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Cover Trail

How the cover gets made

1 "The cover story is about Ferguson and goes into the historical factors that played into what's happened."

"It should be a photo."

"It should."

"But it can't feel familiar."

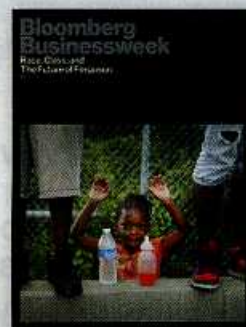
"No, it can't."

"So we should avoid photos of any kind of rioting."

"Correct."



2 "Yes."



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