

KAREN

On Friday

Jayne and Frank Ikard inaugurated the season at Martha's Vineyard last weekend with a birthday bash for **Beverly Sills**. Jayne and Beverly have been pals for decades. **Pat and Thornton Bradshaw** (he's the past chairman of RCA), **Roz and Mel Jacobs** (he's the CEO of Saks Fifth Avenue), and **Betsy and Walter Cronkite** (everyone knows Uncle Walter) partook of tomato pie and salmon.

Bruce Babbitt's campaign team pioneered the early TV spots currently running in Iowa. They've discovered the benefits of being on TV by themselves. "Imagine the electronic clutter next January with 14 candidates on the air," campaign manager **Sergio Bendixen** told the American Association of Political Consultants over lunch the other day. **Greg Schneiders**, who once operated a Capitol Hill pub before driving for **Jimmy Carter**, describes the feeling in Iowa about the early start as "one of approach-avoidance." After all, during the long Iowa summer, the only successful media campaign is a sky-writing one. Everyone is outdoors, and hardly a soul watches TV. The four Babbitt TV spots were in the editing room the week of the **Hart** meltdown. "It's pure luck," says Greg, "that one theme used is disillusionment with politics."

Vanna White needed a massage for more than writer's cramp after signing 380 copies of her new book, "Vanna Speaks," in less than one hour at the American Booksellers Association convention here last weekend. When the masseuse finished her rubdown, she asked the TV star to sign a picture for her neighbor. "Just sign it: 'For Mark, If the Price Is Right, Vanna,'" said the masseuse. Vanna thought about that for a moment and exclaimed brightly: "Oh no, that's not my show. My show is 'Wheel of Fortune.'"

Washington's homosexual community is quietly organizing a candlelight demonstration across the river from the Potomac restaurant Sunday to coincide with **President Reagan's** appearance in a tent adjacent to the restaurant for the AIDS benefit there. The president's gay critics say he's waited too long to support their cause, and they expect 25,000 demonstrators to show up with candles and chants.

Elizabeth Taylor, Roberta Flack and Marvin Hamlisch will entertain.

The Secret Service wants to install speakers outside in Washington Harbour to blare "Hail To The Chief" so loud it's heard around the nation. The British media mogul **Robert Maxwell**, in New York negotiating to buy Harcourt Brace publishers, will be in town for the AIDS event.

Vic Gold of Washingtonian magazine and **Lynne Cheney**, chairman of the National Endowment for the Humanities, are busy on a satire of the great Washington novel, the one that almost everyone else in town is trying to write (and learning that satirizing satire is oh-so-difficult). "The Body Politic," to be published by St. Martin's Press, is about a vice president who dies in action with an anchorwoman, but nobody notices. Not even the press.

It's a long way from Vic's collaborative biography with **George Bush** titled "Looking Forward," scheduled to be published in September by Dolphin/Doubleday. Lynne describes the novel as "a lighthearted one that betrays the difficulty of being a vice president."

One teeny error in that piece on Washington wives that appeared on this page the other day: Sen. **Robert Kasten** has never been divorced, despite what you read there. A bouquet of orange blossoms is on the way, with apologies.

— **Karen Feld**