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### Cover Trail

How the cover gets made

1 "The cover story goes into the Weather Channel's business model, which includes having a robust selection of slideshows and strange news items that generate a lot of traffic on its site."

"What kind of slideshows and news items?"

"See for yourself."

"My God. 'Adorable Puppies Swim Underwater.' 'Creepy Abandoned Hotels in New York's Catskill Mountains.' 'Two Kangaroos Street Fight on Suburban Street in Sydney.' This site is amazing!"



2 "We could do a forecast where instead of weather you get puppies and creepy hotel rooms."

"This could work. Maybe it just needs to be simpler."



3 "Fewer weird things, on a white background?"

"Simpler."



4 "No weird things. A caption that says something like 'weird things inside.'"

"Too simple. Maybe we need one thing that represents clickbait."

