

# DAILY NEWS



By CHRIS ROVZAR AND GINA SALAMONE

**Q**uit your crying, Paris. This prison stint may be your last chance to change your image.

The Hilton Hotels heiress sobbed after a California judge slapped her with a 45-day jail sentence for a probation violation. But the lockup could be just what Hilton needs to shift her spoiled celeb-utante persona into reverse.

"She could really use this to her advantage," says Samantha von Sperling, owner of Manhattan-based Polished Social Image Consultants. Hilton should hop on talk-circuit tours, book deals and charity work.

And if Paris needs inspiration, she need look no further than to the other leading ladies of this decade's real-life crime dramas.

When rapper Lil Kim was jailed for perjury in 2005, she laid low. As a result, the incident merely added to

her tough-gal mythology. But when life gave Naomi Campbell lemons, she made lemonade. Snapped by eager photographers while performing five days of community service earlier this year after repeated convictions for abusing employees, she grinned, literally, and bore it - wearing designer duds as she showed up to work, and flashing smiles for the cameras. Campbell even said she learned a lot from the experience. She is staying away from drugs and alcohol. Now, when people imagine the supermodel, they think of bouncing work boots rather than flying cell phones.

When Martha Stewart was released from Alderson Federal Prison Camp in West Virginia in March 2005, she maintained her innocence, but talked frankly about the difficult conditions at the camp.

Hilton should take a page from Martha's cookbook, say experts -

and treat her punishment with seriousness and respect. She already has some best-selling books under her belt, but 45 days of lonely lock-up allows for plenty of time to work on more.

"While she's in jail she should be outlining a book," suggests von Sperling. "'How I Survived 45 Days in Jail,' 'How to Decorate a 10 by 10 Cell,' 'How This Experience Made Me Tougher,' 'A New Prison Workout Routine.'"

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But can the airhead heiress really ever be taken seriously? "People are very willing to embrace a sincere turnaround," Thompson says. "For her to be successful and credible would really mean a change of lifestyle."

"It would be great to see her support Alcohol Interlock legislation in California," said Misty Moyses of MADD. The Breathalyzer-like devices may prevent convicted drunk

## Hilton stay may lend cred in eyes of public

Hilton's sentence can only spark more public attention. "It actually gives her a little street cred," says Robert Thompson, a popular-culture professor from Syracuse University.

He suggests hitting the celebrity news-show circuit.

"Any talk show will have her when she gets out of jail," Thompson says. "She could use that as a way to launch her new image. Think of all the stuff she'll have to talk

drivers from getting behind the wheel after they've been drinking.

But when Paris makes her plans for after prison, you can be sure she'll put Paris first.

"She hasn't ever done anything purely benevolent in the past," says Ian Drew, editor-at-large for Us Weekly. "This isn't going to change her. If the opportunity arises, she may take it to that level. But Paris is going to do what's best for Paris in the end."

about when she gets out because that whole reversal of fortune is a good story."

But charity work should be top on Hilton's list - either becoming a spokeswoman for Mothers Against Drunk Driving or raising money for its cause. "Especially if she keeps it car- and drunk driving-related, she could really turn something unfortunate into something very positive for her public image," says von Sperling. "She and her celebrity friends could put on a bikini and wash cars. And the money would go to a charity like a hospital where they treat vic-

