

## ♥ THE RISE AND FALL OF TEEN IDOLS ♥

### David Cassidy

**Age:** 40

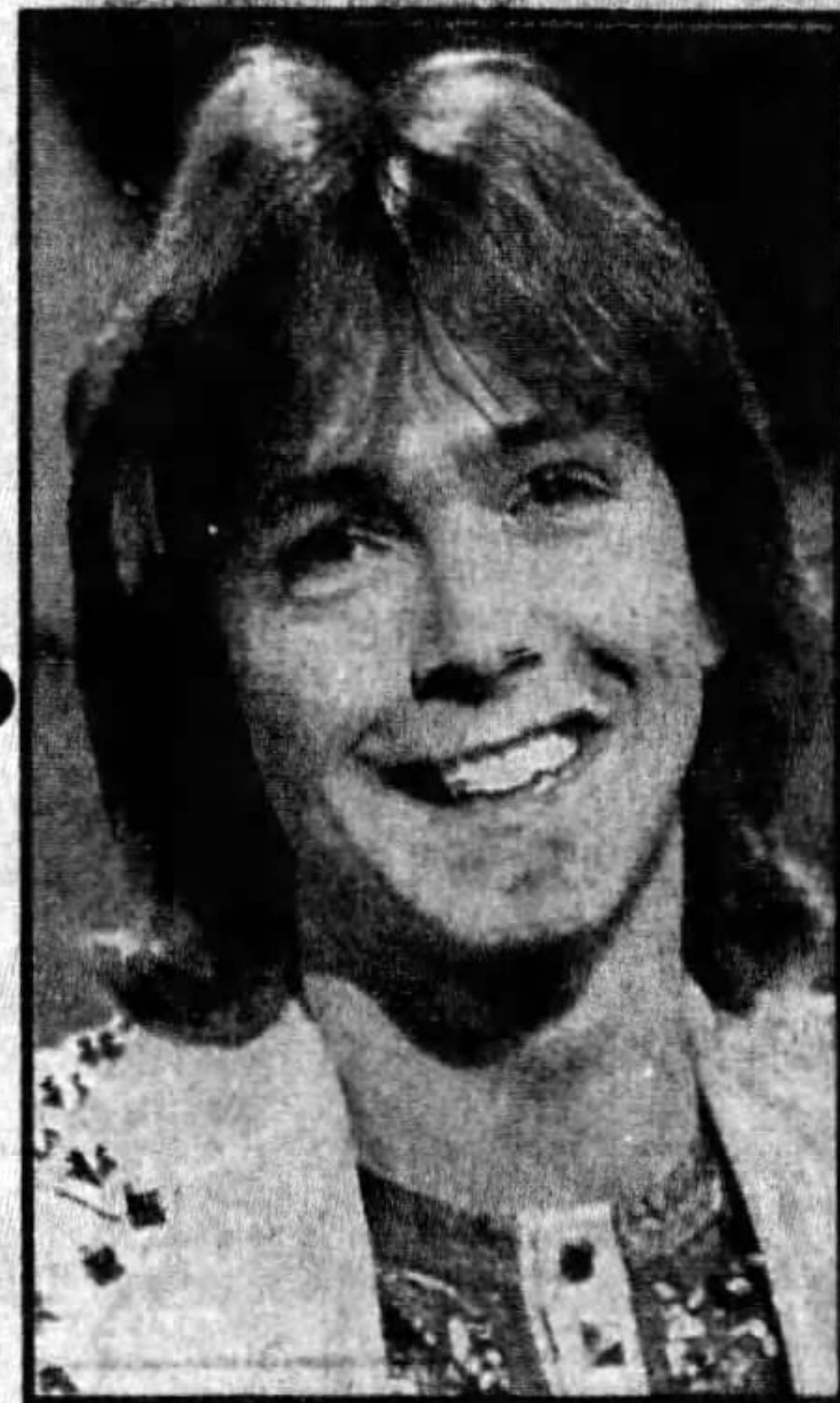
**Big break:** Cast as Keith, opposite stepmom Shirley Jones, in TV's *The Partridge Family*, based on short-lived stardom of the Cowsill family.

**Fame and fortune:** The Partridge series, which aired 1970-'74, spawned megahit single, *I Think I Love You* (6 million copies).

**Checkered past:** Was expelled from two public high schools before graduating from private academy.

**Turning point:** The Partridges generated such frenzy that a 14-year-old London girl suffered a fatal heart attack during a 1974 show; act was subsequently toned down.

**Image-breaking tactic:** Posed for slightly racy "centerfold" in *Rolling Stone* in mid-'70s (shot was cropped a few inches below navel).



Early '70s idol David Cassidy

# Fleeting fame

## Idols of young teens usually fade fast

By MICHAEL MILLS

Palm Beach Post Staff Writer

Being a teen idol is risky business. One day you're hot, the next you're not. Just ask such where-are-they-now figures as Fabian, Davy Jones and David Cassidy.

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Just ask Johnny Depp, who made his starring film debut in the recently released *Cry-Baby*. Despite an avalanche of publicity, the John Waters musical comedy made a disappointing \$3 million its first week of release.

Where were the legions of teenagers who helped make Depp's TV series, *21 Jump Street*, a hit?

"I think a lot of it is that Johnny isn't

real accessible to his young fans," said Julie Laufer, editor of *Bop* and *Big Bopper*, two teen magazines with a combined international circulation of about 850,000. "He has said in many interviews he doesn't want to be in teenage entertainment magazines. He doesn't think highly of them."

The target audience for Laufer's magazines consists of young teen girls in small towns. It's important to her readers that they relate to their idols, she said.

"If they play somebody nice and vulnerable and emotional and sensitive, and things don't always go their way, our readers have a tendency to relate to that, because they can share some of those same feelings."

Please see IDOLS/4L



'21 Jump Street' star Johnny Depp's teen fans didn't turn out for his film 'Cry-Baby' during its first week.