



The Culture

Pop Chart



APRIL FOOLS' EDITION

**GOOD WEEK/
BAD WEEK**

Richard Branson
People loved his April 1 "launch" of Virgin Volcanic, a journey to the earth's core

Mitt Romney
When *Forbes* jokingly blogged he was leaving the GOP race, some thought it was real

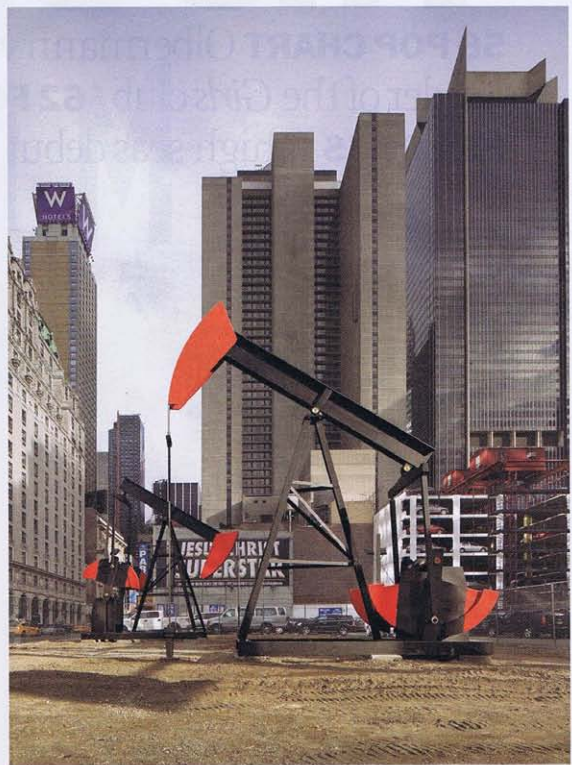


**CANNED
So Long,
Keith**

Well, that was fast. Just 10 months after hiring Keith Olbermann, Current TV abruptly fired him. The *Countdown* anchor reportedly had difficulties on set—a pitfall Al Gore's media network might have anticipated, since MSNBC ousted him for similar reasons in 2011.

**BADVERTISING
When Greasy Goes Glam**

This season's hottest accessory: Whopper eye makeup? That's what Burger King implies in new ads in the Netherlands, which tout the "tasty new look." The gimmick isn't as bad as Flame, the "eau de meat" scent BK launched in the U.S., but it does outgross these other fast-food marketing stunts.



**ON DISPLAY
Drills, Baby, Drills**

It's easy to forget what powers the city that never sleeps, especially if you live there. So New York-based artist Josephine Meckseper installed a giant reminder: two 25-ft.-tall oil-rig sculptures in midtown, meant as a commentary on energy consumption. The installation—part of her Manhattan Oil Project—will be up through May 6.



**MAKEOVER
New Look for Ol' Quaker**

That smiling man on your box of oatmeal is pulling a Benjamin Button. Though he looks pretty good for 135, the mascot—whose actual name is Larry—will start appearing younger and thinner, as part of Quaker Oats' campaign to refresh its packaging.

LOTTERY
Odds of winning the record-high \$640 million Mega Millions jackpot



Certainty that you were totally going to overcome those odds

BRANSON: JASON MERRITT—GETTY IMAGES; ROMNEY: JUSTIN SULLIVAN—GETTY IMAGES; OLBERMANN: JAMES DEVANEY—WIREIMAGE; ILLUSTRATIONS BY TODD DETWILER FOR TIME; EYE SHADOW: BURGER KING NL/FACEBOOK; MANHATTAN OIL PROJECT: JAMES EWING/COURTESY OF ART PRODUCTION FUND; QUAKER: THE QUAKER OATS CO. (2); WINSLEY: MARC PIASECKI—GETTY IMAGES; COMPULSION: ALEX PRAGER/COURTESY OF THE ARTIST AND THE YANCEY RICHARDSON GALLERY (2); JOBS: TOM MUNNKEE—GETTY IMAGES; KUTCHER: FRANCOIS DURAND—GETTY IMAGES