

## Who Showed A Fledgling Broadcaster The Secret Of Being A Mogul?

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Agency: **Malume Media**



The Answer Is Merv Griffin Says Emmy Award-Winning Author Lena Nozizwe — A freshly-minted college graduate remembers her interview encounter with mogul Merv Griffin.

BEVERLY HILLS, CA, August 14, 2007 - The late talk show host Merv Griffin was known for his comfortable and easy style with his guests and Emmy award-winning broadcaster, motivational speaker and author Lena Nozizwe says he was just as easy when he was on the other side of the table.

Merv also taught her a lesson in business that she'll never forget. Nozizwe was just out of college when she met Merv KFMB radio in San Diego.

"What really fascinated me about him was not so much his success in show business as it was his success in just plain business," says Nozizwe, author (Starring in Your Own Life ISBN-13978-0-7432-1811-50 Simon & Schuster).

The fledgling reporter prepared for her meeting with Merv by doing as much homework as she could for the morning interview. That included reading the autobiography of the host of the Merv Griffin Show and the creator of Jeopardy and Wheel of Fortune, but she uncovered the secret to his success after they met.

"I knew that there were a lot of reporters who wanted to speak with him because I had a copy of his full schedule," says Nozizwe. "The man who sold his company to Coca Cola for \$250 million in 1986 could not have been more gracious."

That night Nozizwe was invited to a reception to honor Merv. It was at least seven hours after the interview.

"He met dozens of people that day and the first thing he did was come up to me and say 'Hi Nozizwe' with a smile."

She walked away not only admiring his business---but how he took care of it.

Nozizwe's family came to the United States so that her mother, Dr. Alice Princess Msumba Siwundhla, could star in the pioneering reality show This is Your Life.

You may have seen her on CBS, BET, Hallmark TV or Fox's America's Most Wanted. She's currently in post-production on a documentary about her birthplace of Malawi, Africa, called Hut 2 Hollywood.

[www.noizwe.com](http://www.noizwe.com)

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