

Excerpt From The Blank Page

The Offices of The Void Magazine

DARREN, the editor-in-chief, is constructing music critic ZILCH about an article, while G-MAN (publisher), BLAKE (business editor), and LOUISE (assistant editor) look on.

DARREN

You had no intention of doing a serious interview, did you? You just went in thinking he was a jerk-off, called him one and hung up on him. What is that?

ZILCH

That is journalism. Ballsy, gonzo journalism. What the fuck's with you anyway? I've never even seen you read a fucking article before.

DARREN

Well maybe I'm starting now.

ZILCH

Not with Dreamboy Freddy you're not. Someone needs to stand up and be counted. Someone needs to state the facts. Some guy's gotta uncover the lies and reveal the truth: Dreamboy Freddy is a douchebag.

LOUISE

But if he's such a douchebag, why run the article at all?

G-MAN

'Cause he's famous and it's funny. I love reading that shit. I hate that puffball shit. No one wants to read about how talented someone is. They want to read about someone calling someone famous a douchebag. I want to run "Dreamboy Freddy is a Putz" in a 72 point banner headline across the entire spread. People would totally read that. Wouldn't you read that, Blake?

BLAKE

I'd totally read that.

LOUISE

1,500 words of that? You want your page and a half for ads, there you go.

ZILCH

Hey. Hey Louise? I have a thought I want to share with you: Fuck off.

BLAKE

Hey, focus. Focus. Louise, can't you focus on what you're doing?

DARREN

I think that's your cuttable spread right there.

G-MAN

No way. We're not cutting that. It's awesome. It's the best thing in the magazine.

DARREN

The best?

G-MAN

To me. But I'm not a reader; I'm a browser. I don't like to read. Nobody does. I like a nice big picture, a nice caption, a couple of cool pull quotes. I like to be able to walk away with a couple key bites of information and turn the page. Here, we've got Dreamboy Freddy. I look at a picture. Cool. We got some good shots?

ZILCH

Color slides.

G-MAN

Excellent. I look at the headline: "Dreamboy Freddy is a Jerk Off." Cool. I turn the page. I've learned something.

DARREN just looks at him.

G-MAN

Don't be such a fucking snob. It's just a fucking rock 'n' roll guy. You're an intellectual. You're a reader. Magazines for you people are going out. Nobody fucking reads them.

(Picks up a magazine, flips pages.)

Let me show you how I read a magazine. I pick it up, start browsing. I look at some pictures of some disks. Cool, I've got that one. What do they say about it? It sucks. Yeah, I think it sucks too. Maybe look at a couple of the other pictures. Turn the page. Some bands. Where're they playing? Cool. I might check them out. Keep browsing. Something about hip-hop. Hot chicks, big pants. I might read a little bit about that. Keep going. Couple pages of text. Pretty gray. Turn the page, browse some more. Oh, here's some restaurants. What's that place? Maybe I'll check it out. Look at some pictures of some food. Browse some more. Dreamboy Freddy. Oh, I've heard of him. What do they say about him? Oh, he's a putz! Yeah, I always thought that too. Browse some more. Turn the page. Oh,

my favorite part of the magazine: fashion. Cool. Hot chicks. Color pictures. Cool clothes. I'll stare at that for a couple minutes. Then I'm done. And that's how you read a magazine. Blake, isn't that how you read a magazine?

BLAKE

No. But I don't think most people are like me. I think most people are like you.

DARREN

So we're producing something to read for people who don't read?

G-MAN

Not something to read. Something to look at, because not a lot of people like to read, but everybody likes to look.

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