New York City news, culture and more from amNewYork

urbanite

politirazzi

am/fm

tangent

follow us হৈতাইছিল আছিল ক্ষেত্ৰকৈতি

am New York

Urbanite

search this blog

sections



NYC weather Caption contest Crossword Sudoku Apartments Real estate Cars Johs Jobs at amNewYork **Privacy Policy** Terms of service amNewYork media kit Place an ad Advertising terms and

archives

About amNewYork/

April 2010 March 2010 February 2010 January 2010 December 2009 November 2009 October 2009 September 2009 August 2009 July 2009 June 2009 May 2009 April 2009 March 2009 February 2009 January 2009 December 2008 November 2008 October 2008 September 2008 August 2008 July 2008 June 2008 May 2008 April 2008

Sandra Bullock a class act, PR example to scandalized starlets

Wednesday April 28, 2010 8:04 PM By Emily Ngo



(Photos: AP)

She was certainly well cast as Miss Congeniality.

Sandra Bullock's biker husband is embroiled in salacious sex scandals, but she steadfastly maintains her sweetheart

status. In Bullock's first major interview since news broke of her hubby Jesse James' affairs with at least two tattooed mistresses, the Oscar winner chose to celebrate her newly adopted son rather than rant against James, whom she confirmed she's divorcing.

"He's just perfect. I can't even describe him any other way," Bullock, 45, tells People magazine of 31/2-month-old Louis, adopted from New Orleans, a process she had begun with James, 41.

Integrity intact, the "Blind Side" star spoke about her split and had only compliments for James as a father.

Bullock has set a sterling example on how to survive a Hollywood scandal, experts said.

"She's really cemented her branding worldwide," said Hollywood image consultant Michael Sands. "Under a constant barrage of media, she's just remaining very cool, calm and collected under fire."

Though naturally media-shy, her ability to keep mum in an age of Twitter and TMZ makes Bullock a class act, experts said Wednesday.

"She's in charge of her own life. ... She knows how to escape from the media, and she has put them on her timetable," said Elayne Rapping, pop-culture analyst and SUNY-Buffalo professor. "She's now willing to give interviews because she's so happy" about the

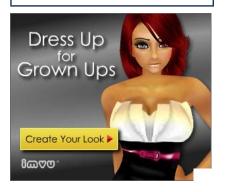
Bullock's down-to-earth nature combined with a credentialed acting career distinguish her from the scandalized Lindsay Lohan and



popular tags

architecture film forbes gary matthews jr. goldman sachs history immigration jerry manuel johan

santana mets modernism mta new **YORK CITY** people restaurants sandra bullock sports tour buses transit wall street





March 2008 February 2008 January 2008



other "famous for being famous" starlets, said UGO.com TV editor Hilary Rothing.

"She's on another level. She just won an Oscar," said Rothing, adding, "She's better at being a human than James James."

Before the People story, Bullock made the savvy decision to stay silent, beyond a brief comment denying she was on James' sex tapes, experts said. "Her people have not spun the story

whatsoever. They let Jesse self-destruct. They let Michelle [McGee, his mistress] self-destruct," Sands said. "That's a real PR campaign."

James fumbled his by issuing public apologies that couldn't possibly come across as sincere, Sands said.

Carmel Darienzo, 41, of the Upper West Side, said she has felt admiration for Bullock. "Sandra Bullock' s reputation did not drop one bit after this recent scandal. I just felt more compassion for her," she said. "I don't see her as the victim here."

Julia Borovskaya contributed to this story.

emily.ngo@am-ny.com

Class acts or PR dunces: We rank scandal-stricken stars (10 being most admirable, 1 being least) on how they've handled fallout and the media.

Sandra Bullock: 10

Kept quiet and composed, never lashing out against her adulterous hubby in public.

Elin Nordegren: 9

Seen jetting home to Sweden sans Tiger Woods, but remains a mystery to the media – a PR plus.

Jennifer Aniston: 6

Still makes tabloid covers about Brad Pitt five years after her divorce from him. "She's bleeding all over the place, a bleeding heart," said Hollywood image consultant Michael Sands.

Kim Kardashian: 5

Post-sex tape and Reggie Bush breakup, the reality TV keeps in the limelight with relentless tweeting and countless tabloid bikini photos.

Kate Gosselin: 4

Called "a self-fulfilling kind of celebrity" by TV expert Hilary Rothing, Gosselin labors to stay famous by feuding with husband Jon and dancing with stars.

Britney Spears: 2

She's calmed down as of late, but was a starlet who invited attention by living recklessly and getting in trouble with the law.

Lindsay Lohan: 1

Has police run-ins just as a younger Spears did, but exacerbates her unstable image by raging about her dad and the media on Twitter.

(Emily Ngo)

Share Email Print

Tags: Sandra Bullock, People, celebrities, scandals

Privacy policy | Terms of service

Copyright © 2010 amNewYork. All rights reserved.