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Snoop's televizzle show has no sizzle, fizzles/ Show borders on funny but never crosses line

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Not so long ago, a tape depicting Snoop Dogg pitching ideas to a network exec aired on "Last Call With Carson Daly," an NBC gig headed by MTV's star-making "Total Request Live" icon turned late night host. When the mellow rapper found all of his "Last Call" suggestions rejected, he offered up a new concept show - a black equivalent to "Friends" called "Homies."

The carefully scripted meeting wasn't pee-in-your-pants funny, but it was a sign that this man desperately needed his own show.

MTV took the hint. On Sunday the channel will premiere a six-episode half-hour sketch comedy series called, what else? "Doggy Fizzle Televizzle."

Sound strange? Snoop speak is pretty unusual and not everyone's down with the lexicizzle. So bear with me here as I explizzle the vocabulizzle.

Need I say more? Fo' shizzle, my nizzle.

Unfortunately, the program doesn't deliver like that brief standalone segment did. Just as MTV turned Ozzy Osbourne, rock's prince of darkness, into a bumbling manwife, so they have taken rap's prince of parties and turned him into a contrived tour guide.

The quirky wording and clever ideas are all in place, but Snoop seems uncharacteristically stiff as he transitions between segments. The sketches offer

the potential for tearinducing humor, but often fall short of evoking even a chuckle.

In one scene, Snoop hooks up with a geriatric posse. We're led to believe he's taking the old folks to a strip club - an excellent set- up. He jumps on a shuttle, asks who's down with glaucoma, and ends up in a drug store scouting the home health care section and racing handicapped scooters in the parking lot. The payoff goes from tuck-a- buck to Tucks hemorrhoid pads without warning.

In another scene, the show pokes fun at the many redecorating shows airing these days. Snoop oversees the transformation of a dorm room into a prison cell. The result is uncomfortable more than anything else . . . in a "Deliverance" kind of way.

Which is not to say that the show doesn't have its moments. A sketch adding social value to "Girls Gone Wild" works, then gets stale. The ideas are overall fun-loving and even funny at times as Snoop pokes fun at himself, his fellow celebrities, his culture, the white kids who try to appropriate it ("Wiggers"), and anything else MTV's pseudo-edgy standards and practices might approve.

Snoop's heart is in the right place. Unfortunately, his punchline isn't.

TO VIEW

"Doggy Fizzle Televizzle," 8 p.m. Sunday on MTV, Adelphia channel 66.