

FOR IMMEDIATE RELEASE

For more information:

Jim Blasingame

The Shuchart Group

314-610-2170

jim@theshuchartgroup.com

www.notthebrightest.com

Why the Caricature?

1. We wanted to produce a funny book about a serious subject. Seeing a caricature has an immediate impact on people who look at the book cover. When they see the caricature, they immediately perceive the content to be light and amusing. And when people take a closer look at the subject matter, the caricature makes it that much more intriguing – and less intimidating.
2. The caricature is proof that John can laugh at himself, and being able to laugh at our problems, at ridiculous circumstances, is an important message in the book. When things go wrong, we need to use our sense of humor as a type of pressure-release valve. So the caricature is visual evidence that John can laugh at himself, and so can the reader. Being humble enough to laugh at one's self is an endearing trait.
3. John Shuchart is a wonderful, gifted storyteller, is very quick on his feet, and is genuinely funny. He *is* a character! His persona is big enough that having a caricature to represent him is *not* a stretch. He's a local celebrity now, but we anticipate him becoming a nationally known spokesperson for fighting the stigma.