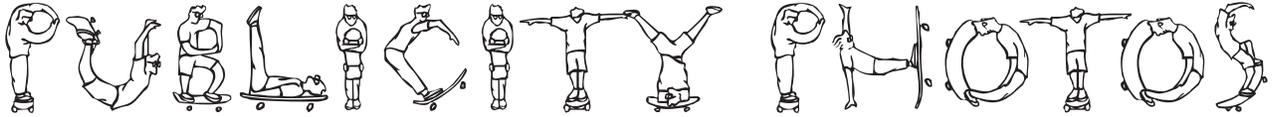


The Fourth Annual Art of



April Fool's day seems to come around once a year, giving us a chance to continue our ever-vigilant search for trend-setting promotional photographs. Here are just a few of the important lessons to be learned to guarantee a successful photo shoot.

Lesson 1 - Posing with Figureheads



When posing with dignitaries, it is wise to do some research to determine who is currently out of favor with the general public, or shortly to be out of office, unlike these examples.

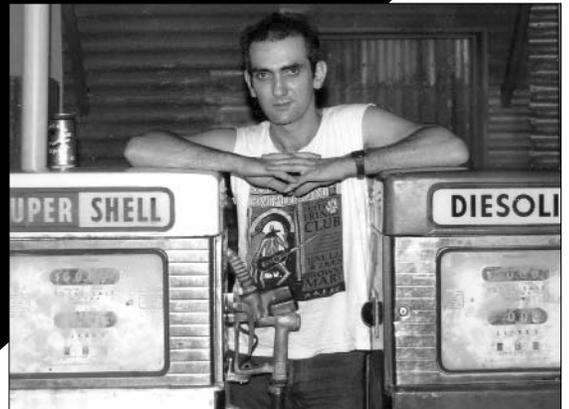
(left) Little Red & the Renegades
(above) The Presidents of the United States of America

Lesson 2 - Posing with Gas Pumps



A bust life on the road provides few opportunities for photo shoots. This lesson is a real timesaver... not only can you get great publicity shots, you can also refuel and use the facilities all in one stop.

(left) Julian Dawson
photo: Henry Diltz
(right) Paul Kelly
photo: Marc Librescu



Lesson 3 - Belly Buttons... AGAIN!



Bellybuttons never seem to go out of style, this year it seems *everyone* has one. Bare-belly photos can be quite effective for singer-songwriters with a large repertoire of navel-gazing songs.

(left to right)

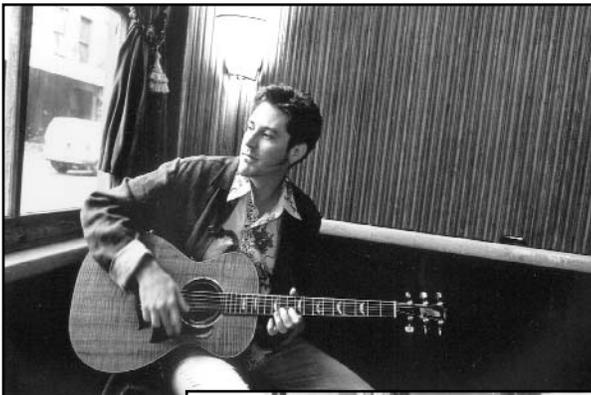
Vicky Pratt Keating

Jonatha Brooke

Ani DiFranco

(center) The panic button

Lesson 4 - Gazing Out the Cafe Window



(left) Terrell

*photo: Danny Clinch
wardrobe: John Bartlett*

(below) Karen Tyler

(right) Karen Tyler Terrell



Although a large influx of similar cliché poses can be a magazine designer's nightmare, it can provide hours of imaginative fun for the late-night, creative pasteup artist.

*Photo Shoot Accessory
of the Year*

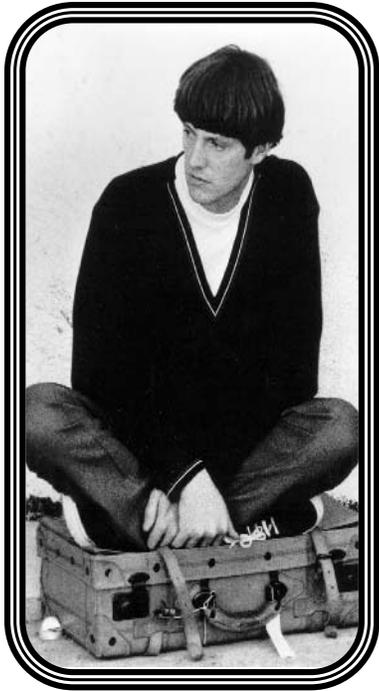
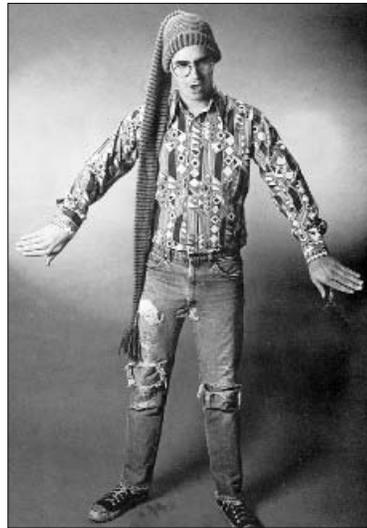


Photo shoots can be long and grueling, and often are in remote locations far away from the amenities of civilization. One clever device we found in the *Publicity Toolbox™* catalog is the “Johnny Junior San-O-Lug.” Lightweight, discreet, and self-flushing— it can be checked as luggage on most major airlines.

(above) Baz O'Brien

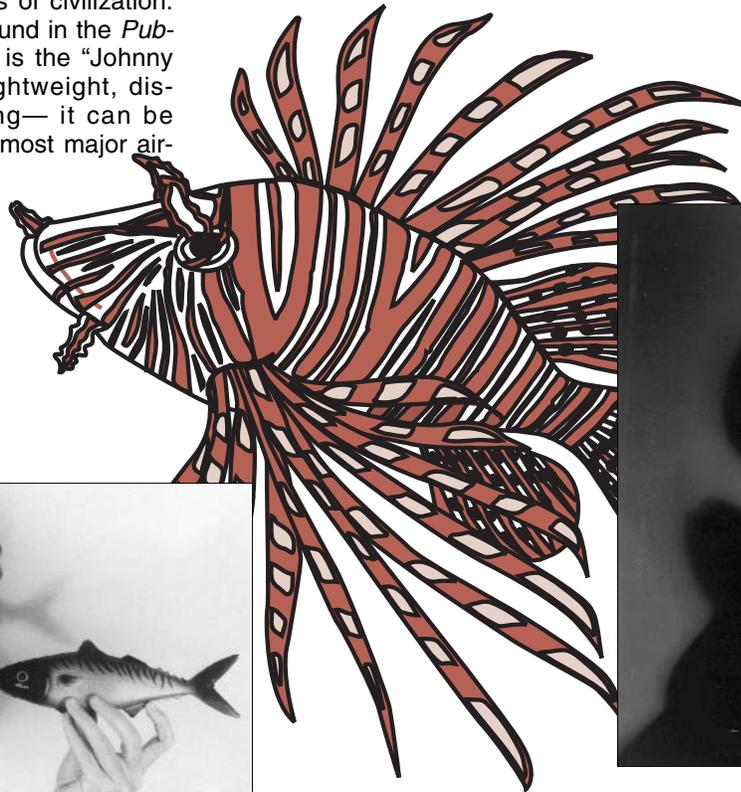
Lesson 4- Costumes



It is vitally important to try on costume attire before the photographer arrives, thereby avoiding nasty last-minute surprises during the photo shoot. Here are examples known in the profession by the technical terms “cap droop” and “mega-wedgie” — don't let this happen to you!!!

(above left) Owen Davis, (above right) Wayne/Jayne County photo: Bob Gruen

*Lesson 5 -
Posing with Fish*



(above) Elise Witt
photo: Karin Hertzler
(right) Hector Zazou



There are several important things to remember when posing with aquatic creatures. First, they don't live long out of water. Second, it's worth the extra money to spring for exotic species instead of what's on sale at the fish market. And last, some fish have teeth... and be sure to choose non-poisonous varieties.

