



Publicist Jonathan Wolfson is fearless. Not in the thrill-seeking, *Fear Factor* way; more in that never-hurts-to-try-'cause-they-can't-kill-me mode.

"A lot of what you call fearlessness comes out of necessity," explains Wolfson, who has navigated the volatile press for such diverse clients as rapper and movie star DMX, pop-soul legends Hall & Oates, controversial Death Row Records CEO Marion "Suge" Knight, corporate clients and more.

Early in his career, with no entertainment-industry connections, "I knew that I'd have to take certain risks," says the 34-year-old Woodland Hills resident. His break came 20 years ago, when a temp agency sent him to Lee Solters, head of an influential Beverly Hills public-relations firm with marquee clients like Michael Jackson and Roseanne Barr. He worked at Lee Solters' company for two years, then fervently launched Wolfson Public Relations in Hollywood.

With no clients, Wolfson took chances few publicists would consider—like approaching then-imprisoned Suge Knight. "Before I knew it, I was on a plane to Mule Creek State Prison," he recalls, "and sitting across from Suge, saying, 'Hey, you're going to have heavy press activity when you get out of here. It would be smart to have somebody in place prior to your release.'" Knight agreed, and the two men worked together for over four years. "Maybe I am a little bit crazy!" concedes Wolfson.

Possibly, but lunacy seems to work for this New York native. "Diagnose me with ADD, maybe, but I'm a little scattered," he says. "I have these random thoughts. One day I was in the shower thinking about Hall & Oates, and thought, 'They belong on *American Idol*. Long story short? I made calls and got them on.' Then, thanks to his success in getting the resurging duo featured on ratings champ *Idol*, *Entertainment Tonight* suddenly wanted an exclusive.

"Everything," Wolfson maintains, "is just a phone call away" —Juliana J. Bolden

Jonathan WOLFSON

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