

Just Like Us!

Bonnie Fuller is renowned—and reviled—for reinventing the modern gossip magazine. As *American Media Inc.*'s chief editorial director, she transformed the supermarket *Star* into a glossy weekly. Now she's leaving her \$2 million-a-year post. Which pages will she turn to next? Check the tabloids

Do you ever feel ashamed of your business? No. We're covering celebrity news. That is our beat. That is our mission. We treat it like we would national news or political news. We cover it with the same journalistic commitment.

What was your best day? The Jen and Brad breakup. I felt bad for them, but it was an aha moment. We had broken the story of the marriage breakdown a month before.

Paraphrasing your autobiography, do you have an inner loser? Every woman does. I think it's healthy. It grounds you, it pushes you forward. I don't float through life in a charmed way. If there's something to trip over, I'll trip over it.

I hear you're a tough boss. There's a website showing you with flaming devil horns. It's the nature of being the boss. And it's tougher for women. Things that are normal with male bosses are viewed differently with a female boss.

But I hear you throw coffee and temper tantrums. Not true. Totally not true.

You've been vilified for helping create our celebrity-obsessed culture. Gwyneth Paltrow called you the devil. The celebrity-obsessed culture has been great for celebrities. They've been able to build themselves into brands. Not only can they be stars; they can be perfume, clothing, jewelry lines.

Who is a better boss, *Us Weekly* owner Jann Wenner or *A.M.I.*'s David Pecker? All I can tell you is that David was a great boss. I had a great relationship with him.

What about Jann? I've had many terrific bosses, and David was a great boss.

There's a half-dozen celebrity weeklies. How many will be here in five years? Our business is healthy. The obsession with celebrity news is not satiated. I only see it growing.

Is there a story you wish you had not run? I'd rather not answer that. We all have a couple. —Kevin Gray

