

Stars open up – in 140 characters

Celebs turn to Twitter to reach fans

BY JULIE GORDON
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Britney Spears is “playing Slip N’ Slide with the boys. SOOO CUTE!!!!” Ashton Kutcher “is running five minutes late.” Miley Cyrus is “going to atlantis whoop hoo!” John Mayer is “at home with some scotch and a breathalyzer.”

No detail is too small for a growing number of celebrities — many of whom claim they cherish their privacy — to share with the world via the microblogging Web site Twitter. The difference between Twittering and dishing to reporters, they say, is that they control what reaches the public.

“It has allowed people to get closer to me,” said rapper LL Cool J. “More about the mind, not just the muscle. I’m in touch.”

Sammuel V. Anderegg, who started the “John Mayer” Facebook group in 2007, agreed. “You actually get the feel of a human be-



Britney Spears, Lance Armstrong and LL Cool J are among the celebrities who regularly post on Twitter.

ing, not just ... the gossip from a magazine.”

“It’s liberating for them,” said Gabriella Coleman, assistant professor of media, culture and communication at New York University. “They’re bypassing the middleman and doing it themselves.”

The role of those middle-

men — aka celebrity publicists — is shifting from primarily setting up media interviews and photo shoots, to schooling their clients about how to make the most of their 140-character postings called “tweets.”

Though some celebrities have others Twitter for them, Nate Schreiber, presi-

dent of publicity firm PMK/ HBH whose clients include Cyrus, Jennifer Aniston and Jessica Simpson, said tweeting several times a day and in an authentic manner is most effective. Last month, Kutcher grabbed headlines when he beat CNN in a race to garner 1 million Twitter followers.

Celebrity blogger Perez Hilton said he gobbles up every detail of stars’ lives, but he wonders whether too much familiarity will deglamorize A-listers. “It’ll be interesting to see the long-term results of that because do we really want to see Brad Pitt and Angelina (Jolie) tweeting?” he asked.

WORD ON THE STREET

amNewYork spoke with New Yorkers about celebs they follow on Twitter:

Jon Bon Jovi. I found out about Bon Jovi’s new documentary through his Twitter.
Kelsey Butler, 20, UWS



Ashton Kutcher. It’s for the same reasons people read tabloid magazines — to know what celebrities are up to.
Doug Wallach, 24, Queens



Tina Fey. I like her stance on current events; she always comments on political issues and has funny things to say.
Laura Killeen, 22, Queens



(COMPILED BY CASEY FELDMAN)

ON track THIS WEEK'S SUBWAY CHANGES

- 4** Woodlawn-bound trains run express from 149 St. to Burnside Ave., 12:01 a.m. to 5 a.m. Tues. to Fri.
- 7** Flushing-bound trains skip 33rd, 40th, 46th, 52nd and 69 sts., 10:30 a.m. to 3 p.m. Mon and Tues.
- A** Trains run every 30 minutes between 207th and 168th sts., 12:01 a.m. to 5 a.m. Tues. to Fri.
- L** Shuttle buses replace trains between Myrtle-Wyck-off aves. and Broadway Junction, 11:30 p.m. to 5 a.m. Tues. to Thu.

Brooklynite sacrifices shorter commute to save money

BY MARLENE NAANES
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With the rocky economy, Becky Wiley has no problem suffering through a longer commute to work in order to save dollars.

Three months ago, when Wiley began substituting a ride on the LIRR with one on a bus through northeast Queens, she

instantly tacked on another 45 minutes to her hefty hour-and-a-half trip from her Brooklyn apartment to her Long Island office.

A \$266-a-month commute suddenly shrank to \$81, the cost of a monthly MetroCard.

“It seemed like such a good deal with the economy crumbling and all of us trying to cut corners,” said Wiley, 23, a public



Wiley



If you have an extreme commute to share, e-mail mnaanes@am-ny.com.

relations associate.

These days, Wiley leaves her Ditmas Park home at 7 a.m. and jumps on a Q train, switching to the No. 7 train in Times Square. At the end of the line in Flush-

ing, Wiley hops on a N21 bus to Great Neck. From there, it’s a five-minute walk to the office.

Wiley said she is not moving any time soon. She loves her neighborhood, which touts a farmers market, a library, tasty restaurants and gorgeous architecture.

However, while she likes her job, she said she hopes to shorten her commute one day. “Eventually, I think of myself working in the city,” she said.

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