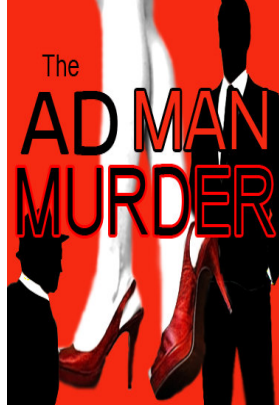


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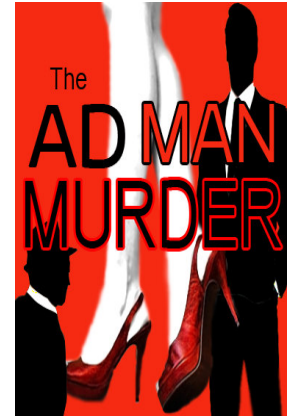


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MARTHA SHIRLEY

Martha works as a secretary at Hastings Starr advertising agency, and appears to lack the killer instinct to get ahead – but appearances can be deceptive! She's a feminist through and through, and believes there are other ways to get ahead than wiggling her hips... she just has to find them. Idealistic and sickly sweet, Martha is a mouse in a lion's den.

CHARACTER COMPLEXITY RATING: 5

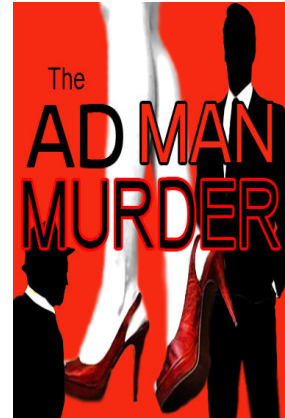


HOLLY WINTER

Audacious, vivacious and curvaceous, Holly is a feisty redhead with a sweet smile and a purr in her voice that makes even the most focused man in the office sit up and take notice. She takes her leadership position in the office of Hastings Starr very seriously, and has been the office manager for years. Most of the secretaries who work with her try to keep their distance, as she can be calculating and likes to see others reprimanded for their mistakes.

CHARACTER COMPLEXITY RATING: 4





JUDITH JOYCE

The new wife of ad man Cal Joyce, Judith is beautiful and stylish, but has a mean streak. While she has a sugar-sweet voice and seems everything a supportive home maker wife should be, she is driven toward her husband's success and the success of their family unit. Judith does not work for any advertising agency, but accompanied her husband on the convention, saying she needed a "change of scenery" and would hate for she and her new husband to have to be apart.

CHARACTER COMPLEXITY RATING: 3



PAM RUCKER

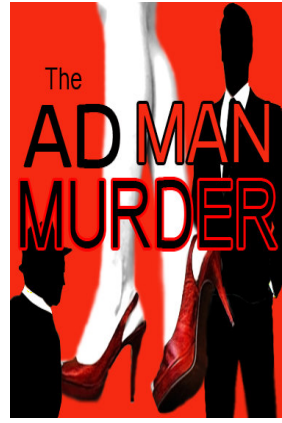
Wife of the deceased, Vic Rucker, Pam is well-dressed, well-spoken and proper. Like most people these days she can always be found with a cigarette in one hand and a giant smile on her face, whether she likes the person to whom she's speaking or not.

CHARACTER COMPLEXITY RATING: 5





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CHARLENE SCHAEFER

Charlene Schaefer is classy, wealthy and always well-dressed. A client of Hastings Starr, her clothing company is the only company account the agency has taken on that is run by a woman. She's fierce, determined and completely involved in the day-to-day running of her company. While she is not local to Hastings Starr headquarters, she flies in every few months to meet with her ad team. It just so happens the AdAge Convention was taking place in her local city. Charlene is attractive and poised, but her demanding profession leaves her no time for men, kids or housekeeping - not like she'd want those responsibilities! Charlene thrives being one of the only females in a male-dominated industry.

CHARACTER COMPLEXITY RATING: 4

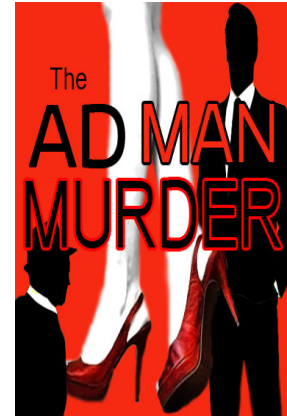


KENNETH NEWSOME

Kenneth Newsome plays a vital role at the advertising agency Hastings Starr, and his creativity and powerful pitches have secured the firm a number of very powerful and profitable clients over the years. He is smooth, guarded and debonair and - much to the chagrin of the secretaries in the office, completely unavailable. He is not very forthcoming about himself or his life outside of work, which makes some wonder if he's got something to hide.

CHARACTER COMPLEXITY RATING: 4





HERB FARRIS

Herb is loud and crass, and enjoys cracking jokes, whether or not they're at the expense of the others in the office or make the women feel uncomfortable. In spite of the fact that he's a man, he's the worst gossip at Hastings Starr, and often participates in the female "hen sessions", discussing the personal lives of secretary and senior partner alike. Herb is a copywriter at Hastings Starr but has aspirations of being more and has no compunction about letting everyone know his intention to take over the company one day.

CHARACTER COMPLEXITY RATING: 3

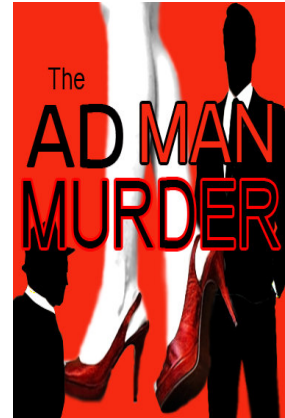


CAL JOYCE

Cal is one of the youngest account managers at Hastings Starr, but he's ambitious and motivated and has aspirations to be more – much more. A newlywed, Cal likes to regale stories of his domestic bliss, especially to the single men and women in the office. He and his wife, Trudy, are so devoted to each other that she has even accompanied him on the convention so the two would not have to be apart.

CHARACTER COMPLEXITY RATING: 5





CARL CHAMBERLAIN

A newer addition to The Jury's Inn staff, Carl is a typical bartender – well-presented, hears a lot but says little and makes a mean martini. He's wide-eyed, soft-spoken and seems out of place amidst all the high-flying ad men attending the convention.

CHARACTER COMPLEXITY RATING: 4



MELVIN PONCE

Melvin Ponce does not work for Hastings Starr, but for their competitors, an advertising agency called Coleman Jenkins Foster Hughes. Melvin is a sneaky salesman, and can not be trusted - as many unfortunate people have discovered in the past. Coleman Jenkins Foster Hughes trust him with their biggest clients though, and when it comes to advertising, he's one of the best in the industry. While he's not a partner at the firm, he's one of the top executives there, and ferociously pursues new and prestigious accounts for the glory of the company as a whole.

CHARACTER COMPLEXITY RATING: 3

