



→ Conservative publishing seems like an easy racket. You eviscerate liberals, crank out 200 pages, and voilà—fat royalty check. But it turns out there's more to it. Here's how a true believer can climb that God-hating *New York Times* best-seller list.



**HIT FOX NEWS**  
But be careful which show you sign up for. According to Max Pulsinelli, a media consultant to Dick Morris and others, if you go on *Hannity*, chances are O'Reilly won't book you—and vice versa.

**THE THINK TANK WILL BE TELEVISED**  
You may sell only three copies of your book at the Heritage Foundation's symposium on the death tax, but you do "have a good shot at getting on C-SPAN's *Book TV*," says Pulsinelli.

**IGNORE CONSERVATIVES AT THE HOITY-HOITY PAPERS**  
Even though *The New York Times's* David Brooks and *The Washington Post's* Charles Krauthammer have clout around the Beltway, syndicated jabberheads like Jack Kemp and R. Emmett Tyrrell Jr. reach a more empathetic audience.

## Five Years from the Ashes

A haunting new photography book chronicles the dark hours after September 11



→ If Oliver Stone's big-screen dramatization of September 11, *World Trade Center*, still feels somehow premature, Joel Meyerowitz's monumental *Aftermath*—a book of eerily elegant large-scale photographs of post-9/11 destruction, recovery, and cleanup—feels long overdue. Meyerowitz's nearly 400

photographs are the product of the eight months he spent shooting inside police lines at Ground Zero, where he obtained exclusive photographic access by sheer force of will. "I was thrown out every day for months," he recalls. "But there needed to be a record of this." The Bronx-born photographer, famous for his New York

City street scenes (though we're partial to his 1991 book, *Redheads*), hopes to donate the entirety of his archive—8,500 images—to the Library of Congress. "I don't think you have to hide the bad news," Meyerowitz says. "People have to live with it and remember that we're all in this together."  
—MEREDITH BRYAN

The 94% Guaranteed Recommendation  
**Pride of Baghdad**

In April 2003, just before the end of major combat in Iraq, four starving lions escaped from a pen at the Baghdad Zoo. *Pride of Baghdad*—a graphic novel written by *Ultimate X-Men's* Brian K. Vaughan and illustrated by Niko Henrichon—retells this story from the big cats' point of view, turning it into a red-in-tooth-and-claw allegory for the war itself. "I wanted to get inside the heads of the people whose country we're occupying," Vaughan says. "That's hard to do with another culture, but animals bridge that gap."  
—ALEX PAPPADEMAS



**DRIVE-TIME RADIO!**  
"Large-market regional radio is very key," Pulsinelli says. Rush is Rush, but jockeys like Jim Quinn and Rose Somma Tennent in Pittsburgh, Kirby Wilbur in Seattle, and Mike Rosen in Denver move units, too.  
—GREG VEIS