

At Ground Zero, a New Divide 6/5/02

Some of 9/11's Neediest Get the Least Government Aid

By EDWARD WYATT

When the Lower Manhattan Development Corporation convened its first public hearing last month about efforts to rebuild the shattered core of the city, what quickly emerged was a growing schism between two groups that live and work within a mile of each other.

Many of those who spoke at the session at Pace University on May 23 expressed anger that hundreds of millions of dollars had been set aside for large corporations and the well-off residents of Battery Park City and TriBeCa, at the expense, they said, of small businesses and the more needy residents of Chinatown and the Lower East Side.

It was a sentiment that was infrequently discussed during the cleanup and recovery at the World Trade Center site, but as the focus has turned to rebuilding, the protests have gained in volume.

About \$500 million has been designated for cash grants to 145 big corporations in Lower Manhattan, nearly as much as for direct aid to thousands of small businesses in the same area. American Express, for example, recently ac-



the lace-up top
I.M.C.
INTERNATIONAL
CONCEPTS
blue jay ribbed lace-up
top (also black, white,
lilac blue, rayon)

v-neck tee

I.N.C.
INTERNATIONAL
CONCEPTS

White sleeveless v-neck
(also black, fuchsia blue,
blue jay, canary yellow),
rayon/nylon, s-xl, 39.00.
Also Petites and Women's
in select colors.

Comics Code Authority a year ago. Who persists in referring to DC Comics as "AOL," for AOL Time Warner, its parent company, for the sole reason, he says, grinning, that DC Comics does not like it. After he broke with the Code, the comics went to shops with "Look, kids, no Code!" on the cover.

This is not to say Mr. Jemas, 44, cannot be serious. He's in the office at 6:45 so he can get out at 5:45 to be with his sons, ages 10 and 8, at home in Princeton, N.J. In the wake of Sept. 11, Marvel did "A Moment of Silence," true stories in comic format, contributing to the Twin Towers Fund. And then there's his serious salary: \$505,000.

ZOWIE!

signs floating around."

Next stop was the N.B.A. Its photo library consisted of slides, Mr. Jemas says. He created a digitized electronic library. Out of that came a magazine and a line of basketball-playing cards and promotional partners. Get that Michael Jordan trading card into the box of Wheaties.

SYNERGY!

At Marvel, it's been much the same. Mr. Jemas made Joe Quesada, a highly respected artist and writer with a similar bad-boy style, editor in chief. He put Marvel comics on the Web. It's now Spider-Man on the box of Frosted Flakes.

What created the break with the Code?

BOLDFACE NAMES/James Barron

Hoops Tune Won't Jump

Enjoy the theme for those NBC National Basketball Association games while it is still possible. **JOHN**



TESH, who wrote it, does not expect it to go along when the N.B.A. jumps to ABC and ESPN next season. He says ESPN has already told him

that it plans to find a new theme.

"My point is, if you purchased 'Entertainment Tonight,' would you change the theme?" he said. ABC and ESPN, along with AOL Time Warner's TNT unit, outbid NBC for the rights to six years of the N.B.A. in a \$4.6 billion deal.

Mr. Tesh, the musician and former "Entertainment Tonight" host, does not want the tune to go unheard for long. "We are in talks with a few folks about licensing it for other use," he said. "College basketball is also an option." A spokesman for ESPN did not return a call for comment.

Profiles in Diplomacy

The question for **EDWIN A. SCHLOSSBERG** was: Who is easier to live with during the creative process, you or

your wife?

A moment's silence, then the diplomatic answer: "It's about even."

Does that mean both are terrific, or both are dreadful?

"Oh, we're both so easy," Mr. Schlossberg said.

Then he grinned.

"You know, she just wrote the introduction."

It wasn't necessary for him to identify the "she." He was referring to his wife, **CAROLINE KENNEDY**, the



guest of honor at the party that was swirling around Mr. Schlossberg on the second floor of Tiffany & Company on

Monday. She has just updated her father's Pulitzer Prize-winning book under the title "Profiles in Courage for Our Time."

So how long did she work on it? "We've been talking about it for a few years," she said. "My brother John and I wanted to do it."

But the new generation found a new publisher for the new version of the book: Hyperion, not Harper, which published the original, and not Doubleday, where her mother, Jacqueline Kennedy Onassis, worked as

a senior editor until her death.

Keeping It in the Family

The memo said, right there, in tall letters, that **HENRY LUCE** resigning as chairman and chief executive of the Henry Luce Foundation.

"No, I'm not," declared Mr. Luce, the son of the co-founder magazine. "I'm retiring."

Whatever the verb, the Luce Foundation will still be led by a Luce. Mr. Luce, its chief executive for 11 years and chairman for 11, stepped down (he will stay on the board). **MARGARET BOLES FITZGERALD**, his cousin once removed, is expected to be confirmed as chairwoman and presiding officer at a board meeting next week. She is a vice president at Hill, Holliday, Connors, Koslow, an advertising agency in New York that is part of the Interpublic Group and has experience with corporate philanthropy and nonprofit organizations. "If Hank was going to scan the family landscape," she said, "it was as if I was doing anything unusual. I think he looked around the generation 15 years ago with knowing it and started asking about my job. Today, at any