

Sara Jay Weiss

**INSIDER:** Page Six's secret weapon, hottie naven Paula Froelich (far left) joins her team at imminent Tonight's spinoff, "The Insider" — Kathy Ford, Pat O'Brien, Lara Spencer, and Steven Seidman. They were shooting footage for the new show in Times Square on Thursday.



Lawrence Schwartzwald

Stuff magazine and Steve Madden Pre-VMA Party

**SHOT:** Swiss tennis player Roger Federer, top ranked at the US Open, gets a smooch from gal pal Mirka Vavrinec on Madison Avenue after lunch at Nello's.

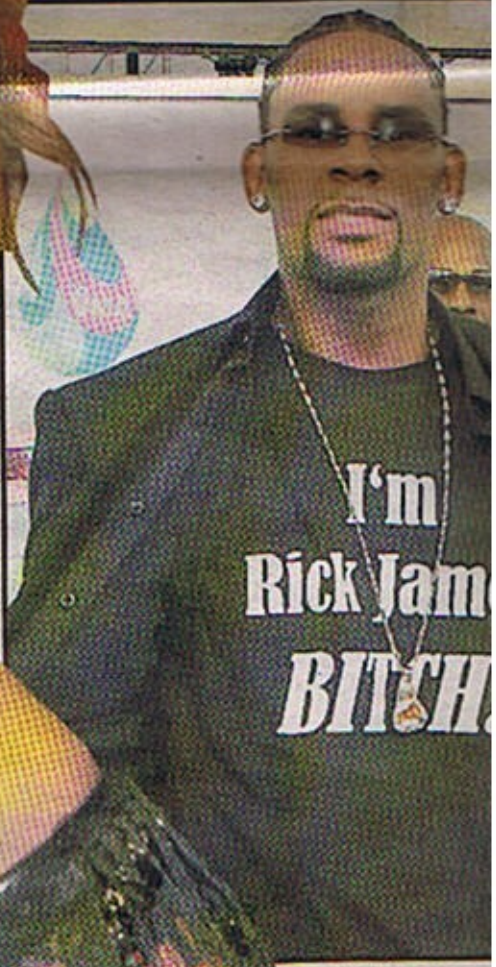
Bauer-Griffin



**TEA:** Brittany Murphy goes native in Miami, sharing afternoon tea with a friend at the Charlotte Street Hotel.

**HOT STUFF:**

Carmen Electra hit Miami on Tuesday to perform at a Stuff magazine party hosted by Steve Madden on Star Island on Friday, but the permit got yanked. So they moved sizzling-hot Carmen to the historic Moore building.



**SPLIT PERSONALITY:** R. Kelly arrives at the MTV Music Awards. Kelly's a talented performer, but his endless number of girlfriends this night was just too much for him. Before, at the Styl'd event in Sagamore, Kelly did a performance with speakers and an ill-fated ending. When Klipsch stormed out. He was away when he tried to return at Casa Casuarina. Kelly's Versace's mansion.