

## Jon and Kate Gosselin make us feel great, 'Inside Edition' host Deborah Norville says

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The fascination with Jon and [Kate Gosselin's](#) crumbling marriage is driven not because people care about the couple, but because readers and viewers need to feel superior, says [Deborah Norville](#).

"That's true with the whole tabloid culture," observes Norville, anchor of the syndicated newsmagazine "[Inside Edition](#)." "It allows all of us to have a sense of superiority. We can look at the bad behavior and feel virtuous."

On "Inside Edition," Norville is no stranger to how the reality TV world is covered. The show, which is enjoying an increase in ratings this season, frequently reports on the latest Gosselin nightmare - or the many other tabloid tales - as well as covering more serious topics.

"All this reality stuff is like crack. It's a quick high and then the bottom falls out," Norville says.

A lot of what's getting attention now, in the Gosselin case and other tabloid stories, is arguably built on a lack of respect for the players. That's another topic familiar to Norville, who was hit with a siege of criticism after she succeeded [Jane Pauley](#) on NBC's "[Today](#)" show in 1990.

Her new book, "The Power of Respect" ([Thomas Nelson](#), \$19.99), out today, delves into the ways respect can be a key to success.

"It kept occurring to me that so many of the stories that made headlines seemed to have an element of where someone didn't do the right thing," Norville says. "And you'd look at them and think, this didn't have to happen."

The idea of how respect has an impact on life in general grew out of themes in her earlier book "Thank You Power."

Norville started researching people, stories and studies where respect was a factor at work, in court cases and in life. The resulting book looks at how respect affects child rearing, relationships, schools, businesses and more.

"We've all had bosses in the disrespect Hall of Fame," Norville says. "But the idea that I have done something that makes someone else in my company feel good, that makes me feel good. When you feel good, you are actually smarter, you are more creative."

For example, at "Inside Edition" Norville, says she often stops to say "awesome job" after a good story.

"If there is a great culture of respect around here [at 'Inside Edition'] - and I'm not saying there isn't already - how many more awesome stories would there be?" she asks.

That doesn't mean, however, that she preaches to her bosses that every story on "Inside" should be good and high-minded, and not cater to that viewer need for superiority.

"It's not my place," she says. "I'm just a worker bee. I'm not [Oprah](#). Oprah's the boss at her place. I'm the dancing monkey. They play the music, I do the dance."

Norville credits the increase in ratings for "Inside Edition" to being "aggressive about pursuing the stories people are interested in" and telling them in different ways.

A couple of years ago, she says, a survey suggested that more than 50% of those queried looked at "Inside Edition" as their primary source of information.

"To me, that's horrifying, but also telling," she says. "There's a respect there and we have to use that power wisely."

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