

"THE COMEDY BIBLE: THE COMPLETE RESOURCE FOR ASPIRING COMEDIANS," A "WHY-TO" BOOK ON STANDUP COMEDY BY PROFESSIONAL COMICS AND WRITERS BRIAN MCKIM & TRACI SKENE, TO BE PUBLISHED BY BARRON'S EDUCATIONAL SERIES, INC. ON OCTOBER 1, 2011

Barron's, whose books are instantly recognized for their variety, reliability, and quality by retailers, educational and institutional book buyers, and not least by the reading public everywhere, has tapped a veteran comedy couple to author "The Comedy Bible: The Complete Resource For Aspiring Comedians." The writing duo describe their book not so much as a "how-to" as a "why-to."

Ten chapters ask questions like, "So, you wanna be a comedian?" and cover topics like "Standup Performance," "Variety Acts" and "Basics of Writing Funny." "But we were very careful not to tell anybody exactly how to do standup," cautions Brian. "Standup has very few rules, so we weren't about to create any or enforce any."

"After producing our blog for 11 years, writing a book about standup was a logical and natural step," explained Mckim. "We love standup and we hope the book will encourage talented and funny people to give it a try." "We didn't want strictly to write a 'how-to' book on standup," Traci said. "It's motivational, it's analytical and it also contains a lot of very practical information."

Brian McKim and **Traci Skene** are professional standup comics who have appeared on numerous network and cable television shows. In 1999, they created the acclaimed standup comedy website **SHECKYmagazine.com**. (The **Wall Street Journal** said, "It gives comedy fans a rare, behind-the-curtain glimpse into the amount of work, travel and failure that any standup who embarks on a professional career can expect to endure.") The comedy couple was highlighted in Episode 3/Season 7 of NBC's "**Last Comic Standing**," the standup comedy reality show.

Traci's comments on the questionable fashion choices of Hollywood's "beautiful people" are a regular part of **US Weekly's** wildly popular **"Fashion Police."** The veteran comedy writer's fans delight in her pithy tweets and her humorous personal blog, **"Road Atlas Shrugged."** Brian is a native of Pennsauken, NJ, and earned a BA in Journalism from Temple University.

Their standup has been featured in the **New York Underground Comedy Festival**, the **Las Vegas Comedy Festival**, the **Calgary FunnyFest** and the **Detroit Laughs Festival**.

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