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How the cover gets made

"The story is about how Obama reacts to crises, namely, with an unusual degree of calm."

"Obama surrounded by explosions and people in hazmat suits and terrorists. And yet, he's staring into the middle distance with a worry-free grin."



"Too literal."

"All that stuff I said earlier, but represented through type. So instead of seeing a hazmat suit you see the word 'Ebola,' and through the power of typography it makes you think of a hazmat suit."



"Somehow this is scarier than the photos?"

"An empty Oval Office, with a sign that says stress free zone."



"Too calm."

"Obama looking nonchalant in sunglasses, captioned with various crises."



"Yes."