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978-0-521-79147-2 - Fame Games: The Production of Celebrity in Australia

Graeme Turner, Frances Bonner and P. David Marshall

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Fame Games

The Production of Celebrity in Australia

The areas of publicity, public relations and promotions have been considered to be on the periphery of the media. Yet this revealing new book demonstrates that they form a fundamental component of the media industries, with the decline of hard news being accompanied by the rise of gossip and celebrity.

In addition to making a substantial contribution to our understanding of the cultural function of celebrity, *Fame Games* outlines how the promotion industry has developed and how celebrity is produced, promoted and traded within the Australian media. While their analysis will inform academic debates on media practice internationally, the authors have taken the unique step of investigating the workings of the Australian promotion industry from within. Interviews with over twenty publicists, promoters, agents, managers and magazine editors have provided a wealth of information about the processes through which celebrity in Australia is produced.

All three authors work at the University of Queensland.

Graeme Turner is director of the Centre for Critical and Cultural Studies and has published many influential books in media and cultural studies, including *British Cultural Studies: An Introduction* (1996) and (with Stuart Cunningham) *The Media in Australia: Industries, Texts, Audiences* (1997), the standard media studies text in Australia. **Frances Bonner**, Department of English, is a co-editor of *Imagining Women: Cultural Representations and Gender* (1992). **P. David Marshall**, Department of English, is the author of *Celebrity and Power: Fame in Contemporary Culture* (1997) and *Modes for Cultural Analysis: Media in Cultural Studies* (in press).

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Frontmatter

[More information](#)

Contents

List of tables and illustrations vii

List of interviewees viii

Acknowledgements x

1 Celebrity and the Media 1

Flashpoints, the everyday and ‘junk journalism’ 2

The meaning and significance of celebrity 8

Celebrity coverage: Media survey results 16

Filling the gap in media research 23

2 The Rise of Promotional Culture 29

Public relations in Australia 34

Promotion, publicity and the celebrity 43

Spreading the word: The normalisation of publicity 55

3 Producing Celebrity 60

The agent 61

The manager 69

The publicist 79

The everyday: The media feeding the media 85

The networks: Australia’s Hollywood 86

Column inches: Public relations and value 91

Cambridge University Press

978-0-521-79147-2 - Fame Games: The Production of Celebrity in Australia

Graeme Turner, Frances Bonner and P. David Marshall

Frontmatter

[More information](#)

vi Contents

- 4 Managing the Media** 93
- Product enhancement 95
 - Damage control 100
 - There's no such thing as bad publicity 105
 - Accidental heroes 110
 - Regulating the 'mad dogs' 114
- 5 Core Territory: Celebrities and the Women's Magazines** 116
- Women's magazines in Australia 117
 - The enduring value of scandal 124
 - The personal, the new and the exclusive 126
 - Magazines and the celebrity industry 141
 - Celebrity and gossip 144
 - Training the reader: Teen magazines 153
- 6 Changes in the Media Landscape** 160
- The red carpet treatment 160
 - The meanings of celebrity 164
 - The critique of promotional culture 170
 - What do we make of all this? 177
- Notes* 179
- Index* 189

Cambridge University Press

978-0-521-79147-2 - Fame Games: The Production of Celebrity in Australia

Graeme Turner, Frances Bonner and P. David Marshall

Frontmatter

[More information](#)

Tables and Illustrations

Tables

- 1 Celebrity stories in various media 17
- 2 Origin of celebrities in surveyed media 18
- 3 Celebrity stories in selected newspapers 19
- 4 Celebrity stories in selected magazines 21
- 5 Celebrity stories in television news bulletins 22
- 6 Celebrity stories in television current affairs programs 23

Illustrations

- Newsagency windows advertising magazines 10
- Woman's Day* cover, February 1975 121
- The Sam Newman story in *New Idea*, August 1997 130–1
- Cheryl Kernot on *Australian Women's Weekly* cover, April 1998 134
- Kerri-Anne Kennerley on *Australian Women's Weekly* cover, June 1997 145
- Celebrity fashion shoot, *Girlfriend*, September 1999 155
- Pin-up of *Neighbours* actor Jansen Spencer, *TV Hits*, April 1999 157
- Actor Billy Zane and director Michelle White, Noosa Film Festival,
September 1999 164
- Rupert Murdoch and Wendi Deng at Fox Studios opening, Sydney,
November 1999 172

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978-0-521-79147-2 - Fame Games: The Production of Celebrity in Australia
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Frontmatter
[More information](#)

Interviewees

BUNTY AVIESON editor, *New Idea*
WINSTON BROADBENT director, Saxton Speakers Bureau
and Management Group
GEORGIE BROWN Georgie Brown Publicity
JUNE CANN June Cann Management
LOUISE CARROLL Louise Carroll Publicity
ANDREW FREEMAN publicity, Random House Australia
REA FRANCIS freelance public relations consultant
VICCY HARPER director, Hilary Linstead and Associates
BARBARA LEANE theatrical agent
SUZIE MACLEOD publicity manager, Village Roadshow Film Distributors
TRACEY MAIR Tracey Mair Publicity
HARRY M. MILLER Harry M. Miller and Co. Management
MARK MORRISSEY Morrissey Management
JANE NICOLLS deputy editor, *Who Weekly*
KERRY O'BRIEN Kerry O'Brien Publicity
KEVIN PALMER Kevin Palmer Management
PETER RIX Peter Rix Management
GARY STEWART Melbourne Artists Management
LESNA THOMAS corporate relations, Southern Star
SUE-ELLEN TOPFER editor-in-chief, *TV Hits, Smash Hits*
HEIDI VIRTUE publicist, Nine Network
BRIAN WALSH director of programming, promotions and publicity, Foxtel,
and managing director, The Promotions Dept. Pty Ltd

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Frontmatter

[More information](#)

Interviewees ix

ANTHONY WILLIAMS Anthony Williams Management

REBECCA WILLIAMSON June Cann Management

Throughout the book, where there is no bibliographic reference supplied for a quotation from these practitioners, the extract has been drawn directly from the transcripts of the interviews. The interviews were conducted by David Marshall in Sydney and Melbourne in June, July and October 1997.

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[More information](#)

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Frontmatter

[More information](#)

Acknowledgements xi

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