opening night on his new show, Griffin said that CBS had some apprehensions about the sex emphasis and that the show had been "postponed." This was in reference to Sen. John O. Pastore's sometimes overzealous attack on television.

True to his word, when his first guest, Moms Mabley, came on there was nary a "postponed" in the air. Griffin's thing of a phenomenon since the comedienne more often than not turns the air blue on her TV appearances (all of course duly eliminated by censors).

Otherwise Griffin's show appears to be the same. A little bandying with Arthur Treacher, his British announcer; a little comedy and a little song, and a little serious talk.

and was seen instead on CBS station Channel 10. Bishop had to go to make room for Griffin.)

This week Merv Griffin opened a brand new talk show for CBS, the first such nighttime entry in that network's history.

Thrown up against the standard Johnny Carson on NBC's Tonight Show and ABC's Joey Bishop, Griffin has not yet seen the need to become Mervie in this three-way competition.

(In Rochester it is still two-way, in that Joey Bishop was never picked up by ABC affiliate WOKR's Channel 13

# Labor Leaders Urge Support for Telethon

The fourth annual Jerry Lewis Muscular Dystrophy Labor Day Telethon has drawn strong support from Rochester labor leaders.

The executive board of the Rochester and vicinity Labor Council (APLCO) called on members to support the fight against dystrophy and allied diseases, at a luncheon on the Flagship Hotel.

The labor movement was responsible for much of the record-breaking total of \$1,401,867 pledged during the 1968 telethon, Rudolph H. Miller, cochairman of the Rochester Area Labor Committee for Muscular Dystrophy, said in an appeal to union members.

In Rochester, which was second only to New York City, \$103,000 was given during the telethon, he said.

Miller's cochairman is James Colombo of the Retail Store Employees Union.

Preceded by a half-hour local segment, the 19 1/2 hour telethon, hosted by television film star Jerry Lewis, will emanate from the Americana Hotel in New York City beginning at 10:30 p.m. Sunday, Aug. 31. In Rochester starting at 10 p.m. it will be seen on WHEC-TV, Channel 10. Throughout the telethon, local labor, civic, business community, government, professional, and religious leaders will be shown making donations and issuing appeals.

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# McLuhan, James Joyce and WXXI

By JOHN DASH

James Joyce described the importance of television as "Ulterior meaning, a hidden meaning, a meaning that is not in the words, a meaning that is in the way TV is changing our lives."

Which indicates there is another word than "revolution" for the way TV is changing our lives.

In the Rochester area, the impact of one form of the medium has been nothing short of amazing.

Three years ago, Channel 21 (WXXI) started broadcasting as an educational programming medium. A great deal of time was used to reach the child in the classroom. Last year alone it went into more than 2,476 classrooms, reaching over 61,875 students from kindergarten through senior high school.

The classes offered, under the guidance of Miss Geraldine McMullen, school relations director for Channel 21, covered subjects from "Adventure in the Arts" to "Sportsmanlike Driving," taking over 27 hours a week of broadcast time.

But, despite its growth to date as a teacher, the future of in-school programming is dim.

Money is the issue, according to Miss McMullen and Mr. David Griffith, community relations director for WXXI. Channel 21 is a non-commercial broadcasting station operating on a budget of \$210 thousand a year. Since, by charter, the station cannot broadcast advertising, it must reach its budget through local fund drives, industry and State and Federal grants.

As far as the in-school programing is concerned, the service is contracted by negotiating with the individual school system. The cost requested by Channel 21 is \$1.50 per pupil for a school year. Included in the cost is a program schedule, a student's guide to the programs he will be watching, and teacher's manuals for the courses offered.

But, according to Griffith, this individual negotiating "is a less than satisfactory way of obtaining funds. This year we were really sweating blood."

Miss McMullen remarked that "the main point in the \$1.50 is not really the money, but that without all the material the money brings, the programs cannot really be used well."

Catholic schools in the broadcast range (WXXI can reach more than half the Diocese), Miss McMullen reported, have not purchased the materials since the 1967-68 school year.

Describing the decision to cease participation in educational television, the Diocesan Schools Office released a statement which said, in part:

"Financially, we felt that since almost all of the money supporting Rochester Area Educational Television Association (RAETA) was coming from public sources to which the Catholic parents had already contributed, there was little reason for contributing to a "second tax." Catholic schools did make token contributions to RAETA and used the programming as appropriate.

"In the expansion which brought Channel WXXI to

RAETA, the Board of Directors felt it would be necessary to charge the regular public school fee for Catholic school participation. At this point, the decision was made not to continue our participation. The relationship between RAETA and the Catholic schools continues to be most cordial."

According to Miss McMullen and Griffith, this problem exists not just with the Catholic schools, but public schools as well. "We're being cut out of budgets all over," Griffith said.

He reported that the major reasons given for the cuts were difficulties in scheduling and lack of available funds.

Two new programs of special interest will be broadcast by Channel 21 into the class room starting September. The first is "Sesame Street" aimed principally at the youngest grades. Using the media and language of Madison Avenue, "Sesame Street" hopes to teach the language arts in a completely new and memorable form.

Reaction to "Sesame Street" from a pilot program shown across the nation has been mixed. But no response has been cool. "We are expecting a lot of comment on the program," Miss McMullen said.

Also of interest will be "One Nation, Indivisible," a series of the stories of six people involved in America's racial problem. The program is prepared principally for high schoolers.

**Family Rosary**

The Family Rosary for Peace program is broadcast each evening at 7 p.m. by Rochester radio station WSAY, WMOB-FM in Auburn, television cable companies Channel 5 in Hornell, Channel 8 in Elmira and 88.7 mc. in Corning. Those who will lead in recitation of the Rosary this week are:

Friday, Aug. 22—Emery Donald Crevier of Blessed Sacrament.

Saturday, Aug. 23—Frank Kinsky of St. Louis, Pittsford, Mass will be celebrated.

Monday, Aug. 25—Jerry Serafine of St. Joseph, Penfield.

Tuesday, Aug. 26—John Caulfield of Good Counsel.

Wednesday, Aug. 27—Alfred J. Floegel of St. Margaret Mary's.

Thursday, Aug. 28—Lawrence Edenhof of St. Andrew's, with the Holy Name Society.

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# TV Movie Ratings

Ratings are those given by the former Legion of Decency, now the National Catholic Office for Motion Pictures, when films were originally shown. A-1: morally unobjectionable for general patronage; A-2: morally unobjectionable for adults and adolescents; A-3: morally unobjectionable for adults; A-4: morally unobjectionable for adults, with reservations; B: morally objectionable in part for all; C: condemned. No Rating: film has not been reviewed by the National Catholic Office for Motion Pictures (formerly the Legion of Decency). N.B. Before A-3 classification was established, A-2 indicated morally unobjectionable for adults.

Movie listings supplied through the courtesy of TV Guide Magazine

**Fri., August 22 thru Thurs., Aug. 28**

Time	Channel	Movie	Rating
<b>Friday, August 22</b>			
10:00 a.m.	13	The Wayward Bus	B
9:00 p.m.	10	Clash by Night	A-2
11:30 p.m.	13	Loss of Innocence	A-3
<b>Saturday, August 23</b>			
2:30 p.m.	10	Take Me To Town	B
3:00 p.m.	13	Kelly and Me	A-1
9:00 p.m.	8	The Whole World Is Waiting	Not Listed
10:30 p.m.	13	The Quiet Man	A-2
11:05 p.m.	10	Werewolf in the Dormitory	A-2
11:30 p.m.	8	Casanova '70	B
<b>Sunday, August 24</b>			
2:00 p.m.	10	The Shrine	A-2
2:00 p.m.	13	Jason and the Argonauts	A-2
5:00 p.m.	13	Sands of the Kalahari	Not Listed
8:00 p.m.	13	Is Paris Burning?	A-1
11:00 p.m.	13	Three Men on a Horse	A-1
11:20 p.m.	10	The House of Fear	B
<b>Monday, August 25</b>			
10:00 a.m.	13	Three Men on a Horse	B
11:00 a.m.	13	Three Stooges in Orbit	A-1
8:30 p.m.	8	A Hole in the Head	A-2
11:30 p.m.	13	New Frontier	A-1
<b>Tuesday, August 26</b>			
10:00 a.m.	13	Kelly and Me	A-1
11:15 a.m.	13	The Three Stooges Meet Hercules	A-1
9:00 p.m.	8	Games	A-3
11:30 p.m.	13	Forty Guns	A-2
<b>Wednesday, August 27</b>			
10:00 a.m.	13	Forty Guns	A-2
11:15 a.m.	13	The Three Stooges Meet Hercules	A-1
9:00 p.m.	13	The Wackiest Ship in the Army	A-1
11:30 p.m.	13	Wings of Chance	A-1
<b>Thursday, August 28</b>			
10:00 a.m.	13	Wings of Chance	A-1
9:00 p.m.	10	The Nanny	A-3
11:30 p.m.	13	My Pal Gus	A-1

**Books on Loan**

The following books of interest to our readers may be found on the shelves of the Rochester Public Library, or may be obtained through any affiliated library in the diocese.

Discovering the Appalachians, by Thomas L. Connelly (Stackpole, 1968). History and description, in pictures and prose, of many aspects of this mountain range that includes New York's Catskills and Taconic Indians and explorers, soldiers and moonshiners, legends and daily life are covered along with much travel information. History and Travel.

Daily Life in Colonial Peru, by Jean Descola (Macmillan, 1968). A surprisingly interesting description of the filtering society that was Spanish Peru from 1710-1820, told through the Creole actress who was the Viceroy's lady. History and Travel.

Rock and Other Four Letter Words, (Bantam, 1968). Janis Joplin, Donovan, Aretha Franklin, the Beach Boys, the Beatles, and countless other rock artists candidly express their thoughts on the music of the electric revolution and the present day scene. Full page striking photographs by Linda Eastman. Art.

Radical Christianity and its Sources, by John Charles Cooper (Westminster, 1968). Good introduction to radical theology by an author calling for a new activism of involvement. Education and Religion.

Where's Hannah?, by Jane Hart (and Beverly Jones) (Hart, 1968). The mother and teacher of a brain-damaged child describe the ways in which they have been able to help Hannah develop her capabilities. Education and Religion.

You Must Know Everything, by Isaac Babel (Farrar, Straus, 1966-69). Stories never before translated by a great Russian Jewish writer who was arrested in 1939 and not seen again. Fiction.

Natural History, by Constance Urdang (Harper, 1969). Freshly seen panorama of a woman's life told by a writer who applies poetic techniques to prose. Fiction.



**Misery is when you come back from the beach proud of your suntan and your pals don't even know you've got one.** From "Black Misery" by Langston Hughes; illustrations by Aroun.

**Business in the Diocese**

Rite Aid Corp. has announced it has acquired the Daw Drug Co. of Rochester in exchange for 469,894 shares of Rite Aid common stock. Daw operates a chain of 47 promotional drug stores in 19 cities and towns in New York State.

Lewis E. Lehman, Rite Aid president, announced the election of Philip Neivert, formerly the president of Daw, as a Director and vice president of Rite Aid and president of the new

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One of Rochester's Catholic sanctuaries—St. Joseph's rising up the grounds of the R. State Hospital at Elmwood South Avenues.

Father James L. Call hospital chaplain, said building hopefully ready for use by Oct. feast of St. Jude.

Designed to seat 407 it will serve the religious.

**Nun to Receive Mission Cross**

Sister Mary Bridget den of the Holy Spirit ary Sisters will receive sion cross this Sunday, Aug. 24, from Bishop Fulton J. Sheen.

Soon after a brief stay with her parents, Mr. and Mrs. Edward J. Crutenden of 42 Riverside, she will leave for Ghana, West Africa, where she will be a teacher. The new mission nounced her perpetual last Friday at the con motherhouse in Tecl Sunday's ceremony w place during the 5 p at Sacred Heart Cathe

As Jean Marie Cr the nun attended Our Good Counsel school a reth College. She is a of Barat College, La. ILL., and has been tea elementary schools 1 years.

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