

STUDENT LIFE

Stewart to star in spin-off

By Daniel Fienberg
Zap2it.com
(KRT)

Franchise expansion: It's a good thing. In what NBC Universal President Jeff Zucker described as a "big, exciting and thrilling announcement," NBC revealed on Wednesday (Feb. 2) that Mark Burnett and Donald Trump will spin-off their successful business reality franchise with "The Apprentice: Martha Stewart," an upcoming series featuring the currently incarcerated domestic diva.

"While both Donald and Martha are incredible business icons, they're in very different businesses," Burnett says. "This allows each version of 'The Apprentice' TV show to have a very different look and feel, while operating within the same successful format. This is really a win-win-win. It's a win for NBC, absolutely. It's a win for Martha. And definitely a win for Donald and I as partners."

"The Apprentice: Martha Stewart," which will land the winner an unspecified job with Martha Stewart Ominimedia, is the second announced project teaming Stewart, Burnett and NBC Universal. A syndicated series is currently selling well with affiliates and is hoping for a launch sometime this fall.

"There's no question that each of us is fascinated by the rags-to-riches and comeback in this country and I think that nobody is a better example of that than Martha," Zucker boasts. "I think that that is part of what the tremendous interest in her will be both in daytime and in the primetime version of 'The Apprentice' when that airs."

Although Burnett acknowledges that a deal for the spin-off was in place before Stewart was incarcerated, the official announcement was held until February to avoid confusion with the third season of "The Apprentice" and, allegedly, so as not to take attention away from The Donald's recent nuptials.

No timetable has been set for the premiere of Stewart's "Apprentice," but on the show's upcoming 27-city casting tour, applicants will be given the opportunity to choose whether they want to audition for the Trump-flavored fourth season, or Stewart's different brand.

"She's looking for somebody who's creative, but defined broadly, creativity includes marketing, inventing, using technology to sell her brand," explains Burnett. "She's also looking for someone who can think on their feet and can make decisions

and be brave."

It's unclear how Stewart's "Apprentice" will set itself apart from the first three installments, which have been characterized by Trump's bombast. Stewart is expected to come up with her own catch phrase to deviate from The Donald's popular "You're fired" and she'll have her own equivalent for the boardroom setting.

"Martha has her own way of dealing with things," is all that Burnett will promise.

One thing that won't be a major part of the new show is Stewart's time behind bars at Alderson Federal Prison Camp in West Virginia, where Burnett has made regular visits.

"The show is not going to be focusing on her walking out of Alderson," he says. "That won't even be in the show, in any of the shows. I'm not interested in that side of it. It happened. It was an experience. She won't avoid it. She may mention it, but in passing. We're not going to try to make a mockery or a game out of a very serious part of her life."

Rumors were flying that Trump was eying Stewart as a possible successor for when his initial "Apprentice" contract ran out this spring, but with a new deal in place for two seasons next year, Trump just wants to warn his friend that she has her work cut out for her.

"The biggest advice is be prepared to work hard, because it is more difficult than anybody would know," says Trump. "It takes more time than you'd think and it's more difficult, but the rewards are great and the psychological rewards are great, of having a top show on television. For me it's been a lot of fun and it's really been a good thing."

Even in the midst of their excitement over the new show, Trump and Burnett are able to poke fun at some less successful imitators.

"It's going to be nothing at all like 'Wickedly Perfect,'" cracks Burnett of CBS failed domestic diva reality series. "The first difference will be this will be a success. The second difference is that's a parody attempt at comedy which failed, this is a intelligent franchise that deals with real-world business problems that is totally aspirational for millions of people in America who want to make it."

For his part, Trump jokes that Stewart, serving time for obstruction of justice, wasn't their only billionaire candidate for the spin-off.

"We had in mind Richard Branson and Mark Cuban, but we had some free research done by other networks."

Changing the nature of horror

By George Thomas
Knight Ridder Newspapers
(KRT)

When he's not helping everyone's friendly neighborhood Spider-Man swing on America's movie screens, it's refreshing to know that director Sam Raimi still gets a kick out of making people soil their pants with thrills and chills.

Many people may not remember, but before his Spidey success, Raimi was known for horror films such as "The Evil Dead" and its sequel, "Evil Dead II," and although he's more behind-the-scenes now, Raimi still works to scare people in America's movie theaters.

He and his producing partner Robert Tapert created an American version of the Japanese horror film "The Grudge" (known there as "Ju-On"); it became a runaway success here with box office receipts of \$110 million domestically. The movie, which starred Sarah Michelle Gellar and made its debut on DVD and VHS this week, continued a burgeoning trend begun by "The Ring," the Americanization of Japanese horror.

Raimi said the success of "The Ring" and his film comes from the fact that the movies are genuinely scary, but there are other things at play. The movies aren't as in-your-face with violence as American audiences grew accustomed to with the "Halloween" and "Friday the 13th" series. Subtlety has been a lost aspect in the American horror genre.

"I do think that our director (Takashi Shimizu) worked in much more subtle ways than any modern American director working," Raimi said. "I would say that (Roman) Polanski is more subtle, obviously but I don't know a more subtle horror director."

Tapert sees the movies' impact another way. Older Americans remember Universal Studios' horror classics such as "Dracula," "Frankenstein" and "The Wolfman," and they introduced them to another generation, as did numerous local horror movie show hosts across the country. These movies stand the test of time: they're classics. Of the slasher genre that dominated the 1980s, only the first "Halloween" and "Nightmare on Elm Street" can claim that lofty status.

But younger audiences are now taking to the Japanese adaptations in droves.

"A friend of mine, although I don't know that it's true or not, said that (their success is) because they're new and different than anything that's come before it, and they are accessible via a PG-13 rating," Tapert said. "The young movie-going audience identifies these movies as directly 'their' horror movie. ... Therefore a whole new generation is able to claim these as 'their' horror movies."

Bringing something new to American audiences was one of the many reasons they decided to remake "Ju-On" into "The Grudge."

"When we saw the original 'Ju-On,' we were really blown away by it. It had great mastery of the horror craft that our director, Takashi Shimizu, had demonstrated, and we wanted to bring the



SPIDERMAN.ORG

Director Sam Raimi is not only known for "Spider-Man," he is also famous for horror films such as "The Evil Dead" and "The Grudge."

whole package ... inclusive of its subtlety, its terrible shock and its strange Japanese lore, to the American audience," Raimi said.

Obviously Raimi and Tapert tapped into something, because they have agreed to make "The Grudge 2," and Raimi, whose life is normally occupied with all things Spidey, is producing several other films - "Scarecrow, Rise" and next month's "The Boogeyman" - in the general horror genre.

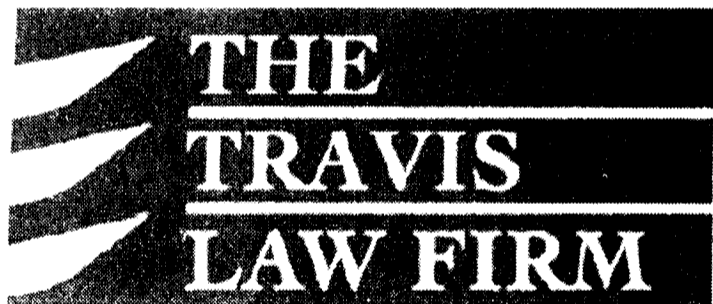
Going back to his roots, even if it's not in a directing role, provides somewhat of a respite from the webhead, Raimi said.

"It's wonderful. It's fun to do both and it does take my mind off the "Spider-Man" pictures in a great way," he said. "It also exposes me to other directors and, in this case, I learned a lot."

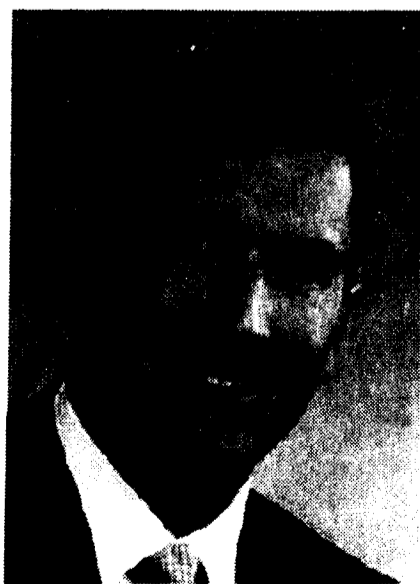
Maybe he'll use what he's learned when he revisits one of his earlier works, "The Evil Dead," which is considered a cult classic. Some might question his willingness to go back to the future and have it remade with a new director.

"The 'Evil Dead' movies were never theatrically successful and as much as we'd like to think that everyone has seen them, there's a whole generation who hasn't seen them, and a whole generation of filmmakers who have come up since then. It just seemed natural to find a new, young filmmaker, a new great filmmaker to retell or reinvent that movie, that franchise for a new generation of filmgoers in a whole new way."

In the meantime, he knows what will occupy much of his time while his horror projects creep through the creative pipeline. At this point, he knows some of what will happen in "Spider-Man 3," which is set to come out in the summer of 2007, but he's not willing to share the information. But he does backtrack on a statement he made while doing publicity for "Spider-Man 2" this past summer when he said the third film would be his last: "I'd probably make as many "Spider-Man" movies as they would ask me."



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Web Winners

By Reid Kanaley
Knight Ridder Newspapers (KRT)

With the Philadelphia Eagles meeting the New England Patriots in Super Bowl XXXIX on Sunday, we ran to the Web for news of ... those great commercials they'll be running. Also, there's a lot about football.

Read the latest dirt on the commercials scheduled for showing during the Super Bowl. Hey, this is all that matters some years. www.superbowl-ads.com/2005

While you wait for more details on the new ads, take a view down memory lane at last year's choice offerings, including the commercial titles, "Mike Ditka's Levitus Challenge," "Bud Light: Horny Talking Monkey," and Visa's "Kerri & Misty Play Snow Volleyball." www.ifilm.com/?scn=collectio ns&pg=superbowl2004

Here's the classic Macintosh commercial that introduced the Super Bowl audience to the personal computer as the cultural alternative to Orwell's "1984."

www.stak.com/apple-2/1984.htm

This new reference site presents complete excerpts from informative sources, creating results that look like real research instead of the usual list of often-dubious links. Our search for Philadelphia Eagles includes the tidbit, imported from the Wikipedia site: "Armed with the world-renowned Philadelphia Cheesesteak and alcoholic beverages, Philadelphia Eagles fans are often considered to be among the most hostile and violent in professional sports." Check www.philadelphia.com

The NFL Super Bowl site was looking for another advertisement - this one for the other "official" products. You can visit the site for Pepsi NFL, Kodak of the Year, Old Spice, there's a raft of team news, photos, analysis, and Super Bowl history. www.superbowl.com

Trivia: Clint Eastwood

DallasNews.com (KRT)

How much do you know about the work of Clint Eastwood, director and star of "Million Dollar Baby"?

1. Name the second film to feature "Dirty Harry":
A. "The Dead Pool"
B. "The Enforcer"
C. "Magnum Force"
D. "Sudden Impact"
2. Which TV series did NOT feature an appearance by Eastwood?
A. "Highway Patrol"
B. "Maverick"
C. "Mr. Ed"
D. "Our Miss Brooks"
3. How many movies did Eastwood appear in with one-time girlfriend Sandra Locke?
A. 3
B. 6
C. 1
D. 9
4. Eastwood did NOT direct which film?
A. "Hombre"
B. "In the Line of Fire"
C. "The Good, the Bad and the Ugly"
D. "Space Cowboys"
5. True or false: Eastwood has received an Academy award.
A. True
B. False

ANSWERS

1. C. "Magnum Force"
2. D. "Our Miss Brooks"
3. B. 6
4. B. "In the Line of Fire"
5. A. True. He was named Best Director in 1992.