

ON-AIR PROMOTION: SAMPLE - Beth Friedman - 212/621-6729

THE RUPAUL SHOW:
"WHAT A WAY TO MAKE A LIVING"

VISUAL

Rupaul sits in his apartment at a typewriter wearing a silky flowing negligee/robe ensemble. His blonde wig is up in hair rollers. The floor around him is littered with newspapers.

Focus in on his desk-top where an autographed photo of Dolly Parton reads: "Dear Ru, Thanks for the wig tips. Stay golden. XXX, Dolly," then pan to the Help Wanted ads folded next to the typewriter, with one ad circled in red. Cut to Rupaul hunting and pecking on his keyboard.

Cut to clips from the show: Rupaul hugging Whoopi Goldberg; Rupaul kissing Dennis Rodman

Show Rupaul's closet which is chock a block with glittery garments. Cut to a montage of images of Rupaul on the show in the many outfits he has worn.

Show Rupaul back at the typewriter backspacing furiously. Cut to the letter in the typewriter as he whites out "cutting edge" and replaces it with "fabulous." Pan to his satisfied smile.

Clips are shown: Rupaul doing the bump with Vikki Sue Robinson; Rupaul chatting with McKenzie Phillip and Ron Pelilo

Rupaul seals the letter in an envelope, puts a trenchcoat over his robe, and is then shown hustling out his front door past a dozing doorman to a corner mailbox where he plants a big kiss on the envelope which leaves a lipstick print before dropping it in, then winking at the camera.

AUDIO

Music: Dolly Parton's "9 to 5"

Song fades out. We hear the sound of slow typing. Rupaul's Voice Over:
Dear Sir or Madam: I am writing in response to your ad looking for part-time hosts and hostesses. As it happens, I am available as either. In my current position as host of VH1's *The Rupaul Show*...

Voice over continues :

...I am offered the opportunity to interface with people of both substance and style. (Rupaul's song "Snapshot" fades in softly)

Voice-over continues:

I know that I possess the strong fashion sense that you require... and can assure you that my wardrobe is as cutting edge and fashion forward as they come...

"Snapshot" fades in louder.

Voice-over continues:

I am most comfortable in an environment which celebrates life with good music and conversation.

Voice-over continues:

Come to think of it, I have the best job a girl could ask for...but Mama always said you could never have too many lipsticks or too many jobs...or in my words: You better work!