

USA Today Insists It Didn't Pay For Plug

25 June 2002 (StudioBriefing)

Despite being listed among several companies that together reportedly paid \$25 million for product placements in *Minority Report*, *USA Today* insisted Monday that it paid nothing at all for a bit in the movie in which writer-director Cameron Crowe makes a cameo appearance while sitting on a subway train holding an interactive version of the newspaper. *USA Today* spokeswoman Heidi Henderson said, "They called and said that Steven Spielberg wanted to do a futuristic version of the paper, and we quickly said yes." The newspaper said it had also expected its logo to appear in *Spider-Man*, replacing one on a billboard in Times Square. "But a legal web proved to be a snag," it said, after Sherwood 48 Associates, the owner of the billboard sued the studio. (The *USA Today* logo was seen on the billboard in the trailers and commercials for the movie.)