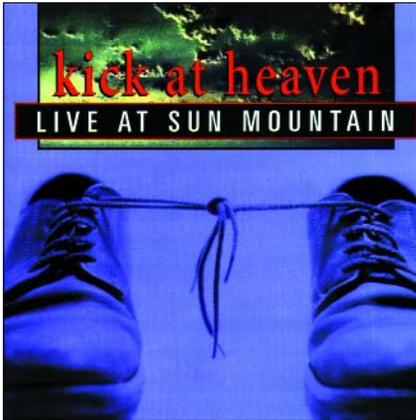


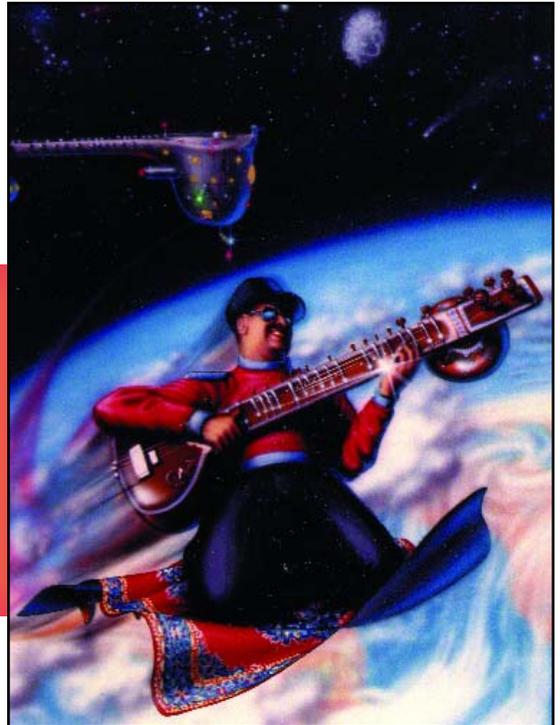
The 1997 Edition of The Art of Publicity & Promotion

April brings spring showers, flowers, jelly beans and delightful tax audits. It also brings Dirty Linen's annual exploration of trend-setting promotional photos and CD covers. This year we have harvested a major crop of doozies. We present them for educational use only.

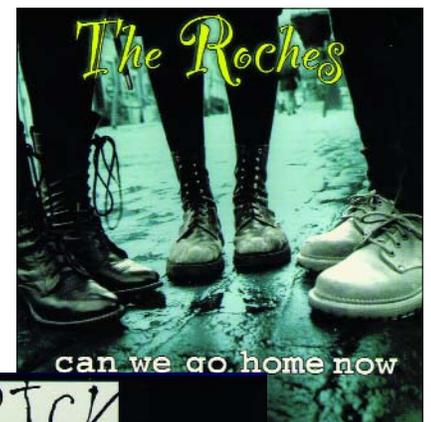
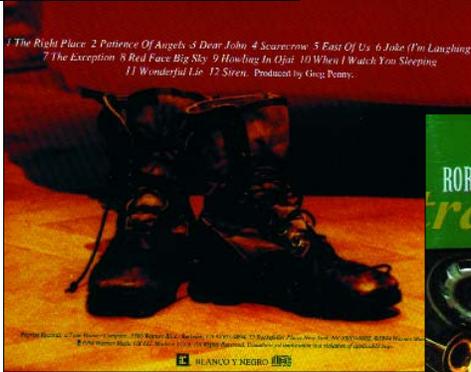


*Lesson One -
Jumping on
Trends*

Yes, the Star Wars movies are enjoying a resurgence, but how has this affected World music?



Ashwin Batish - as depicted by John Lecchago



Lesson Two - Shoes
In one of the year's more bizarre fads, shoes on CD covers are really hip. Work shoes, muddy boots, as long as they have laces.

Kick At Heaven, Eddi Reader (back cover), Rory McLeod, The Roches and Patrick Street



Lesson Three - Originality

Nashville is a big town with big record companies making big money on big artists. Every day, in big art agencies big time decisions are made about what the next big album cover should look like. And it goes something like this.....
Photographer: "Well J.R., do you think we should shoot that boy in a black hat, facing right, or a white hat facing left?" **Art Director:** "Let's try something new and radical.... How about in a *brown* hat facing *forward*?"

Robert Hill



Lesson Four Hats
If you can't afford that special hat for your first photo shoot, don't substitute your mum's cooking mitten.



Levon Parian

Lesson Five - Planning a Second Career
Many artists have a day job, but these musicians could have been a contender.

(above) Candy Kane
(left) Bumpin' Uglies



Richard McLean



Jeff Nicholson



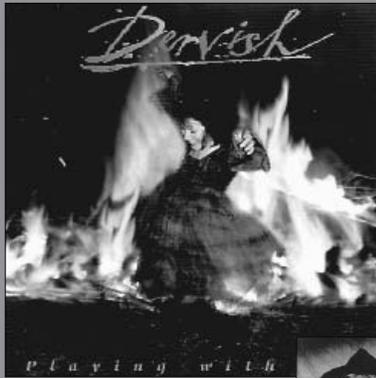
Jeff Hornby



Lesson Six - Jocks in Frocks
It's the new sensitive look for male performers, and all you need is yards of fabric and an attitude.

(left) Brother
(above) Spookey Ruben
(above right) Ashley MacIsaac (a jock in a frock and Docs)
(right) Phish with guest John McEuen (not in a dress)





Fire - Flames can add drama to your picture as long as you don't stand too close.



Sabine Grudda

(left to right) Dervish, Hundsbuam Miserablige, Spirit of the West, Santana

Lesson Seven - The Elements

The elements can prove to be friend or foe when it comes to shooting a publicity photo. The following are good tips to remember.



Water - Check the weather report before doing that location shot.



Air - You can be the world's best musician, but "air guitar" just doesn't translate into still photography.

Lesson Eight DON'T TRY THIS AT HOME!

Disclaimer: The musicians depicted below are trained professionals and such cunning stunts and acts of daring do should not be attempted without a safety net.*



Tom McAfee/Pacific Image

Those Darn Accordions!

* Dirty Linen, its staff and associates, can not be held responsible for injuries to musicians that are a direct result of attempting to polevault while playing an accordion or any other reed instrument.

Lesson Nine - Reading the Handwriting on the wall



Photo by Kady



Finally, though photos in front of graffiti-filled walls may be all the rage, what seems like artistic squiggles to you might say something entirely *@x%#z ! different to the trained eye.

(top) photographer/musician Diana Davies, (bottom) Jonatha Brooke