

# JESSE JACKSON'S THIRD ACT

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BURBANK, CA - The SPR has learned that controversial civil rights leader Rev. Jesse Jackson will step down as president of the Rainbow/PUSH Coalition to launch a new television series.

According to inside sources at NBC Television, the show, called *New Jack, P.I.*, will feature Jackson as “inside-the-Beltway gumshoe Jack Flagg; a hard-drinking, tough-talking, frequently-rhyming Liberal vigilante who always gets his man—and always with an eye for the ladies.”



*New Jack, P.I. - this fall on NBC*

As an added bonus, former *Cosby* kid and *Malcom & Eddie* star Malcom Jamal Warner will portray D.J. Ruff, Jackson's streetwise but politically naive sidekick.

Rumors about Jackson's future have been circulating since mid-January, when the 1984 Democratic presidential contender and Clinton spiritual adviser revealed that he had fathered a baby out of wedlock.

Jackson did not return phone calls, but we were able to reach the executive producer of *New Jack, P.I.*—none other than Saturday Night Live creator Lorne Michaels.

“Reverend Jackson looks forward to putting his past behind him to indulge his thespian tendencies,” Michaels remarked. “We've got some great writers on the staff, as well as a top-shelf cast. As you probably know, the Reverend has admired Malcolm's [Mr. Warner's] work since his *Cosby* Show days.”

An undercover *New Jack* questions a comely young victim of Conservative blackmailers.

Addressing concerns that the show will portray Blacks in an unfavorable or stereotypical light, Michaels was adamant. “Absolutely not,” he said. “*New Jack* is 100% from the old school—a classic role model for young Black men. I've known Reverend Jackson

since the mid '80s, when he did his first guest spot on *SNL*; like many African-Americans, he is extremely concerned about Black-on-Black violence in popular entertainment. For this reason, the violence featured on *New Jack, P.I.* will be exclusively Black-on-White.”



*An undercover New Jack questions a comely young victim of Conservative blackmailers.*

When pressed for details about the concept of the show, Michaels revealed that, “*New Jack* is a sort of Robin Hood for less-advantaged Washingtonians. Most of his cases involve sexy at-risk single mothers and blackmail. This model tested poorly in our 15-24 year-old focus group, so our creative team added Mr. Warner's character, D.J. Ruff. Personally, Ruff has become my favorite part of the show. He's a kind of hip-hop ‘Cheech Marin’ to *New Jack*'s ‘Nash.’ It's beautiful.”

When asked to explain the show's comedic aspects, however, Michaels became irritated. “Comedy? No, it's not a comedy. It's an edgy crime serial, in the tradition of *Hart to Hart* and *Barnaby Jones*.”

*New Jack, P.I.* will debut with a two-hour prime-time pilot this fall on NBC. Subsequent shows will occupy the Wednesday 8:30-9:00 PM slot as a lead-in to the popular, Left-leaning *West Wing*. ♣