

Fake Newsroom

FOR IMMEDIATE RELEASE

Charlotte Cotton

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Whose News?

Jim Goldberg's first two days as *Fake Newsroom's* Editor-in-Chief went unexpectedly smoothly, with a cornucopia of sub-textual image play being generated by a crowd of experts, special guests, and random strangers. Highlights have included Stephen Goldstine's ransom-note-style "Today's Thoughts" of Wednesday, April 19th, and Donovan Wylie's Irish potato meme. Thursday, April 20th was marked with sharks, circles, and a celebrity birthday mash up that disappointed some by not including R&B royalty, Luther Vandross.

But while everything on the surface of www.fakenewsroom.org seemed to be going smoothly, cracks of desperation began to show today with the surprise arrival of a brood of chickens at the *Fake Newsroom* offices. Lunchtime visitors were aghast when Goldberg entered with Helen the Felon, Heidi Plume, Lindsey LoHen, Princess Fluffy Butt, and Pillow, against a gravelly, grunge-inspired soundtrack of Goldberg singing about frittatas, Carbonara, and egg-based salads and snacks.

For one of Goldberg's long-time friends, "It doesn't take Einstein to work out what was happening," with many in the Goldberg camp now worried about the effect of Goldberg has entered a second bout of 'Millennial Hoarding Disorder', brought on by the deluge of images in the *Fake Newsroom*.

Inspired by his friend, hip-hop icon Terminator X, who has bred African Ostriches in North Carolina since his retirement from Public Enemy in 1999, Goldberg has become a passionate chicken farmer-of-sorts on his Northern Californian secret compound. Over recent years, a scattering of stories has circulated about Goldberg's deep reliance on his chicken brood for his peace of mind and creative direction. "Jim dotes on those chickens," says a concerned member of Goldberg's inner circle. "He had a chicken-sized version of Marie Antoinette's Le Petit Trianon built for them a few years back". Apparently, Goldberg wakes as the hens descend from their bespoke Versailles-inspired house to their playground below for a morning wing stretch, while he slips on his wellies and starts for the custom-made multilevel dwelling features a nesting area, a "living room" for nighttime roosting, a broody room, a library filled with chicken and gardening books for visitors of the human kind, and, of course, an elegant chandelier.

MIKE MANDEL, LARRY SULTAN
Founding Editors, Newsroom 1983

UNIVERSITY ART MUSEUM
Publisher, 1983

CONSTANCE LEWALLEN
Managing Editor, 1983



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Today at the *Fake Newsroom*, Goldberg was observed in intense conversation with his “chicken soul mate”, Pillow, considered by some to hold immense power over Goldberg. According to one source, Goldberg has been touting a script in Hollywood based on his life, as viewed from Pillow’s perspective. The indulged brood were given the run of Newsroom, with staff barely able to contain their consternation at being curatorially usurped, and ordered to layout today’s news images for the chickens to peck/pick. With little irony, Larry Sultan and Mike Mandel’s 1980 billboard, *Whose News?* oversaw the chaotic proceedings.

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