

How the cover gets made

Domestic Cover

1
"Cover is on Viacom. They're having trouble attracting young viewers to their networks."

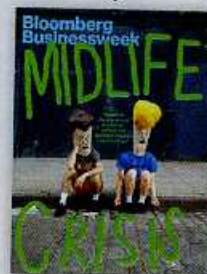
"What are their networks?"

"MTV, Comedy Central, Nickelodeon, VH1..."

"MTV and Nickelodeon were vital to my teenage self. I remember feeling like Beavis was the only one who understood my rampant pyromania."

"I don't need to know."

"I wonder how Beavis would feel if he knew how his network was doing now."



International Cover

1
"Cover is on Greece and the impending determination of whether they'll stay part of the euro zone."

"Two Greece covers in a row, this is a new record for us. Usually we space them out by at least a few weeks."

"I know, we all expected this to be resolved by now. In any case, we have to make it look different from the last one, so no tropes. No statues, no ancient Greek typography, no olives, no crumbling Parthenon columns, no Greek flag colors, no protesters holding Greek flags, no blue-and-white-domed buildings on a hilltop, no gyros. In fact, no images or visual motifs that even remotely reference Greece whatsoever."

"Wow, plain black type on a white background it is!"



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