

Scandals good for profits in America

Donna Rice's new commercial for "No Excuses" jeans perpetuates the cliché, "Only in America."

What other country in the world would put the woman who was part of a presidential hopeful's downfall on a jeans commercial?

This new tactic may be inherently cheap, but I think there's a highly moral side to it. When scandals ruin someone's career, the advertising world can save it by making a commercial that boost's the victim's PR



Scott Harrah

and promotes ethics as well. Here are some suggestions for commercials to save other scandal victims:

Tammy Faye Bakker for Cover Girl:

Tammy Faye lounges in her Palm Springs living room as several effeminate-looking makeup artists fawn over her and apply various cosmetics to her face.

"Girls, I've been through a lot," Tammy Faye says, grinning. "The media tried to ruin Jim and me. All those lawyers and journalists tearing into us! Ohhh, honey, you can't imagine what I suffered. All those people cracking jokes about my makeup and all those Tammy T-shirts! And all those accountants — rummaging through PTL records just to see how much Jim and I blew on clothes, cars, jewels, furs and diamond collars for my puppy Snuggles. . . . Ohhh, hon-ey, it made this little girl just wanna meet her maker."

Tammy Faye wipes away a tear. "So you know what, girls?" She sniffs away the tears and bugs out her eyes. "I talked to Jesus and he told me, 'Tammy Faye, you need to cut back expenses.' So I discovered Cover Girl. It works just as good as the more

expensive makeup I used to wear, and at a fraction of the cost. Like I told Mr. Koppel on 'Nightline,' I'm a bargain hunter. And Jesus told me to go on a budget, so what better way to cut costs than with Cover Girl? It works. It really, really does!"

"Are you ready for your make-over, Mrs. Bakker?" asks one of the poofy-haired makeup artists.

"I've never let anyone do my makeup, but since you're using Cover Girl, I know the job will be a miracle, Maurice!"

Voiceover: Cover Girl . . . the makeup of miracles.

Joseph Biden for Cliff's Notes and Corona beer:

Biden sits at The Hard Rock Cafe with Bret Easton-Ellis, Michael J. Fox and Molly Ringwald. All of them are sipping Coronas and talking about the pain and angst of life in the 1980s.

"Life these days is so tough, especially for the young. Look at the pain of college students," whines Ringwald.

"I know, Molly, that's why I wrote 'Less Than Zero.' I wanted to make a statement about our dreary future," Easton-Ellis replies.

"Life was tough when I was young, too," Biden adds. "Why, we didn't have Cliff's Notes in those days."

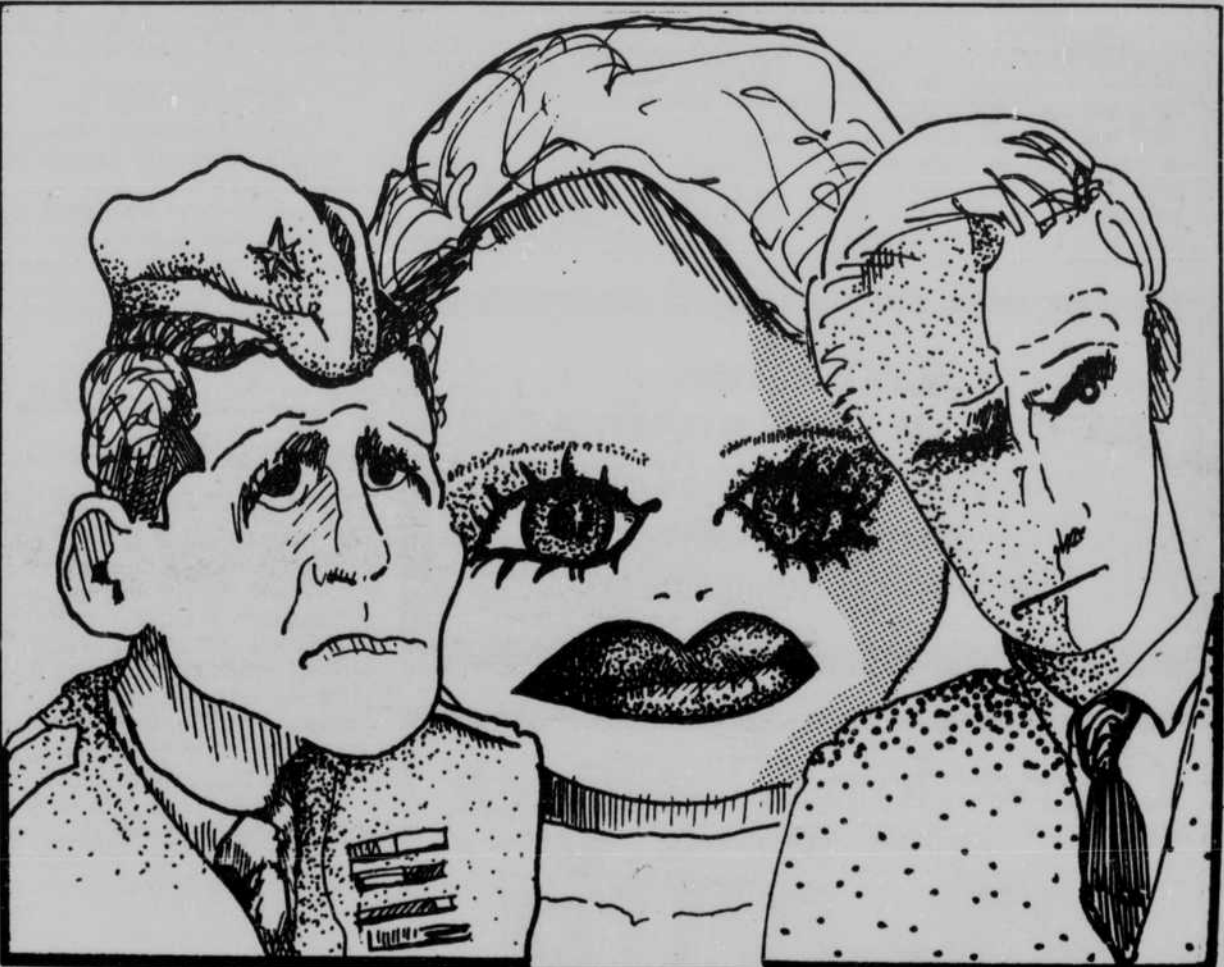
"Like, omigawd, you mean you actually had to read Tolstoy? And Fitzgerald and Shakespeare?" Ringwald asks.

"Boring. It must have been so boring reading all those long, tedious novels," Fox says.

"I had to!" Biden sighs. "I never would have gotten into law school without English classes, so I was forced to suffer through Tolstoy, Byron, Faulkner — all of it. But now we have Cliff's Notes."

"I know," Easton-Ellis concedes. "But they won't write any Cliff's Notes for MY book."

"Cliff's Notes make college so much easier, as long as you use them as a reference guide and don't use them as a replacement for reading,"



Brian Barber/Daily Nebraskan

Biden says.

"And they make studying easier, leaving more time for what else?" Fox asks.

The four all raise their bottles and cry, "Corona!"

Biden smiles, stares into the camera and says, "Cliff's Notes and Corona . . . two easy ways to make it through college. Take my word for it."

Oliver North for Spam:

Voiceover: Spam's the lunch meat of heroes. Just ask Oliver North and his family.

Ollie and his lovely wife and kids sit at the kitchen table. His lovely wife

holds up a baked Spam covered with honey glaze and cloves.

"With the Iran-Contra hearings fillin' up most of our days this summer, the last thing we wanted to do was spend an entire evening making a good dinner," says Mrs. North.

"So that's why we like Spam," Ollie adds. "It's quick to make and cheap, too. We're an American family — and Spam is a real American meat. In fact, it was first designed to feed the troops during the big World War II."

"And since it takes so little time to make, it cuts my kitchen time in half, leaving more time for what, Ollie?" Mrs. North smiles at her hubby.

"Leaving more time for playing cards, making popcorn and singing songs by the fire with the family, sweetheart," Ollie replies, displaying his gap-toothed grin.

Voiceover: Spam . . . the lunch meat of heroes.

Jessica Hahn for U2's "Joshua Tree" album:

Hahn sits on a beach watching the waves crash into the sunset as "I Still Haven't Found What I'm Looking For" plays in the background.

"You know, I still haven't found what I'm looking for, and I know I'll

See HARRAH on 11

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