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**ABC Closes The Door On Miss America**

**By Vance Cureton**

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ABC wants no more to do with the Miss America Pageant. So, they've dropped the broadcast.

The reason? Declining ratings.

What a changed world it is that this announcement is not startling news. This is the first time in half-a-century that the pageant does not have a television commitment! Once upon a time, the idea of becoming Miss America was every school girl's dream. And a sneaked glimpse of Miss America in her bathing suit was every teen-aged boy's fantasy. Er...not to mention a lot of older fella's as well. So the decline of the pageant into television mediocrity is a recent phenomenon. In the decade of the 90's the pageant's ratings were decent. Certainly not the equal of what they were in the glory years of the 50s and 60s when the pageant was a broadcast that viewers of all ages did not want to miss. But more than acceptable in a divided television world of endless cable channels.

Perhaps the pageant has survived as long as it has on reputation, and the viewing habits of an audience that has been aging each year. The shocking Vanessa Williams scandal of 1984 did not destroy the pageant. Neither did Bert Park's replacement as master of ceremonies a couple of years earlier. Could any man ever equal his rendition of "There She Is Miss America?"

Park's signature song in the event.

Vanessa Williams, notwithstanding, what has apparently done in Miss America is SEX. The easy accessibility of tawdry entertainment not only on broadcast television, but via cable, vcr tapes, cds, and downloadable product from the internet. The once risque Miss America pageant has been

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rendered into irrelevancy. Adult beauty pageants are no longer particularly cool or hip, and as they remain on the broadcast channels are now an easy target for ever zealous right-wingers who dislike women parading around half-naked on television. Zealots who knew they were overmatched during the pageant's popular heyday.

The Miss America Pageant is out-of-touch with the America of the 2000's. Just as the variety show format is long-dead, these type of pageants have been on struggling for years. They are like something that belonged to an old aunt. Too precious to throw away. But not really worth the trouble to bring down from the attic for a new appraisal.

Network television today is reality show mad. Actresses willingly appear on the repugnant "Fear Factor" to perform repugnant feats. Would Miss American do that!

Probably not.

Reality television is full of racy reparte between nubile singles. The focus of the shows are frequently about what couple will pair off. Certainly not on camera. -- But that is about as far from Miss America as you can get.

The emphasis in reality television is for spontaneity. Even if some events are staged, the contestants reactions to them are not. People cry. People fight. People plot against one another. People reveal their innermost emotions. In comparison, the Miss America beauty "contest" seems from another century.

And speaking of Vanessa Williams. Her "artful" photographs did not prevent her from becoming a successful recording artist. But her reputation remained tarnished for years. Unlike Vanessa, scandal has actually helped reality star Paris Hilton of internet sex-tape fame. { was that whole deal a publicity stunt? } Paris and her equally bubble-brained co-star, Nichole Richie, give the viewer everything that the haughty Miss America pageant cannot.

That is, strikingly beautiful young babes just being themselves, and not afraid to be seen as less than perfect { or anywhere near... } in front of the entire nation. Racy photographs and sex tapes on the internet are just part of the new landscape. Such intimacies in the public domain might discourage certain potential viewers from tuning in. But they won't stop the show, so to speak. This is a wholesale change in culture. Just as slap-stick comedy passed into television history with Lucille Ball. Quaint beauty pageants just don't connect with the modern audience, as they once did.

Does anybody care any more about elegant, well-spoken young women in bathing suits? Have we lost regard for their commendable aspirations to become the next generation of doctors, lawyers, school teachers, industrialists, and other contributing members of society?

The rating numbers do not lie.

Miss America may not be dead. But she's certainly on life support.

Vance Cureton is the Managing Editor of ReadingPost.Com. A topical website featuring politics, news, and social commentary from a liberal point-of-view.

## **Do You Know Your ABC'S?**

**By John Colanzi**

### **Do You Know Your ABC'S? by John Colanzi**

If you've been in business for any period of time, I'm sure you've heard of the KISS Formula and the AIDA Formula. I'm not sure you've heard of the ABC formula.

I have a daily study plan and I don't remember it being mentioned in anything I've read online.

So what is the ABC Formula?

A. Always

B. Be

C. Closing

ABC is the reason for every move you make. If it's not, it should be.

The old saying is still true. Nothing happens until something is sold.

The internet is like one giant chess board. Every move you make, whether it's a lowly pawn or your powerful queen is designed to move you closer to checkmate.

What is checkmate?

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Closing the sale.

Every newsletter you send out should show a profit.

Every email course you offer on your site should have the potential for making a sale.

Every free ebook should have a link you can profit from.

Every single move you make, must be geared towards making a sale.

Closing the sale should be as natural as breathing.

It took me a long time to learn that.

If you're serious about your business, learn the ABC Formula.

Always Be Closing!

John publishes the "Street Smart Marketing" newsletter. To subscribe  
mailto:streetmart@rapidreply.net Download your free copy of Secrets of Success.  
<http://www.internet-profits4u.com/streetmart.exe>



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