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ANATOMY OF AN IDEA
BY ARTHUR
SCHLESINGER JR.

50 HIGH-IMPACT
MEDIA PLAYERS WHO
(FAMOUS OR NOT)
SHAPE OUR WORLD

**The
Influence
List
2000**

NOVEMBER 2000
US \$3.95/CAN \$5.95



SKEPTICISM
IS A VIRTUE

NOTEBOOK

Gimmick



A controversial ad for *Bamboozled*

SHOCK VALUE

In August, a cartoon of a black man with exaggerated lips wearing a top hat appeared in magazines and on posters in New York and L.A. advertising the fictional "ManTan Minstrel Show." Readers were directed to stepnfetchitpictures.com, a website that listed the show as part of a fake television schedule for a fake television network.

The ad and the website were actually a teaser campaign for a new film, *Bamboozled*, a satire directed by Spike Lee about a TV executive who creates a blackface minstrel show in hopes of getting fired. Instead, the program becomes a big hit.

Another ad for the film—which *The New York Times* refused to run—features stereotypically racist "pickaninny" imagery: a black child eating a slice of watermelon. "We know they're arresting, we know they'll be disturbing, but we feel this is the right way to go about promoting this film," says Lee. Art Sims, the CEO of 11:24 Design Advertising in Los Angeles, which created the campaign, says the ads were not intended to shock and insists they shouldn't be offensive. "We're a mature society now....People who are concerned about it should come see the movie and then they'll understand what it's about."

JULIE SCELFO

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- 17 Georg

BB: *The Beltwa*
TW: *This Week*
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ON THE REC

—GEORGE
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