

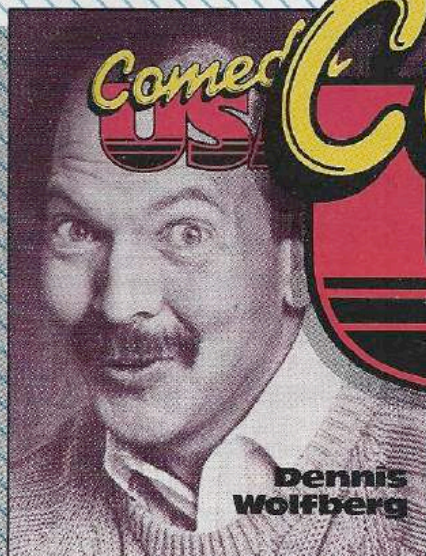
WHITE MOUNTAIN COOLER COMEDY TOUR

SUMMER 1988

Comedy
USA

Comedy
USA

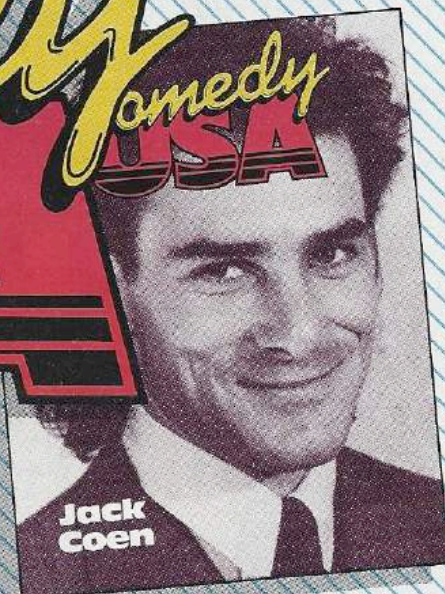
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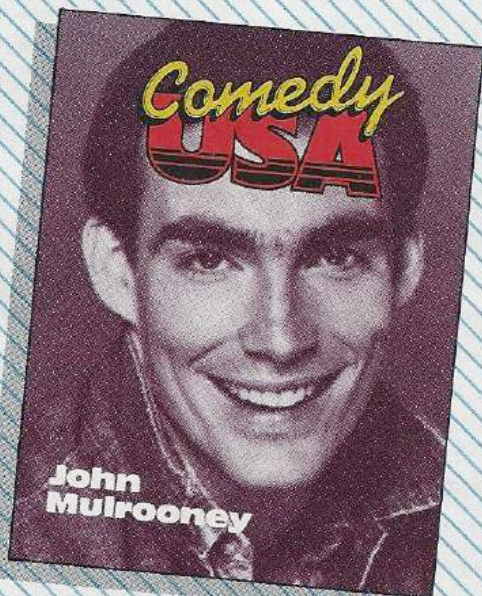
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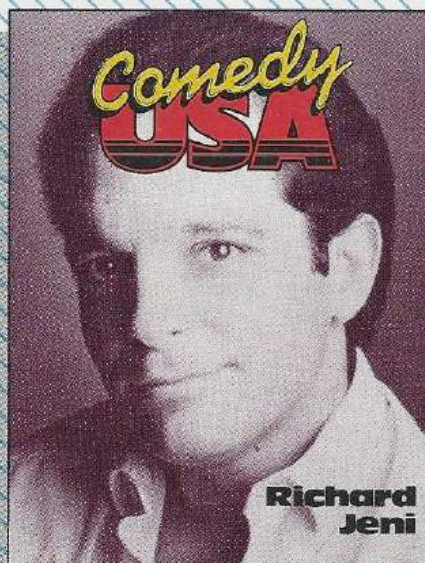
STAND-UP
STARS FOR
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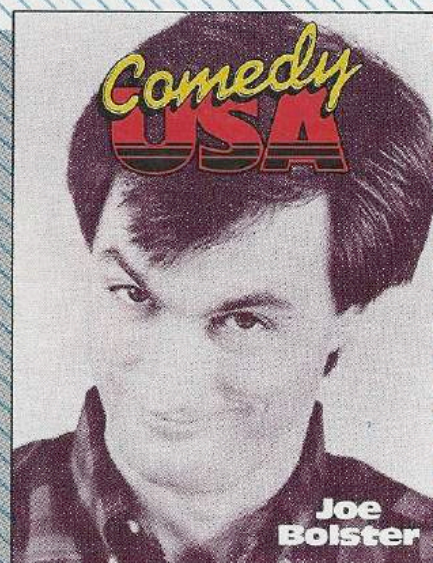
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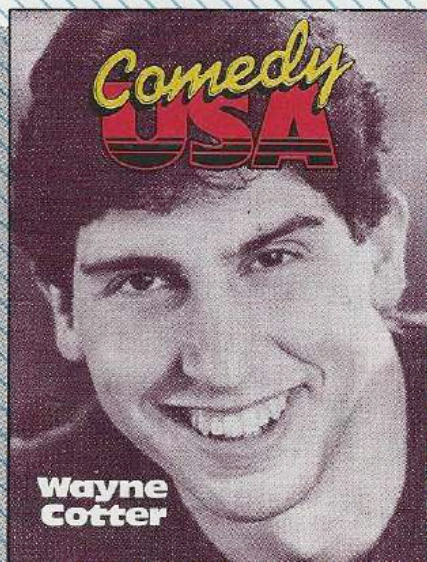
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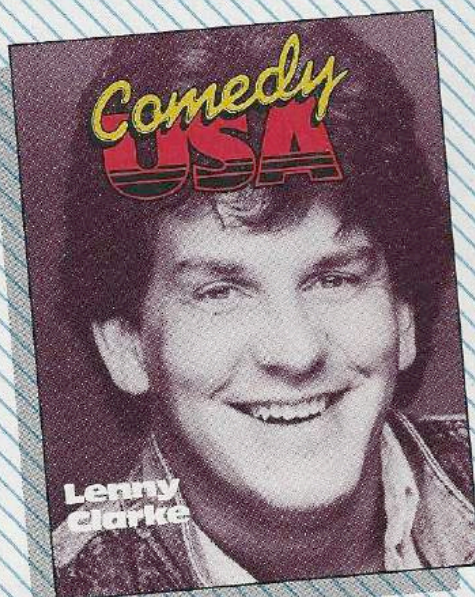
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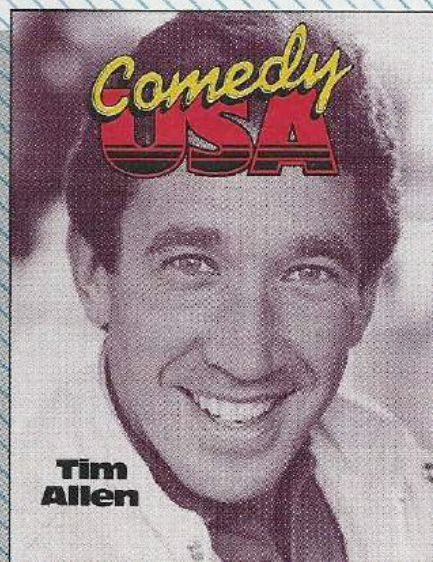
Joe
Bolster



Wayne
Cotter



Lenny
Clarke



Tim
Allen

Five Stand-ups With Really Juicy Material.



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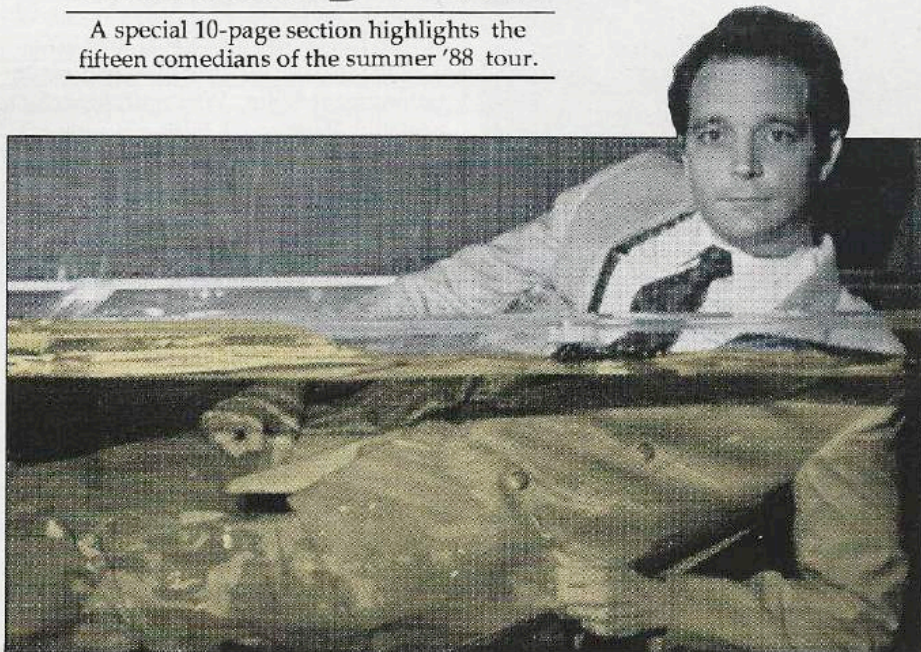
CIRCUITS: NEWS

The Comedy explosion is making headlines throughout the entertainment world. Here are newsmakers of interest in the comedy community.

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All these performers have impressive credits on television and cable. We are lucky to have them and expect many to headline future COMEDY USA tours.

Letter From The Editor

When White Mountain Cooler asked COMEDY USA to help them assemble a comedy tour, we were skeptical.

COMEDY USA takes pride in being the magazine of, by, and about comedians. We were not eager to exploit comedians to sell a product. White Mountain liked our attitude and delivered a program that met our standards.

The White Mountain Cooler Comedy Tour is a multimedia event designed to promote fresh, young comedians. White Mountain selected 22 markets and agreed to underwrite 44 weeks in 23 clubs. The comedians are presented through a multi-million dollar radio program and extensive public relations. The radio spots highlight the artist, performing original material, just as they would in a club or on television, a unique approach to comedy in advertising.

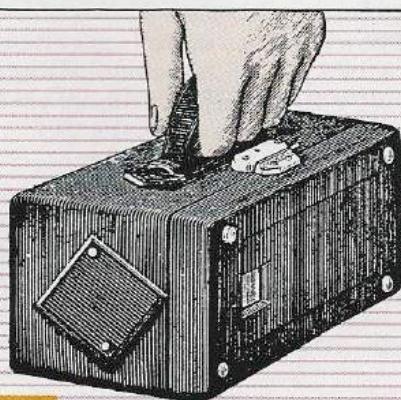
Comics were selected for commercials and the tour through a general casting call in COMEDY USA Newswire. Talent was the only consideration. Simply put, the comics judged funniest by a control group assembled by Grey Advertising made the cut. COMEDY USA was chosen as talent consultant due to our neutrality and extensive industry expertise. We are no ones agent or manager. Our only interest is promoting good comedy. The White Mountain Cooler Tour is good comedy.

Enjoy the magazine and the tour.

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CIRCUITS NEWS



When is a Kodak not a photographic product? When it's a comedian. At least it used to be but lawyers for Eastman Kodak are developing plans to prevent any further comic exposure to its brand name.

Kodak is the stage name used by comedian D.B. Rakow, a regular in Rochester, Buffalo, Syracuse and parts of Ohio. He acquired the nickname in Vietnam some 20 years ago and has stayed with it since. A few months ago, someone from Kodak, the corporation, spotted Kodak's (the performer) name above the marquee of a Rochester comedy club and took a negative view. First, a letter from Kodak suggested "Dak" the performer should change his stage name to prevent any unnecessary legal entanglements. But old habits die slow and the comic resumed use of the famous handle not long after. In April a legal hearing solved nothing so a court date was set. In the interim, The Wall Street Journal and Good Morning America have focused on the story and provided Kodak the comedian with priceless publicity that set his career on a roll. Film at eleven.

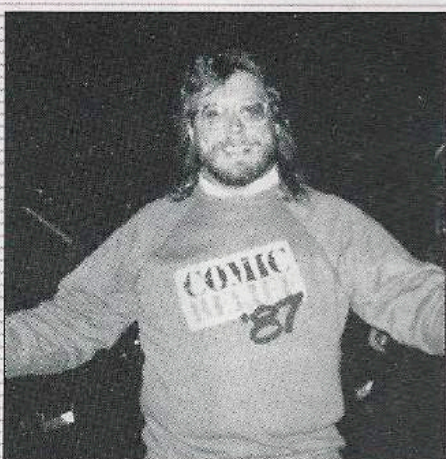
Stand-up comic Ron Zimmerman wasn't thrilled with life in New York. So one day three years ago, he woke up, made reservations for a flight to LA, and left with only his television and VCR. Three years later, he returned to New York to close a deal on a pilot for NBC titled "Flipside", which he co-produced with Don Johnson. Ron also created a CBS pilot, "Dr. Paradise" starring Frank Langella and Sally Kellerman, and featuring comedians Hiram Kasten and Bill Sheft. Not a bad move by Zimmerman.

Langella and Sally Kellerman, and featuring comedians Hiram Kasten and Bill Sheft. Not a bad move by Zimmerman.

Comic Relief raised over \$4 million in the past in its campaign to aid the homeless. In 1988, Bob Zmuda, President of Comic Relief hopes to do even better.

Billy Crystal and Paul Rodriguez announced plans for COMIC RELIEF '88 on April 26, at the Denver Health Care For The Homeless Project. The Denver project site is one of 23 project sites that receive funds from COMIC RELIEF assuring all money raised is used directly for the benefit of hundreds of thousands of the millions of homeless Americans.

The 1988 event will be staged from New York's Beacon Theater on November 20. As always, the program will be broadcast live by HBO.



It was inevitable. The comedy explosion that has laced the nation with hundreds of comedy clubs and thousands of comedians is about to yield the first American Comedy Convention.

Producers Budd Friedman and Eddie Kritzer came up with the idea after taking a good look at the tremendous growth comedy has experienced in the 80's.

The convention takes place at The Riviera Hotel and Casino in Las Vegas, June 12-15. Comics, agents managers and more are expected to converge on the Riviera to participate in seminars, showcases and plenty of schmoozing.

COMEDY USA is not just Americas favorite comedy magazine anymore. Now, it is the comedy insiders television program too.

Throughout the summer of '88, COMEDY USA, the television show will debut on Manhattan cable television's channel J, Sundays at 10:00 PM. The program, hosted by COMEDY USA editor Barry Weintraub, is produced by comedian Dave Edison in association with Weintraub and Jim Mendrinos. The half hour show is designed to provide an inside look at the comedy world through interviews with comedy stars and numerous up and coming comics as well. As a bonus, the show features brief sets by the two lesser known comics. The comedians were taped live at clubs around New York with natural lighting to assure a true representation of the comic's work. Some of the comics appearing on COMEDY USA are Joe Bolster, Bill McCarty, Adam Sandler, Chris Rock, Fred Stoller, Kelly Rogers, Steve Hytner, Wayne Federman, George Calfa (who co-wrote the theme music with partner Jon Taylor), Bill Rutkoski, D.F. Sweedler and Barry Berry. Celebrity interviews include Paul Reiser, Jerry Seinfeld, Paul Provenza and Larry Miller. The project is the result of an agreement with SONY of America designed to demonstrate the flexibility of SONY's SuperBeta video system.

CIRCUITS COMEDIANS



Paramount Pictures

Pee-wee Herman fans are about to get another dose from the big screen. First their was "Pee-wees Big Adventure" followed by the Emmy Award winning Saturday morning television show "Pee-wee's Playhouse." Now comes, "Big Top Pee-wee" Here, Herman portrays an enterprising young farmer whose rural life and playful romance with the local schoolteacher take an extraordinary turn when a traveling circus comes to town in a torrid triangle of love under the big top.

"Big Top Pee-wee" also stars Kris Kristofferson as the dashing Mace Montana, ringmaster/manager of the visiting circus. Penelope Ann Miller is Pee-wee's home town honey, Susan Tyrell is Midge, Mace's wife; and Valerie Golino, in her American movie debut, plays Gina, the bewitching beauty on the high trapeze.

The movie is directed by Randal Kleiser from a screenplay by Paul Reubens and George McGrath.

"Big Top Pee-wee opens everywhere in July.

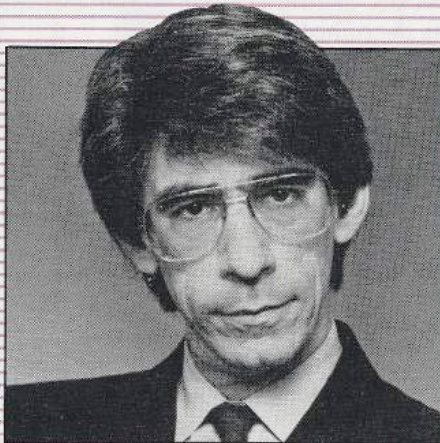
Paul Hogan fans will get a much needed dose of humor from down under, when Crocodile Dundee II opens in theaters across the country in late May.

Audiences were not satisfied with Mick Dundee's brief New York visit. So, Hogan with collaboration from long time partner John Cornell and son Brett bring us the further adventures of Dundee and journalist Sue Charlton (Linda Kozlow-

ski). "You'll see a few more tricks from 'Crocodile' Dundee in this movie,"

Hogan reveals. "He makes good use of what he knows about the land and environment. Working with his son was a creative boost for Hogan. "Brett's enthusiasm and contributions made the movie happen sooner than it otherwise would. He brought a fresh outlook, imaginative dialogue and some great gags to the film." Crocodile Dundee II features an appearance by comedian Colin Quinn, known as co-host of MTV's Remote Control.

Crocodile Dundee II opens May 25.



Richard Belzer is making a strong multi media bid. The comedian appeared recently on "Showtime At The Apollo," turning in one of his strongest performances in several years. Later this summer, Belzer stars in "Freeway," from New World Pictures. This drama is based on a 1979 novel about freeway shootings that preceded the real life situation that kept Los Angeles drivers on edge last summer. Belzer sat in with L.A. radio personality, Dr. Toni Grant to get a feel for the job. He plays a radio psychiatrist in the movie.

In addition to TV and movies, Belzer will add "author" to his credits for 1988. His Random House book, "How To Be A Stand-up Comic", will be released in the Fall. This spoof of the "How To" genre is filled with lots of laughs but will contain valuable advice for the serious comedian. Belzer will promote the book with a college lecture tour coinciding with the release.

The Prince of Zamunda is a far cry from The Beverly Hills Cop. Eddie Murphy could tell you. Murphy portrays Prince Akeem in "Coming to America", co-starring Arsenio Hall. This time, Murphy is a filthy rich prince in search of true love. Prince Akeem and his royal companion Semmi (Hall) travel from mythical Africa to harsh reality in New York City. The screenplay by Murphy's old Saturday Night Live buddies, David Sheffield and Barry W. Blaustien is directed by John Landis. Murphy and Landis last worked together on "Trading Places".

James Earle Jones, Madge Sinclair, John Amos and Louis Anderson also appear.

"Coming To America" marks the first time Murphy has an on screen romance. Shari Headly makes her motion picture debut as Lisa, the beautiful independent-minded New Yorker with whom Prince Akeem falls in love.

Paramount Pictures has great expectations for the film. Why not?, Murphy's previous Paramount films have grossed over one billion dollars worldwide.

Arsenio Hall is making his motion picture debut in "Coming To America". The popular comedian gained notoriety as host of The Late Show and has since signed an exclusive motion picture agreement with Paramount.



Paramount Pictures

White Mountain Cooler Comedy Tour

COMEDY USA and White Mountain Cooler have teamed up for the summer of '88 to present fifteen of the finest comedians working in clubs today. The eight headliners and seven featured host comics have appeared on late night television, cable, in movies and commercials. Donna Coe spoke with all our comedians and gives us the inside scoop on fifteen funny people.

HEADLINERS

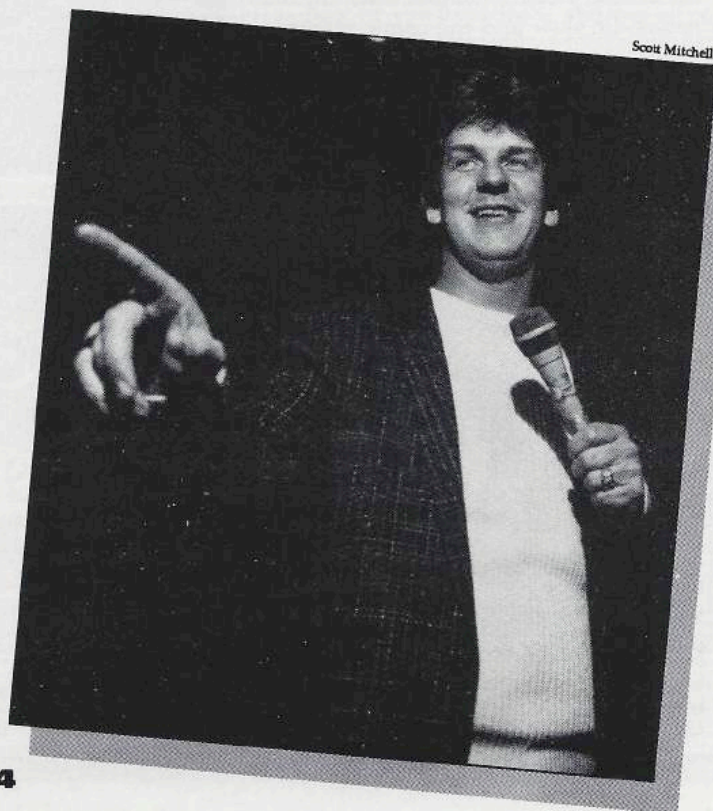
Lenny Clarke

Lenny Clarke, a Bostonian and political science major with a degree from the University of Massachusetts, started doing comedy because, "It amazed me that when I would talk seriously to people they would break out laughing." Rather than try to convince his listeners that he was not trying to be funny, he went with the flow. "Now I just say things, they laugh and I get paid."

Clarke now makes his home in Marina Del Ray, California. But for eighteen months, he commuted back to Boston every week-end to do shows at two local comedy clubs. It is a personal source of pride that, "I never missed a flight, never missed a show." Now that he is a bona fide West Coast resident, his life style is considerably more laid back: "Now I only go every other weekend."

Boston, or rather, Cambridge, almost had exclusive rights to Lenny Clarke. He ran for mayor there, "and I nearly won." Undeterred, Clarke then tossed his hat into the ring right next to Joe Kennedy's for the Congressional race. You know the outcome of that one, but Clarke explains, "Kennedy spent \$2.8 million on his campaign and I spent fifty bucks." How does a poly sci major get into comedy in the first place? "Well, Reagan went from show business into politics. I went the other way."

He managed to scare the living daylights out of TV viewers



all over the northeast as the host of his own monster movie program, "The Lenny Clarke Late Show". Back then in the early days he was able to give fellow comedians a venue for writing and performing. Present day heavyweights such as Steven Wright (also a Boston native), Bobcat Goldthwait and Paula Poundstone found themselves sharing screen time with Clarke.

1987 was a busy year for the ten year veteran comedian—he completed three films that are scheduled to be released this year. Look for him in "The Wrong Guys", "Freeway" and "Smart Alecks". Rodney Dangerfield not only inspired Clarke, "He's one of my idols." And happily, Clarke found himself on the recent Dangerfield HBO special, "Nothing Goes Right". "I got the thrill of my life doing his show." Other TV credits include "Slap Maxwell", "MTV Funny Papers" and "The Late Show With Arsenio Hall."

Clarke describes his comedy as having "a cutting edge. You have to read books to really like what I do. Newspapers will do, though." He concludes by explaining, "I have no message to deliver in my comedy. I'm no mailman. I just get up there and try to make people laugh." Take that, Congressman Kennedy.

Dennis Wolfberg

The time: a balmy September night in 1975. The place: Catch A Rising Star in New York City. The task: to make a roomful of people on the Upper East Side laugh. The outcome: an unnatural death. Dennis Wolfberg recalls, "I announced my retirement from show business that night."

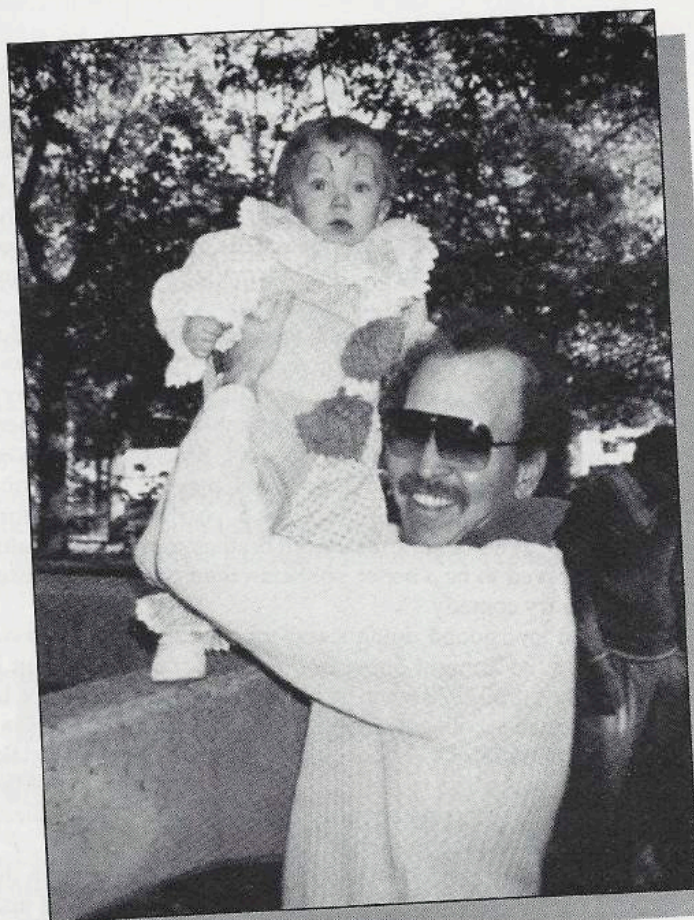
The time: August, 1976. The place: the Comic Strip, New York City. The task: to go on stage at 3:00 AM and make the two remaining audience members erupt into hilarity. The outcome: "As I was introduced, the two people left and I had an audience of zero, so I brought out the guitar and started singing, "American Pie" which was Richard Tienken's (the owner of the club) favorite song. He liked me, and I was in show business."

This inauspicious beginning lead, happily, to a smashing performance on the Tonight Show some 11 years later. But let's go back to before that September night in 1975.

Dennis Wolfberg is from Forest Hills, Queens, New York. A product of Queens College ("Which ranks academically up there with American Bartenders School"). Wolfberg was pre-med, but would up as a teacher in a hell-hole known as the South Bronx. This experience would serve to provide him with a prodigious amount of comedy material.

"The South Bronx is a neighborhood that ranks socio-economically under Calcutta. The school newspaper had an obituary column. I would assign compositions—What I Want To Be If I Grow Up. At show and tell, one of my students, James Tucker, brought in a subpoena. The guidance counselor said to gear the curriculum to meet his needs. I figured I'll teach him plea bargaining, or how to write a ransom note." Then after a moment, Wolfberg adds, "James Tucker really was a student of mine. He was scurrilous, unscrupulous and diabolical. He's probably an agent now."

Wolfberg is as funny and as personable off-stage as he is on. A fact that no doubt saddened his students when he decided to take a leave of absence after twelve years of teaching. The year



was 1979. The burgeoning of comedy clubs across the land made his career transition an easy one.

He considers his first comedy milestone to be when he played Caesar's Palace in Atlantic City. The experience taught him how to work larger venues and older audiences. It also gave him an insight to the trapping's of the business, such as limos, private dressing rooms and wardrobe mistresses.

Apart from three stints on Johnny Carson, Wolfberg has been seen on the Merv Griffin, David Letterman and Robert Klein shows. He performed in a BBC special on comedy in America and has developed, to his delight, a cult following in England. The shows has caused Brits vacationing in the colonies to seek him out. In fact, while honeymooning in Egypt, he was stopped by an English tourist who remembered him from the program.

Jeannie McBride a/k/a Mrs. Wolfberg, is also a stand-up comic. In fact, it was in large part due to Mr. Wolfberg that she entered the field. They worked together and travelled all over the country until she was nine months pregnant. Wolfberg claims, "We were probably the only travelling husband, wife and fetus."

About a year ago, three months after the birth of their son, Daniel, the couple went on the Dr. Ruth Show. The subject was sex during pregnancy and the question of deep penetration arose.

McBride admitted, "With Dennis we never worry about deep penetration." And so it goes in a two stand-up household.

The Wolfberg-McBride family recently took up residence in Southern California, being "trendily bi-coastal." "I love my life," says Wolfberg. "I love being a husband, a daddy, a homeowner and a comedian."

Quite a trek from that lonely September night in 1975 when he retired from the business.

Joe Bolster

"I spent a year in the Peace Corp—in Monaco—teaching the kids how to drive a stick shift."

Was it the atmosphere of Princeton, New Jersey, was it being the oldest of fourteen children, or was it the English major turned joke writer for Senator Bill Bradley that made Joe Bolster into one of America's most successful comedians.

The college student wanted to become a journalist. But graduating from Dennison University at the height of the Woodward-Bernstein Watergate investigations, so did every other would-be writer. In his own inimitable way, Bolster's next move was to go into acting. His first time out he played Humphrey Bogart in the Woody Allen play, "Play It Again, Sam." That lead him to Florida for a year of acting before returning to his home state for the Bill Bradley gig. When Senator Bradley proved to be a better politician than comedian, Bolster decided to try comedy.

"I had envisioned doing stand-up ever since I saw David Brenner on the Tonight Show in the summer of 1975." But it would not be until 1978 when he graced a club stage. Oh sure, he had performed at college parties and class reunions; he even had an hour of material. Or so he thought. (Note: it can virtually take years for a comedian to develop an hour of quality material) "When I finally went on stage at a club in front of adults, I realized that hour was about a minute of usable material."

Bolster, who literally began his career as a headliner in the clubs is very conscientious about how and where to try out new material. "If you're headlining and you're getting big money, you want to go out there and do the job, but you also have to try

out new stuff. My act is very structured and I try to place the bits strategically, when I'm riding off the crest of a big laugh. And if it doesn't work, I have a sure fire bit planned for the other side."

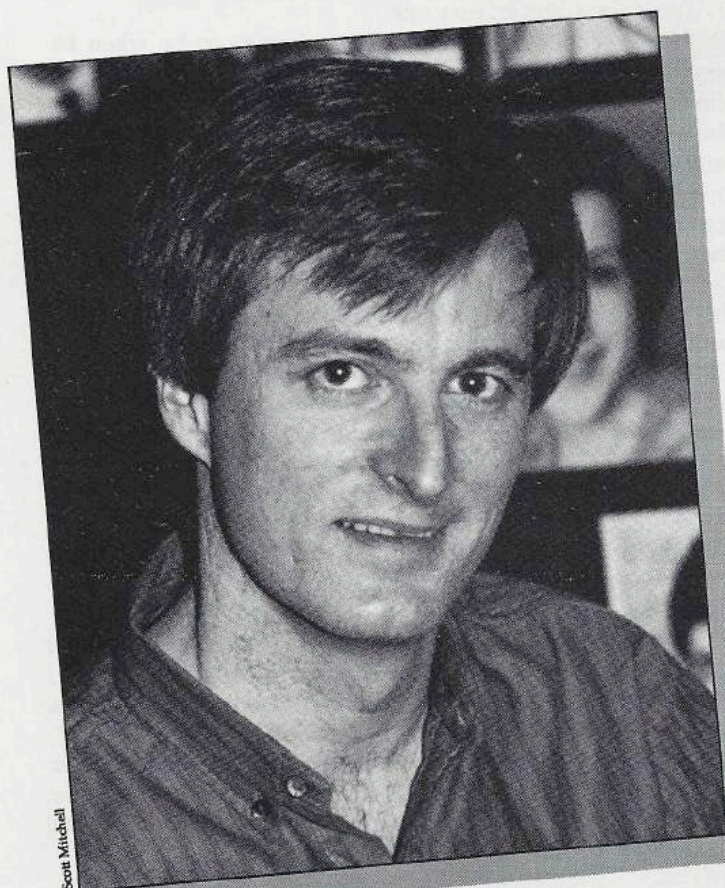
Bolster rapidly moved ahead at the Comic Strip in New York City, getting more and more stage time to develop his act. Fortunately for the fledgling comic, the comedy boom exploded in 1979, and just three months after he began his new career, he was making a living at it. "I was pulling down \$400 a month, but my rent was only \$65.00."

1982 was a banner year for Bolster: he won the New York City Showtime Laugh-Off and went on to win the National Laugh-Off in Lake Tahoe. These victories served to get him his first national TV spot, one coveted by all comedians—the Tonight Show. Other TV shows followed: Late Night with David Letterman, The Merv Griffin Show, Star Search, 2 PBS specials on comedy, The Late Show Starring Joan Rivers and seven appearances on the CBS Morning Program. In the near future he can be seen on Good Time Cafe and an MTV comedy special hosted by Richard Belzer.

Doing TV for the first time is a nerve wracking-experience under the best conditions; but for a comedian who is used to playing to a live audience, the transition can be harrowing. The punchlines have to be played to the camera. "It's unnatural and there is no way to train for it, except to do it. Comedy itself is on-the-job training," explains Bolster.

Whatever tribulations he might have gone through have been made easier with the help of his manager, Rory Rosegarten, who also represents Robert Klein. "Under him, I've really prospered. He takes care of the business and I take care of the creativity. Before Rory, I had both assignments."

Life is easier now. Bolster has just returned from London where he guest starred on "Friday Night Live", England's version of our "SNL". And should he become as popular over there as he is here, it would behoove you to try and catch his act before he is an international success. He's one of the best in the business.



Scott Mitchell

Richard Jeni

Richard Jeni is a born and bred New Yorker.

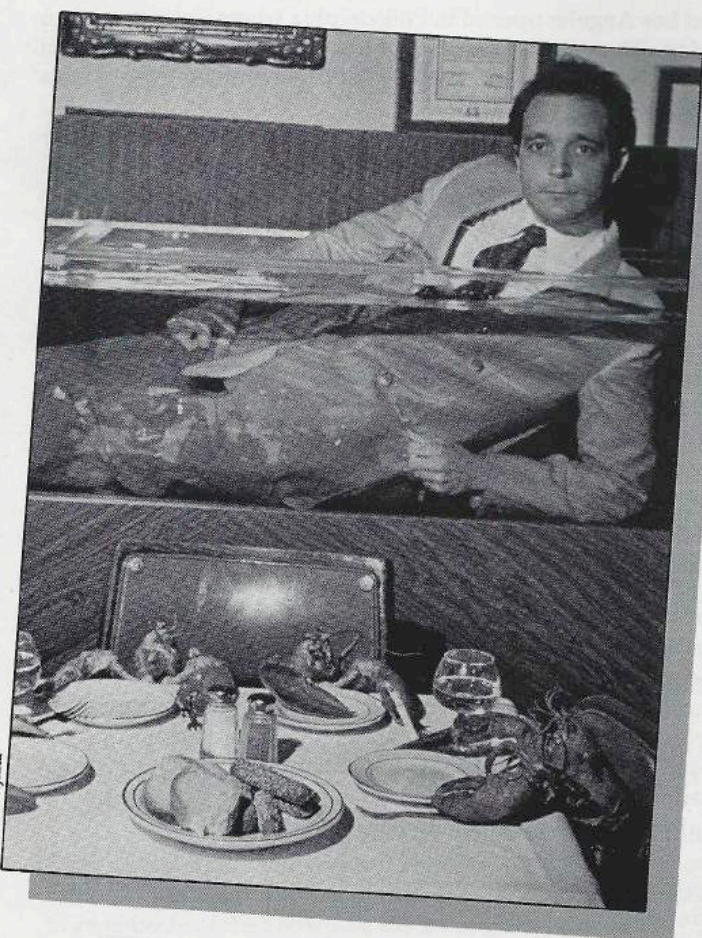
Maybe that's why he compares stand-up to a combative sport: "Football players talk about the first hit in the game making butterflies go away. That's how it is with the first joke."

He is a diligent comedian who tries to get as much mileage out of each joke as the law will allow. And he does it the hard way. "I don't do any old jokes or funny hats. Give your Uncle Ned a couple of drinks and he can do old jokes and lampshade schtick all night. What makes stand-up special is the unique perspective of the performer. Paying to see a professional comic do old jokes is like paying to a surgeon to put on a band-aid. I think people who are paying to see a show deserve something novel."

Originality is what Jeni's audiences get and they get it clean. "I'm not a prude, but you know in your heart that dirt is the easiest way out. Using dirt to get laughs is like running the marathon in a golf cart.—you reach your goal, but where's the satisfaction?"

Jeni recalls his earliest performances as a twelve year old kid performing for the older kids on street corners. "Back then, they were all into sniffing glue but they couldn't buy any. So they

Eliza Beth Wolynski



would give me money to buy models for them. I kept the models, they sniffed the glue. Then when they are all high on the streets I would perform little skits for them. It was my first experience with getting crowds to laugh. It was also the only successful job experience I had prior to comedy."

Despite his early days as a glue supplier, Jeni is a comedian whose principles guide his life. Coming from a working class family, he grew up with an appreciation of the American work ethic. With that in mind, Jeni never quit a job. There were many of them and he hated them all, "but I had a mind set that wouldn't allow me to throw away a paying job. Instead, I just blatantly and neurotically screwed up until they were forced to can me." Principles like these can lead only to one thing: comedy. Here finally, is where those work ethics come together to form a disciplined, sincere and grateful stand-up. "What it comes down to is that on a regular job you can take orders or give them.

I never had much interest in either. When I got into comedy, I was so thankful I found something I was good at, I started treating my act as a treasured possession, worthy of the utmost care and respect."

Audiences seem to intuitively respond to the respect Jeni has for his craft, and TV is beginning to discover his talents as credits rack up. To date, he has been seen on "Star Search", "The Late Show", "MTV", Showtime's "Just For Laughs" and "Comedy Club Network All-Stars." COMEDY USA has also learned of plans for Jeni's own one hour cable special. Negotiation were underway at press time and an announcement might be made as early as June 1. In addition to his cable popularity, Jeni is a hit on the college circuit and has recently gone international with tours in Australia and London.

A job isn't anathema to Jeni anymore. Now he loves his work. That is no real surprise though. He approaches comedy as a craft. "I don't start off looking for some obscure topic. I believe its the form, the delivery that distinguishes an act. It is the ingenuity in presentation. Romeo and Juliet wasn't an original idea, it was boy meets girl. But its been around 400 years because of the way Shakespeare presented it." Despite his emphasis on form, Jeni believes his first responsibility is to make people laugh and "grab their sides as often as I can. My bottom line is getting the biggest laughs from the most people. If that isn't my first concern, I've betrayed them."

Jeni never lets an audience down. He is one of the hottest stand-ups touring the country today and is known to give the audience more than the usual sixty minute set. He kicked off the White Mountain Cooler Comedy Tour in February, with a flawless show at Bally's Las Vegas casino, performing for the entire national sales staff of the Stroh Brewery. This is one job where Jeni didn't have to worry about getting canned.

Tim Allen

In 1979 a friend dared Tim Allen to do stand-

up. He took up the gauntlet and started a whole slew of careers. In addition to being on the road most of the year (291 days in 1987, more in 1988), he does commercials (You can see him as Mr. Goodwrench and as a smiling homeowner for K-Mart), he has a small production company and he is an inveterate collector of small motor cars, model airplanes and toy guns.

His educational background prepared him for a career in design. "I was a creative design major for film, interiors and exteriors, fabric, the whole nine yards." Allen worked in advertising for several years prior to his initiation into comedy. And he seems to be grateful for his life in comedy. "This business has afforded me both the time and the money to do all the things the I've wanted to do since I was a kid."

"If I lived in New York, I could more easily pursue all my activities," says Allen. He flies to New York and Los Angeles several times a year from his home base in Detroit and he has strong feelings about the two coastal cities. "I think New York is like an amusement park. I can't imagine living there unless you're very rich. In L.A. everyone is so weirded out about leaving the city. You might miss an audition so you never leave."

"I've developed a road act," Allen says. "And it's starting to show—the good and the bad. The positive side is, I'm becoming very good at what I do. The other side is that road work is not all that it's cracked up to be. Packing and unpacking, it gets old." But he is careful not to bite the hand that feeds him. At least not hard enough to draw blood. "I don't mean to complain because the money certainly is good."

Allen's main career thrust now is to "increase my audience share, to get more people to see me in major cities and keep my responses up." He is also very interested in "the preservation of our species." And he wants to educate his audiences, much like a favorite of his, Will Rogers. "I like him a lot. He could dance with the politicians and still be funny."

Allen can picture himself as a latter day Will Rogers. "I'm a very glib person and persuasive speaker. I know how to talk and



I'm fairly well versed in politics." He admits to being a political spectator with lofty ambitions. "I watch them and think, I could do that."

All this from the man who said, "I couldn't see myself doing comedy before I started and I can't see myself doing it when I'm 48. But this business has afforded me the opportunity to stay very young." Politics will certainly take care of that.

Wayne Cotter

How does a guy who's been a computer hacker since the age of eight with a degree in electrical engineering from the University of Pennsylvania wind up on "Late Night with David Letterman"? Quite easily, if you happen to be Wayne Cotter.

As a small child, Cotter was playing with main frames and writing programs in the difficult computer language known as Fortran. "I also had an old Teletype with an acoustic coupler (the ancient precursor of today's modem) and I was dialing into places you wouldn't believe." Like what, for instance? "I got into...well, I got into some things," was the most he would admit. Take note that this was back in 1968, "long before there were any nerdy computer whiz kids."

But at the same time, he was also listening to comedy albums, paying particular attention to Carl Reiner and Mel Brooks and their 2000 Year Old Man series. "I listened to them about a million times. I still have them all memorized, down to the last breath," admits the math marvel.

Other influences were Lily Tomlin "who had a big effect on my ideas on comedy when I saw her first one woman show on Broadway. And, obviously, Robert Klein was very important." In the mid-70's one of the first comedy clubs outside New York

and Los Angeles opened in Philadelphia where Cotter was then living. There he saw the likes of Jay Leno, Paul Reiser and Rich Hall pass through town, giving him further impetus to pursue his love for comedy.

He spent four years in Philly programming computers before leaving the business world to go on the road as a comedian. The road is not the glamorous life that it is sometimes made out to be. Cotter explains, "I've flown to unbelievable places on unimaginable aircraft just to do my job." The road eventually lead him to New York where he presently lives.

His Letterman appearances (three in the past year) have alerted a lot of industry people as to just who Wayne Cotter is. "I started hearing from people I never would have heard from otherwise." As a result, his calendar is full. "I'm also doing a lot more colleges, and I really enjoy that."

One of the problems of working so much is not having the time to watch other comedians. "I like to watch people I think are really good, but I don't get to as often as I'd like."

Cotter's success comes in part from a deep love of the art. "Stand-up is something that I enjoy doing and I would hope that I always continue to grow at it. If ancillary things come along, such as writing or acting, it's gravy, and it would help to promote the stand-up."

But when further questioned about what the future holds, he revealed, "Gosh, it's a great big, beautiful, wonderful world out there, isn't it, with all kinds of opportunities. I want to write, I want to direct, I want to manage a Friendly's. That's what I'd really like to do because I love those places."

It won't be hard to find him. He'll be the guy sitting behind the Macintosh computer rewriting Descartes: "I tell jokes therefore I am."



Jack Coen

"I've known I wanted to be in show business from the third grade. This mother-type lunch monitor came up to me in the cafeteria and said, 'If you don't settle down, you're going to have to get up and entertain everybody.' I said sure. So I got up and sang Snoopy vs. The Red Baron. That started it. I knew I wanted to be in front of a crowd, and it got narrowed down to comedy by the time I got out of high school." And thus a stand-up is born. Jack Coen would have loved to have been naturally good at sports, "but unfortunately I wasn't." Comedy seemed to be the only thing I did without a lot of effort."

Originally from Old Bridge, New Jersey, Coen's first comedy gig was in 1976 when he was still in high school. "I bombed so badly I didn't do it again for three years." But in 1979 while living in Phoenix, Arizona, he began again in earnest. He moved back east to New York and worked out of Catch A Rising Star. "It was a really good time for me as far as developing as a stand-up. I was able to perform a lot and really polish my act."

The comedian makes his home in Los Angeles now. "You get the feeling that you really have to be out here." The competition is fierce and rejection is part of the business. "That can sometimes get to you." But Coen finds a bright spot. "If you're going to get rejected, this is definitely the part of the country to be rejected in. It's beautiful out here."

Rejection is a word that appears to be easing its way out of Coen's vocabulary. He recently taped "Good Time Cafe" shown on the Arts and Entertainment channel and was seen last season in an episode of the Showtime sit-com, "Hard Knocks".

One may ask, how far from his rendition of Snoopy and The Red Baron, did he become a stand-up. "It's real typical and classic to the point where it's almost embarrassing to say." You guessed it, he was the class clown. His older sister had been class clown and there was a family tradition to carry on.

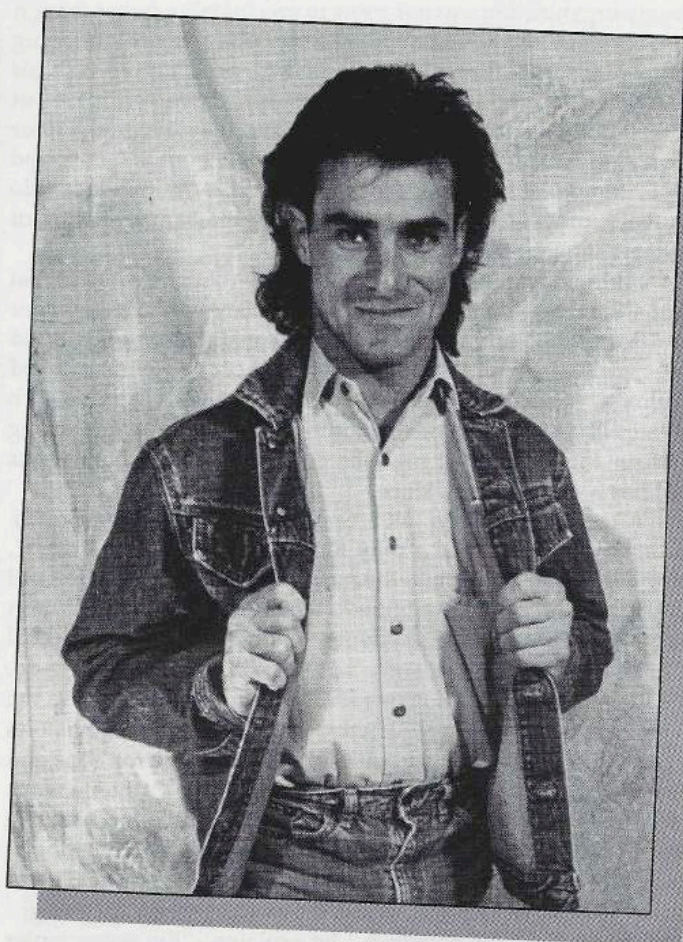
Early in his career, Coen got the nickname Hyperman for his frenetic performing style. "Robin Williams was a huge influence on me. I thought you should really sweat when you did comedy." Like Williams, Coen also did a great deal of improvisation on stage. "I did it not by choice, but because I had no act. I enjoyed going out on the edge like that. I don't do it as much now." And his theory is an interesting one: "I have to believe it's because I'm not as fearful as I once was. That's where my pace came from—fear of the audience's rejection. So I was on to the next laugh immediately."

He feels that his act is more focused now because he is more comfortable being himself on stage. "In the early days, I was a combination of people I knew and/or liked."

Coen found himself going through a period of political awareness in his act. It all began with this joke: "I kind of like Grenada. I thought that was a good war. My father had World War II, my brother had Nam, now I have Grenada. Five, six years from now I can go up to a couple of young punks on the corner and say, 'Yeah, you kids don't remember the war, do you. It was a hairy weekend.'"

That went over so well, he wrote more and more political references. "I did it because comics liked it and I thought it made me look intelligent and that was important to me for a while. But I stopped because I wasn't doing it for the right reasons."

He still keeps his comic hand in the political arena, but now



he does it to please himself. "Remember that oil rigging platform we bombed in the Gulf? Do you think we should have bombed it?" (Someone will invariably yell out: Right!) "Yeah, that platform was pissing me off, too." Coen likes that kind of humor because "the right wingers as well as the people from the left will laugh at it." Kind of like that third grader who sang a song about a cartoon character and a war hero.

John Mulrooney

A good comedian, by virtue of his craft, must also be a good salesman. John Mulrooney is a good comedian. Don't take our word for it, just ask Donald Trump Sr. Mulrooney was performing at the East End Comedy Club in South Hampton, New York. Trump Sr., father of the infamous Donald Trump, sat in the audience watching John work the crowd. After the show the manager presented John with Trump's business card with a message to call Trump on Monday. Mulrooney spent the rest of the weekend entertaining thoughts of casino appearances and lavish private partys. On Monday he called and was put directly thorough to the elder Trump. John braced himself for the good news. He got a job offer, but not the one he expected. Trump said, "John, my boy, you were very funny the other night...have you ever considered selling real estate?" Needless to say he had not, and even an offer from the

Trump organization was not going to precipitate a career change.

Born and raised in Brooklyn, Mulrooney started out doing impressions at parties. His friends convinced him to take his talent on stage and thus he began his comedy career in 1980 at Pips, Brooklyn's famous comedy factory. He stayed with it for the simple reason that he started making money. He soon found his forte was interacting (read: playing) with the audience. He has been known to stay on stage for more than an hour without ever getting into his material.

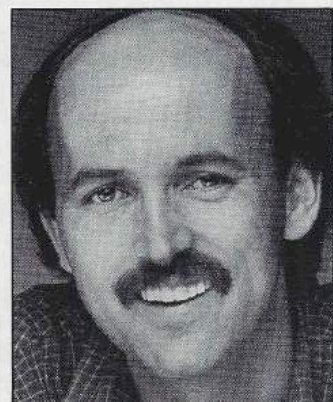
Mulrooney moved to Los Angeles nearly two years ago and found it tough going for a while. But he landed a development deal from ABC and also cultivated a relationship with Budd Friedman, owner of the L.A. Improvisation. Friedman asked Mulrooney to do the middle spot on some shows. He did so with the stipulation that this was an audition. But he was such a strong performer after the first night he graduated to headliner status and has been there ever since.

After appearances on "Star Search", the syndicated "Comedy Tonight" and a pilot for the new "Candid Camera", Mulrooney was thrust into the national spotlight this past April as the host of "The Late Show", which replaced "The Wilton North Report" on the FOX network. The powers that be, selected him almost at the last minute, "so there was a lot of work to do. But what better could you ask for?" Mulrooney brought to the show his penchant for dealing with the audience. Daredevil John went into the crowd armed with nothing but a microphone and his take no prisoners style of comedy. Although the network execs liked his refreshing approach, the affiliates found him a bit too refreshing. They wanted someone more traditionally oriented. "It was the thrill of a lifetime," he says, "and a lot of good things have come out of it." Like movies.

"Movies are the next step," he explains. "I'm going to the movies right after this interview."

FEATURED HOSTS

Bill Masters



Bill Masters was a theater major at the University of Maryland, just outside his home town of Washington, D.C.. But nothing could have prepared him for his first film experience as an extra in "Diner". "I had a broken jaw which was wired shut and I had to talk to the production people over the phone. They asked me if I had a black suit. I said, "Uhhnnh," which meant 'No'. They said, "Great. Bring it along." Other film roles followed in "Turk 142" and "Forever Lulu" with Hannah Schygulla.

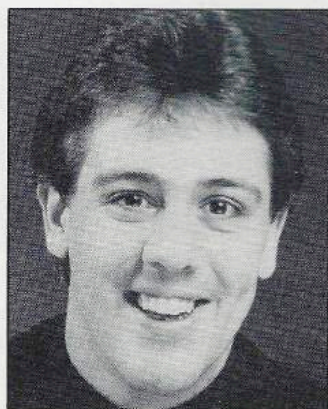
However, stand-up comedy was to be his chosen profession. After only three months of pursuing his craft, he was selected to be in the first national Laff-Off in 1980. He was still living in Washington, D.C. and knew that he had to make a career decision. "There was no other place to go except New York or LA, and ever since I was in theater in college, New York was the place I wanted to move to." But there was more to it than that. Broadway producer Gail Berman was already in New York, "and we were planning to get married."

Marriage brought him to New York and New York brought him the opportunity to meet and work with one of his comedy idols, Bill Cosby, as the audience warm-up for "The Cosby Show". "In my mind there are three great comedians," says Masters, "Richard Pryor, Lily Tomlin and Bill Cosby." Other TV credits include an episode of "Hard Knocks" on Showtime, "George Schlatter's Comedy Club" and "Comedy Tonight".

Masters' off-center view of himself, "I'm not losing my hair, I'm having it surgically removed," and of the world, "It's the most fun you can have without really enjoying yourself," make him an engaging comedy presence to be reckoned with.



Vic Henley



Vic Henley has a degree from Auburn University in business and financial management. How is it, then, that he is touring the country doing comedy? Simple.

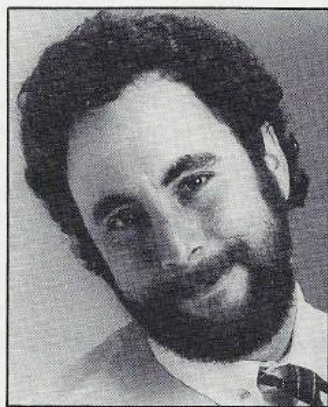
After graduating from college, he moved to Phoenix to work with the firm of E.F. Hutton. But when he got there, he didn't have a job. And what's worse, he learned that a friend had told everyone he was moving out there to do comedy. "So, I'm on the spot. I figure what the hell. I went to amateur night and did five minutes. There were about five other people in this contest and the other four got up there and told old jokes. So I won and got fifty bucks."

And thus a career began, although he had been thinking about comedy most of his life. When he was ten he would stand up in front of the fifth grade class in Oxford, Alabama and regale the other students with a verbatim re-enactment of a Bill Cosby record.

Just how much of a shock is it for a down home boy to relocate to he Big Apple. "I lived in the South for 21 years. I've had enough free time," Henley says.

So if you don't recognize Henley by his southern accent, he's the one with his face stuck in the financial pages. "There's so much interesting stuff going on right now in the take-over area. It's a little risky, but there's some money to be made." Just like comedy.

Rich Ceisler



From Long Island to Virginia to California to Buffalo to Boston, Stand-up comic Rich Ceisler has been coast to coast doing his part for theater. Not all of it was Shakespearean to be sure. Say's Rich, "I got the miraculous job of being the national Burger King. I travelled around the country and did magic."

Ceisler has many talents, he plays the piano but insists on

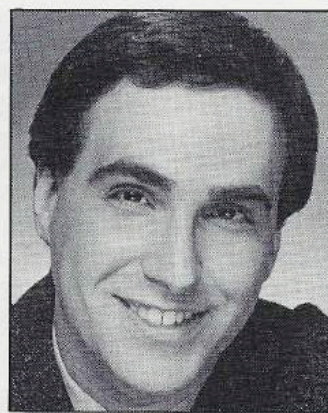
doing pure stand-up. "I wanted to do stand-up with no gimmicks. I always admired people who were just up there with their wit and their words and nothing else." Like Jay Leno, for whom Ceisler has great respect.

With a Masters Degree in directing from Virginia Tech, he wound up in Buffalo as founder of the improv group, Funny You Should Ask. An improv group in Buffalo?, you say. Ask Ceisler who will tell you, "Buffalo is a great place. It has a lot of avant garde things happening there, you just have to look for them a little harder, that's all."

The troupe then moved to Boston where Ceisler struck out on his own in stand-up. "Boston's a great town for [earning] money, and it makes you a little jaded, but I would like to be in L.A. by the end of the year. Career-wise you kind of have to."

The career is doing just fine now with appearances on "The David Brenner Show", "Night Flight", "Star Search" and "Showtime Comedy Club Network." The new national Burger King can take heart—maybe one day he'll be the opening act for Whitney Houston, just like Rich Ceisler.

Dave Edison



State-of-the-Art-Comedy is not just a phrase. With Dave Edison, it's a way of life. His Manhattan apartment, as well as his act, is filled with the gadgets that create havoc with our lives. The telephone doesn't ring, it chirps. "I don't know whether to answer it or feed it."

Edison is doing more than his bit for the electronics industry—he owns VHS, Beta and 8 mm decks and an 8 mm camcorder. He is also the proud consumer/owner of a CD player, a 2' pocket TV, various whistling, talking and musical key searchers, and all manner of things that go beep in the night.

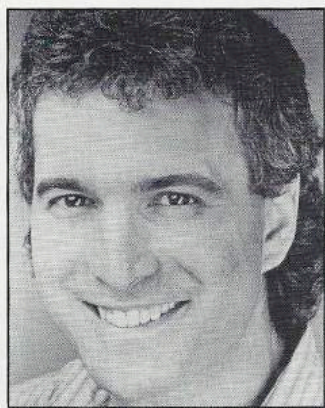
His venture into comedy began in the Bronx after graduating from Lehman College. Ten years later he has been seen on "The Late Show Starring Joan Rivers", "Robert Klein Time", "George Schlatter's Comedy Club" and "Norman's Corner" on HBO with Gilbert Gottfried.

Edison is presently hard at work behind the camera as the director and co-producer of the TV show, "Comedy USA", an adjunct of Comedy USA magazine.

Comedy seems to run his life. He and Comedy USA editor, Donna Coe, even got married in a comedy club. The Comic Strip in New York City hosted the multi-media event which included video vows and the bridal entrance music, "Will You Still Love Me Tomorrow."

Edison ends his act with, "See you in the future." At his present rate, audiences will be laughing well into the 21st century.

Scott Bruce



"I love what I do. It's my favorite thing in the world, and if I find out that they're never going to pay comedians again, I'll still do it. As long as I live, I'll do stand-up." Think that Scott Bruce is just kissing up to the business? Think again. He also serves the community and the people he so admires as the newly elected President of the Professional Comedians Association.

Pretty impressive for someone who came to New York only two years ago. A native of State College, PA, Bruce started his own business (Centre Chemical Company, a division of Basic Chemical Services, Inc.) at the tender age of 19. In 1982, after eight years of the 9 to 5 world, "I literally walked away from the business one day and started doing comedy."

For the past two years he has been heard on radio ads as the spokesman for Oldsmobile and he has appeared on "PM Magazine" and "Entertainment Tonight".

The comedians responsible for giving him the itch to perform include George Carlin and namesake Lenny Bruce. "I love comedians. I watch everybody every opportunity I get." Scott Bruce is a rarity. He loves his work. Really loves it. Maybe that's why he's so good at it.

Henry Cho



Question: What is unique about Henry Cho?

A. The first time he set foot on stage was two years ago and he now spends forty weeks a year on the road.

B. The first time he set foot on stage he came in second in Showtime's Funniest Person contest.

C. He's a first generation American of Korean parents and speaks with a decidedly southern accent, having been born in Knoxville, Tennessee.

See answer below.

He was in college when comedy interrupted, working on his

fifth major. He started out in pre-med, then went on to engineering, accounting, marketing and advertising. Things began happening so fast for him he felt that it was an opportunity he couldn't pass up, so he dropped out of school.

"There are several doctors in my family. Almost every male Cho is either a doctor or in med school." Cho's father is an M.D. and Ph.D.. "I told my father that I'm shooting for an honorary degree like Bill Cosby got from Harvard. My father said, 'That's the only way you'll be a doctor.'" Apparently comedy runs in the Cho family, too.

Cho is also a golfer who shoots in the high 80's. "You'd be surprised how many comics play golf. Look at it this way—we have 23 hours a day to kill, not including sleep. Golf kills half that time easily."

Answer: All of the above.

Hal Spear

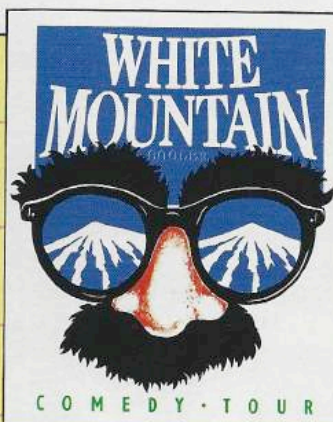


At the School of Visual Arts in New York City, Hal Spear studied film writing, directing and producing. His varied interests have served him well. In March, he was summoned to Los Angeles to be a segment producer on "The Late Show" with his pal, John Mulrooney, as host.

The 25 year old from Long Island has been doing comedy for five years. He displays the ambition of a young man when he says, "I want to do movies, stand-up, appear in theatres. I want to do it all." But then he turns around and shows a maturity beyond his years. "I'm very serious about the business. I work very hard at it and I'm willing to let things happen at their own pace."

His observational comedy owes a lot to childhood reminiscences. Like the age-old problem of being compared to your friends by your parents. A typical Spear monologue: "My mother was always comparing me to my friend Doug. I would get a bad report card and she would immediately start in. Why can't you be more like Doug? Doug always gets good grades. Why don't you get good grades? But if I ever got into trouble I would say, 'but mom, Doug did it too', and she would say, 'If Doug told you to jump off a bridge, would you?'" Spear then speaks his private thought aloud, "No. But if he told me to push you—I would."

Hal is very attentive to the structure of his material and works diligently to find the perfect word or phrase that makes each piece work. The two time "Star Search" winner has made appearances on "Comedy Tonight" and "George Schlatter's Comedy Club." He has limited his comedy club touring so that he can stay closer to home and tighten his act. There is plenty of time for the road, "chickie," says Spear in his mock Hollywood style. The important thing is the act.



The Schedule

COMEDY USA and White Mountain Cooler wish to thank all the clubs hosting the 1988 White Mountain Cooler Comedy Tour. Your cooperation has made it

possible for White Mountain Cooler to bring some of Americas hottest stand up stars to national attention. We thank you and your customers.

Schedule subject to change.

CITY	CLUB	DATE	COMEDIANS
ATLANTA, GA	PUNCHLINE	6/21 - 6/26	J. BOLSTER/B. MASTERS
CHATTANOOGA, TN	COMEDY CATCH	8/30 - 9/4	R. JENI/H. SPEAR
CLEVELAND, OH	HILARITIES	6/28 - 7/3	J. COEN/S. BRUCE
COLUMBUS, OH	COMEDY CLUB FUNNY BONE	8/23 - 8/28	J. BOLSTER/B. MASTERS
DALLAS, TX	IMPROV	5/18 - 5/21	L. CLARKE/S. BRUCE
DENVER, CO	COMEDY WORKS	8/3 - 8/6	J. BOLSTER/R. CEISLER
FT LAUDERDALE, FL	COMIC STRIP	6/23 - 6/26	W. COTTER/S. BRUCE
HARRISBURG, PA	GULLIFTY'S	7/20 - 7/24	R. JENI/V. HENLEY
JACKSON, MS	COMEDY ZONE	6/28 - 7/3	R. JENI/V. HENLEY
JACKSONVILLE, FL	PUNCHLINE	8/16 - 8/21	J. MULROONEY/H. SPEAR
KNOXVILLE, TN	FUNNY BONE	6/22 - 6/26	J. COEN/V. HENLEY
LOUISVILLE, KY	FUNNY FARM	8/24 - 8/28	J. MULROONEY/R. CEISLER
MEMPHIS, TN	SIR LAFS A LOT	6/6 - 6/12	W. COTTER/S. BRUCE
MILWAUKEE, WI	FUNNY BONE	8/1 - 8/7	J. COEN/B. MASTERS
NASHVILLE, TN	JOKERS	5/26 - 5/28	J. COEN/S. BRUCE
OKLAHOMA CITY, OK	ZANIES	8/11 - 8/13	H. CHO/S. BRUCE
ORLANDO, FL	BONKERZ	6/22 - 6/26	T. ALLEN/H. CHO
PHILADELPHIA, PA	COMEDY WORKS	8/31 - 9/4	J. COEN/D. EDISON
PITTSBURG, PA	FUNNY BONE	6/28 - 7/3	J. BOLSTER/B. MASTERS
SALT LAKE CITY, UT	NIGHT MOVES	8/23 - 8/28	R. JENI/H. CHO
TAMPA, FL	COMEDY CORNER	6/8 - 6/12	J. COEN/V. HENLEY
TULSA, OK	JOKERS	7/6 - 7/10	J. MULROONEY/D. EDISON
		7/6 - 7/9	D. WOLFBERG/R. CEISLER
		8/24 - 8/27	L. CLARKE/V. HENLEY
		6/15 - 6/19	L. CLARKE/H. CHO
		8/24 - 8/28	D. WOLFBERG/S. BRUCE
		7/20 - 7/24	W. COTTER/H. CHO
		8/31 - 9/4	T. ALLEN/S. BRUCE
		5/17 - 5/22	J. MULROONEY/V. HENLEY
		7/19 - 7/24	D. WOLFBERG/R. CEISLER
		5/25 - 5/29	W. COTTER/V. HENLEY
		7/20 - 7/24	J. COEN/B. MASTERS
		6/16 - 6/19	J. BOLSTER/R. CEISLER
		8/11 - 8/14	D. WOLFBERG/B. MASTERS
		5/18 - 5/21	J. BOLSTER/B. MASTERS
		7/13 - 7/16	J. BOLSTER/H. SPEAR
		6/1 - 6/4	W. COTTER/R. CEISLER
		7/27 - 7/30	T. ALLEN/S. BRUCE
		6/1 - 6/4	J. BOLSTER/B. MASTERS
		7/13 - 7/16	J. COEN/H. CHO
		5/31 - 6/5	J. COEN/V. HENLEY
		7/26 - 7/31	R. JENI/V. HENLEY
		6/15 - 6/19	J. COEN/D. EDISON
		8/17 - 8/21	J. COEN/S. BRUCE

Five Entertainers You'll Want To Grab By The Neck.



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