

# AGGIELIFE

## Where the wild things star 'Girls Gone Wild' stops in College Station on its first national tour

By True Brown  
THE BATTALION

It has become a staple of late-night television advertisements. It has become synonymous with spring break and Mardi Gras. Its simple, descriptive title has become a part of household language in colleges and high schools across the country. It has even been the center of more than a couple lawsuits.

But most of all, it is a phenomenon. When Joe Francis came up with the idea for "Girls Gone Wild" six years ago, he didn't know that he was on the verge of becoming a multi-millionaire, complete with two private jets and a cult-like following that spends millions on his videos.

In 2002, the "Girls Gone Wild" series claims to have sold 4.5 million DVDs and videos.

"I sort of think I understand it now," Francis said. "It's really gotten so popular. Everybody in life wants to be successful, but I don't think you ever set out thinking you will achieve this kind of mass with anything that you do."

After producing 83 videos, Francis has begun his first tour across America. The tour will stop at more than 30 cities, including College Station tonight at Oxygen in Post Oak Mall.

Francis said that at tonight's party, students will get a taste of spring break a month early.

"What we do is take spring break and transplant it to any time of year, anywhere," he said. "It's 'Girls Gone Wild' live. They are all shooting events, and the camera crews will all be there."

The tour, Francis said, will culminate during spring break in Panama City, Fla., with the first-ever "Ms. Girls Gone Wild" contest.

The contest seems to fit in with the way "Girls Gone Wild" has progressed, where each new concept toes the line a little more.

But why is "Girls Gone Wild" so popular? Francis, who started his career producing the

"Banned From Television" series before focusing on the "Girls Gone Wild" brand, has never been accused of having tasteful programming.

That hasn't stopped the "Girls Gone Wild" phenomenon, which seems to gain more popularity every year.

Jason Sellers, a junior wildlife and fisheries science major, said he credits the show's popularity to its edge-pushing style.

"Sometimes they have crossed the line a little bit," Sellers said. "I think girls do that sort of thing for the recognition. They see the video cameras and think this will be their chance to get on TV. They'll get that little bit of fame from being seen. If the girls want to do it, it's their decision to."

Francis, however, said one of the biggest reasons for its popularity is something that you can see on prime-time television any night of the week: reality-based programming. With the advent of shows such as "Fear Factor," "Joe Millionaire" and "American Idol," Americans have shown that they enjoy anything that shows real people in real situations.

Francis, maybe more than any other producer, has taken advantage of the craze.

"I just couldn't watch sitcoms anymore," Francis said. "I was sick of that crap. Plus, everything with girls was either Playmates, which I got tired of looking at because they were all stripper chicks, or hardcore pornography, which is fun every once in a while but it's not for everybody."

Also, Francis took advantage of the "girl-next-door" fantasy.

"It's real girls," he said. "There was nothing out there that had real girls. You look at other people who would advertise about the girl next door. Well, this actually is the girl next door. You could go next door and find this girl."

Armed with that marketing scheme, what Francis stumbled upon was something that took

off like a rocket.

Now, "Girls Gone Wild" has reached a point where celebrities are even asking Francis if they can be part of the action.

Francis' latest video is a collaboration with rap superstar Snoop Dogg. Francis said Snoop Dogg came to him with the idea.

"He's a big 'Girls Gone Wild' fan, and he called me and said he wanted to do it," he said. "So I went over to his house, sat on a bean bag, and we emerged five hours later with a deal."

The result was one of the most popular "Girls Gone Wild" tapes to date: "Girls Gone Wild: Doggy Style." Francis' next video, set to be released in about a month, will feature another rapper, Eminem.

But phone calls from celebrities and a bankroll in the millions have not come easy: Francis' videos have become the center of litigation several times. The most recent case, Francis says, was decided in his favor by a federal court.

"We've won every lawsuit," he said. "It (is usually) a girl who flashed for one of our cameras attempting to sue us for invading their privacy, which is absurd. It sounds funny because if you take off your clothes, how is someone invading your privacy?"

Lawsuits aside, the "Girls Gone Wild" empire has kept growing in its young six-year life. For Francis, it's all very simple. In fact, he sums his company's entire existence very simply: "It's a whole lot of fun," he said.



IVAN FLORES • THE BATTALION

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## TEXAS Hall of Fame

### Thursday - College Night

**\$1.00 U CALL ITS TIL 10 P.M.**  
**25¢ BAR DRINKS AND \$1.50 LONGNECKS TIL 11 P.M.**  
**\$1.50 CHUGGERS, \$2.50 PITCHERS ALL NIGHT**  
**ALL LADIES FREE UNTIL 10, LADIES 21 AND UP FREE ALL NIGHT**  
**GUYS WITH COLLEGE ID \$1.00 TIL 10**

### Friday - Concert!

## BRUCE ROBISON

♦ WITH SPECIAL GUEST: SIX BRIDGES

♦ ALL TICKETS \$8.00 IN ADVANCE (FROM THE HALL, CAVENDERS & BASKINS) OR \$10 AT THE DOOR

♦ \$1.00 U-CALL-ITS AND \$1.50 LONGNECKS 'TIL 10 PM!

### Saturday - Concert!

## Earl Thomas Conley

♦ TICKETS \$12 AT THE DOOR OR \$10 IN ADVANCE

♦ ADVANCE TICKETS ON SALE AT CAVENDERS, BASKINS, AND THE HALL

♦ \$1.50 CHUGGERS AND \$2.50 PITCHERS!

♦ "Holding Her and Loving You" & "Once in a Blue Moon"

**COMING SOON TO THE HALL...**

Saturday, February 15th: Kevin Fowler  
 Friday, February 21st: Great Divide

The Texas Hall of Fame encourages you to drink responsibly and always designate a driver. Free soft drinks to designated drivers over 21.

Kate Hudson Matthew McConaughey

One of them is lying. So is the other.

## How TO LOSE A GUY IN 10 DAYS

PARAMOUNT PICTURES PRESENTS  
 A ROBERT EVANS/CHRISTINE PETERS PRODUCTION AND A LYNDA OST PRODUCTION  
 A DONALD PETRIE FILM KATE HUDSON MATTHEW MCCONAUGHEY  
 "HOW TO LOSE A GUY IN 10 DAYS" ADAM GOLDBERG MICHAEL MICHELE  
 SHALOM HARLOW MUSIC BY DAVID NEWMAN EXECUTIVE PRODUCERS RICHARD VANE  
 PRODUCED BY LYNDA OST ROBERT EVANS AND CHRISTINE PETERS  
 BASED ON MICHELE ALEXANDER AND JEANNIE LONG SCREENPLAY BY KRISTEN BUCKLEY & BRIAN REGAN AND BURR STEERS  
 DIRECTED BY DONALD PETRIE

PG-13 PARENTS STRONGLY CAUTIONED  
 Some Material May Be Inappropriate for Children Under 13  
 SOME SEX RELATED MATERIAL

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 HowToLoseAGuyMovie.com

IN THEATRES FEBRUARY 7