

Hotwire**4-star hotels. 2-star prices.™**
Save up to **55%** with low **Hotwire Hot-Rates.****Show m**

www.Hotwire.com

Weather Centre



23°C

A few clouds


Calgary

- [Detailed Forecast](#)
- [Start Home Delivery](#)
- [Subscriber Services](#)
- [Digital Edition](#)
- [canada.com network](#)

Newspapers

- [National Post](#)
- [Victoria Times Colonist](#)
- [The Province \(Vancouver\)](#)
- [Vancouver Sun](#)
- [Edmonton Journal](#)
- [Calgary Herald](#)
- [Regina Leader-Post](#)
- [Saskatoon StarPhoenix](#)
- [Windsor Star](#)
- [Ottawa Citizen](#)
- [The Gazette \(Montreal\)](#)
- [DOSE](#)
- [Canwest Community Publishing](#)
- [Nanaimo Daily News](#)

Broadcast

- [Global TV](#)
 - [Global News](#)
 - [Global BC](#)
 - [Global Calgary](#)
 - [Global Edmonton](#)
 - [Global Lethbridge](#)
 - [Global Saskatoon](#)
 - [Global Regina](#)
 - [Global Winnipeg](#)
 - [Global Toronto](#)
 - [Global Montreal](#)
 - [Global Maritimes](#)
 - [Food Network](#)
 - [HGTV](#)
 - [Showcase](#)
 - [Slice](#)
 - [More Specialty Channels](#)
-
- [Log in](#)
 - [Webmail](#) 

Calgary Herald



Weather Centre



23°C

A few clouds

Calgary

- [Detailed Forecast](#)
- Quick Links: [ShopLocal](#), [Obituaries](#), [Horoscopes](#)
-
- [Search](#)
- [YellowPages](#)
- [Find a business or person on:](#)
- [Home](#)
- [News](#)

In News

- [Home](#)
- [Calgary](#)
- [Alberta](#)
- [Politics](#)
- [National](#)
- [World](#)
- [Videos](#)
- [Good News](#)
- [Weird News](#)

Top Stories

Calgary mom who strangled daughter gets suspended sentence

In News

- [Home](#)
- [Calgary](#)
- [Alberta](#)
- [Politics](#)
- [National](#)
- [World](#)
- [Videos](#)
- [Good News](#)
- [Weird News](#)

Top Stories

Calgary mom who strangled daughter gets suspended sentence

- [Opinion](#)

In Opinion

- [Home](#)
- [Blogs](#)
- [Reader Comments](#)

In Opinion

- [Home](#)
- [Blogs](#)
- [Reader Comments](#)

In Opinion

- [Home](#)
- [Blogs](#)
- [Reader Comments](#)
- [Business](#)

In Business

- [Home](#)
- [Real Estate](#)
- [Energy](#)
- [Money](#)
- [Markets on FP](#)

Top Stories

U.S. Senate set to send Obama historic Wall Street overhaul

In Business

- [Home](#)
- [Real Estate](#)
- [Energy](#)
- [Money](#)
- [Markets on FP](#)

Top Stories

U.S. Senate set to send Obama historic Wall Street overhaul

- [Sports](#)

In Sports

- [Home](#)
- [Flames/Hockey](#)
- [Football](#)
- [Baseball](#)
- [Curling](#)
- [Golf](#)
- [MMA](#)
- [Lacrosse](#)
- [Rodeo/Chucks](#)
- [College/High School](#)
- [Soccer](#)
- [Spruce Meadows](#)

Top Stories

In Sports

- [Home](#)
- [Flames/Hockey](#)
- [Football](#)
- [Baseball](#)
- [Curling](#)
- [Golf](#)
- [MMA](#)
- [Lacrosse](#)
- [Rodeo/Chucks](#)
- [College/High School](#)
- [Soccer](#)
- [Spruce Meadows](#)

Top Stories

- [Entertainment](#)

In Entertainment

- [Home](#)
- [Celebrity](#)
- [Movies](#)
- [Television](#)
- [TV Listings](#)
- [Theatre](#)
- [Music](#)
- [Books](#)
- [Local Festivals](#)

In Entertainment

- [Home](#)
 - [Celebrity](#)
 - [Movies](#)
 - [Television](#)
 - [TV Listings](#)
 - [Theatre](#)
 - [Music](#)
 - [Books](#)
 - [Local Festivals](#)
- [Life](#)

In Life

- [Home](#)
- [Relationships](#)
- [Family](#)
- [Food](#)
- [Fashion & Beauty](#)
- [Outdoors](#)
- [Green Guide](#)
- [Comics & Diversions](#)
- [Mike Holmes](#)
- [Hers](#)
- [Pets](#)
- [Gardening](#)

Top Stories

[Is your neighbourhood heart-healthy?](#)



In Life

- [Home](#)
- [Relationships](#)
- [Family](#)
- [Food](#)
- [Fashion & Beauty](#)
- [Outdoors](#)
- [Green Guide](#)
- [Comics & Diversions](#)
- [Mike Holmes](#)
- [Hers](#)
- [Pets](#)
- [Gardening](#)

Top Stories

Is your neighbourhood heart-healthy?



- [Health](#)

In Health

In Health

In Health

- [Technology](#)

In Technology

- [Home](#)
- [Personal Tech](#)
- [Gaming](#)
- [Tech-Biz](#)
- [Internet](#)
- [Environment](#)
- [Space](#)
- [Science](#)
- [Best of YouTube](#)

Top Stories

iPhone 4 causes Apple to hold press

In Technology

- [Home](#)
- [Personal Tech](#)
- [Gaming](#)
- [Tech-Biz](#)
- [Internet](#)
- [Environment](#)
- [Space](#)
- [Science](#)
- [Best of YouTube](#)

Top Stories

[iPhone 4 causes Apple to hold press](#)

- [Travel](#)

In Travel

- [Home](#)
- [Alberta](#)
- [Trip Ideas](#)
- [Tools & Tips](#)
- [Community](#)
- [Destination Guides](#)
- [Ski Guide](#)

Top Stories

[Here's to a smooth sailing RV holiday](#)

In Travel

- [Home](#)
- [Alberta](#)
- [Trip Ideas](#)
- [Tools & Tips](#)
- [Community](#)
- [Destination Guides](#)
- [Ski Guide](#)

Top Stories

[Here's to a smooth sailing RV holiday](#)

- [Jobs](#)

In Jobs

- [Home](#)
- [Search Jobs](#)
- [Resources](#)
- [Post Jobs](#)
- [My Profile](#)

Top Stories

In Jobs

- [Home](#)
- [Search Jobs](#)
- [Resources](#)
- [Post Jobs](#)
- [My Profile](#)

Top Stories

- [Cars](#)

In Cars

- [Home](#)
- [New](#)
- [Used](#)
- [Weekly Specials](#)
- [Sell](#)
- [Research & Compare](#)
- [News & Events](#)
- [Videos](#)
- [Features](#)
- [Calgary Auto Show](#)

Top Stories

In Cars

- [Home](#)
- [New](#)
- [Used](#)
- [Weekly Specials](#)
- [Sell](#)
- [Research & Compare](#)
- [News & Events](#)
- [Videos](#)
- [Features](#)
- [Calgary Auto Show](#)

Top Stories

- [Homes](#)

In Homes

- [Home](#)
- [For Sale/Rent](#)
- [Buy & Sale Tips](#)
- [Renovating](#)
- [Decorating](#)
- [Gardens](#)
- [Condos](#)
- [Vacation Homes](#)
- [Green Homes](#)
- [Mike Holmes](#)
- [Virtual Tour](#)

Top Stories

Home sales continue to drop

In Homes

- [Home](#)
- [For Sale/Rent](#)
- [Buy & Sale Tips](#)
- [Renovating](#)
- [Decorating](#)
- [Gardens](#)
- [Condos](#)
- [Vacation Homes](#)
- [Green Homes](#)
- [Mike Holmes](#)
- [Virtual Tour](#)

Top Stories

Home sales continue to drop

- [Classifieds](#)

In Classifieds

In Classifieds

In Classifieds

Don't miss:

- [Share your weather pictures here](#)
- [Our Stampede Guide](#)
- [Breakfast finder](#)
- [Send us your Stampede photos](#)

» [RSS](#)

The making of a celebrity

Internet and reality television key to building Kim Kardashian brand

By Christine Kearney, Reuters July 10, 2010

A sex tape may have propelled Kim Kardashian to notoriety, but her deft use of social networking and reality TV since then have made the tabloid star the prototype of a new "aspirational celebrity," experts say.

Once Paris Hilton and Lindsay Lohan ruled the scene. But these days Kardashian gets the wall-to-wall coverage. She has her own reality TV show, is consistently featured in celebrity magazine stories and just last week saw her much discussed curves refashioned into a Madame

Tussauds wax figure. While many North Americans may be stumped as to why exactly Kardashian is famous, celebrity watchers think it's pretty clear. The 29-year-old's rise to stardom marks a shift in the making of a celebrity from old criteria of hailing from a famous or wealthy family (Hilton) or finding success in movies, TV and music (Lohan) to being famous simply for being famous.

Kardashian has built herself into a brand through social networking websites like Facebook, Twitter and her own fan site, kimkardashian. celebuzz. com. Her clever online messages engage fans, while other stars post tedious comments about new projects, People magazine senior editor David Caplan said.

Her website is currently ranked first among all talent sites with 24 million views and 1.5 million unique users monthly, according to her publisher Buzzmedia.

"When she first came onto the scene there would be stories saying, 'Who is Kim Kardashian?' " said Caplan.

Now, he said, "fans feel connected to her, they read about what she is doing on Twitter and she in turn asks fans a question. She will ask 'Hey how should I wear my hair today?' . . . that endears herself with fans.

"From there, she has really been able to create a brand. Kim is now an aspirational celebrity. She has this lifestyle that everyone wants," he said.

Kardashian often Tweets controversial messages that gain publicity, such as her recent complaints about a woman breastfeeding in public, which drew wide media coverage.

Experts say the web and reality TV can propel celebrities to instant fame like never before. And Kardashian herself is not bothered if people think she is "famous for being famous."

"I don't think that is a negative statement. People do say that. But I pride myself on working hard. I am a business store owner, I am in the fashion world," Kardashian told Reuters at the launch of her wax figure at Madame Tussauds in New York, wearing a hot pink dress with a plunging neckline to match her wax figure.

Before commanding big pay-cheques for nightclub appearances, tabloid magazine shoots, reality TV shows, fashion lines, her own fragrance and diet products, there was little of the old ways of making it in showbiz to suggest her rise to stardom.

Her father was a Los Angeles lawyer who worked on the OJ Simpson trial, and somewhat like her friend Hilton, Kardashian was perhaps best known for hitting Hollywood's nightclubs. She once dated U.S. singer Ray J, but then came the Internet sex tape and posing naked for Playboy magazine.

Caplan noted her accessibility to the media and tabloids, her dating life and her Armenian heritage helped gain "a following that spans different ethnicities and groups. She is also very popular with guys as well as girls."

She now stars with her sisters, Khloe and Kourtney, and manager mother Kris Jenner, in reality TV show Keeping up with the Kardashians.

"Reality stars are it today. It's everywhere. You turn on the television and every single show is a reality star television show. Kim is sort of the epitome of it," said Madame Tussauds general manager Janine DiGioacchino.

Kardashian's spokeswoman, Jill Fritzo, said in an e-mail about her client's fame, "I don't think she needs to create or forge any 'ways' to become famous. She already is."

The list of those who have attained celebrity status for no particular reason has grown immensely from the days of the likes of Edie Sedgwick, who became a media sensation as Andy Warhol's muse and was dubbed an "It Girl," experts said.

Back in the 1950s and '60s, celebrities were moulded by the Hollywood studios rather than self-made, said author Henry Scott, whose book *Shocking True Story* chronicled the rise of America's first tabloid magazine *Confidential* in the '50s.

Actresses like Kim Novak were products of the studio system, while others outside Hollywood were little known.

"They certainly didn't rise to the level of fame of Kim Kardashian," he said.

Since then, the advent of the Internet and hundreds of cable TV channels hungry for content have marked a big shift in who graces celebrity magazine covers.

"People who are famous for being famous is a whole phenomenon that is quite remarkable and has everything to do with the Internet and 24-hour cable," said pop culture analyst and professor Elayne Rapping. "Almost anybody can (now) make themselves famous."

For her part, Kardashian said it doesn't bother her that she might not be known for her business accomplishments. "You just kind of have to laugh, because they clearly don't know anything about me or pay attention to what I really do," she said with a shrug and a smile.

© Copyright (c) The Calgary Herald

- [E-mail this Article](#)
- [Print this Article](#)
- [Share this Article](#)

Story Tools

- [E-mail this Article](#)
- [Print this Article](#)
- [Share this Article](#)

Font:

- [*](#)
- [*](#)
- [*](#)
- [*](#)
- [*](#)
- [*](#)

Image:

- [*](#)
- [*](#)
- [*](#)
- [*](#)
- [*](#)

Related Stories from Around the Web

- [Back to court for Lohan's lawyer](#)

Vancouver Sun

Wednesday, July 14, 2010

- [Lindsay Lohan Dead? Blame Fake Kim Kardashian](#)

E! Online

Wednesday, July 14, 2010

- [Keeping up with self-made star Kim Kardashian](#)

informcelebritynews.com

Friday, July 09, 2010

Related Topics

- [Kim Kardashian](#)
- [Arts, Entertainment, and Media](#)
- [Celebrity News](#)

Most Popular News

- [Most Read](#)
 - [E-mailed](#)
 - [Commented](#)
-
- [Calgary teen killed in holiday car crash](#)
 - [Billboards warn Americans not to travel to 'dirty' Alberta](#)
 - [Tough year for Stampede as 5th horse dies, attendance off, tickets returned](#)
 - [It's Canada's national symbol, but Red Deer beaver puts fear in pet owners](#)
 - [Vince Vaughn and Calgary's Kyla Weber expecting first child](#)
 - [Daily dose of vitamin D should be doubled, says study](#)

[more](#) » [RSS](#)

- [Bon Jovi doesn't let injury hamper Calgary concert](#)
- [It's Canada's national symbol, but Red Deer beaver puts fear in pet owners](#)
- [Billboards warn Americans not to travel to 'dirty' Alberta](#)
- [Daily dose of vitamin D should be doubled, says study](#)
- [Calgary teen killed in holiday car crash](#)
- [Braid: Anti-Alberta slur reveals San Francisco group's hypocrisy](#)

[more](#) » [RSS](#)

- [Tough year for Stampede as 5th horse dies, attendance off, tickets returned](#)
- [Billboards warn Americans not to travel to 'dirty' Alberta](#)
- [Aggressive beaver kills one dog, injures others in Red Deer](#)
- [Calgary mom who strangled daughter gets suspended sentence](#)
- [Braid: Anti-Alberta slur reveals San Francisco group's hypocrisy](#)
- [Skin-whitening app for Facebook launched](#)

Sponsored By


Calgary Herald Headline News

Sign up to receive daily headline news from the Calgary Herald.

[Submit](#)

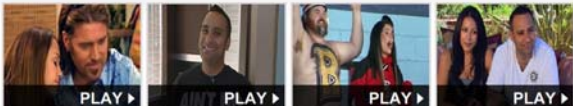
- [Our Privacy Statement](#)

Top Stories from ET Canada



0:00 / 0:00

Billy Ray Cyrus
Billy Ray Cyrus talks about the end of "Hannah Montana", and what's next for him and his daughter,



Ads by Google

Canada's Oil Boom

These stocks are the best way to
play Canda's booming oil fields.

www.energyandcapital.com
Can. Trusts Going Extinct

In 2011 Canadian Trusts will change
forever. Find out what to do now.

www.GlobalDividends.com
Investing in Oil Sands

Oil Crises Equals Opportunity for
Investors. Learn More... Free Report!

www.agorafinancial.com

Inside The Calgary Herald



It's
Canada's

Photo
Gallery:

Ju
B



- [Home](#)
- [News](#)
- [Opinion](#)
- [Business](#)
- [Sports](#)
- [Entertainment](#)
- [Life](#)
- [Health](#)
- [Technology](#)
- [Travel](#)
- [Jobs](#)
- [Cars](#)
- [Homes](#)
- [Classifieds](#)

- **Don't Miss**

- [Share your weather pictures here](#)
- [Our Stampede Guide](#)
- [Breakfast finder](#)
- [Send us your Stampede photos](#)

» [RSS](#)

- **Most Popular**

- [Calgary teen killed in holiday car crash](#)
- [Billboards warn Americans not to travel to 'dirty' Alberta](#)
- [Tough year for Stampede as 5th horse dies, attendance off, tickets returned](#)

» [RSS](#)

- **Formats**

- [Sitemap / RSS](#)
- [Contests](#)
- [Blogs](#)

- [Columnists](#)
- [Photo Galleries](#)
- [Videos](#)
- [Mobile](#)

- **The Herald**

- [About Us](#)
- [Contact Us](#)
- [Work for Us](#)
- [Advertise with Us](#)
- [Subscribe to the Print Edition](#)

- **Tools**

- [Search](#)

- [Search for a Job](#)
- [Buy/Sell a Car](#)
- [Real Estate Listings](#)
- [Place a Classified Ad](#)
- [E-mail Alerts](#)

- [canada.com Logo](#)
- [About canada.com](#)
- [Privacy Statement](#)
- [Terms](#)
- [Copyright & Permissions](#)
- © 2008 - 2010 Postmedia Network Inc. All rights reserved.

Unauthorized distribution, transmission or republication strictly prohibited.