

# DOES A SECRET UNDERGROUND SOCIETY CONTROL THE ONE SHOW?

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## IF NOT, THEN WHY ARE WE WHISPERING?

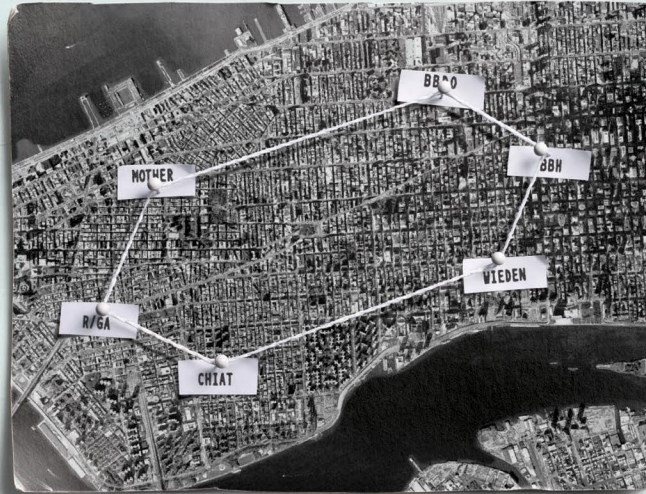
The One Show. The world's premier advertising, design and interactive award show. To receive recognition from this most revered of institutions requires Herculean effort, unparalleled brilliance and no small amount of luck. And yet for some, these stars seem to align with almost freakish regularity.

Consider the case of art director Bob Barrie. When recently trying to calculate the number of instances this legendary Minneapolis ad man's name has appeared in One Show annuals, a NASA supercomputer discovered a number greater than infinity before promptly bursting into flames.

For years now, rumors have abounded that the One Show is actually controlled by a secret underground society that protects and favors its own. By ensuring that its members walk home with the lion's share of One Show Pencils year after year, they are able to secure positions of power and pull the invisible strings that make this industry dance a merry jig. They call themselves The Ones. And they are everywhere. Yes, even there.



IT IS BELIEVED THAT THE ONES ARE RESPONSIBLE FOR FAKING THE 1969 MOON LANDING, "MOM JEANS" AND THE DECLINE OF VAN HALEN. (DAVID LEE ROTH FOR SAMMY HAGAR FOR EXTREME VOCALIST GARY CHERONE? INSIDIOUS.)



AERIAL PHOTO OF MANHATTAN: (COINCIDENCE? WE DON'T THINK SO.)

while design magnate Joe Duffy holds the office of vice president or "No. 2 Pencil." Inside their inner sanctum, The Ones engage in various bonding rituals and address one another only by their ritual names (Glockenspiel, Moose Knuckle, Todd, etc.). Beyond that, they dance and sing in front of roaring fires. They feast on wild boar. They go hot tubbing.



BELIEVED TO BE A SECRET REVOLVING DOOR TO THE ONES' UNDERGROUND LAIR, WE'VE HAD THAM KAI MENG'S BOOKCASE UNDER 24-HOUR SURVEILLANCE SINCE AUGUST 17, 1996.

must commit to memory a multitude of secret handshakes, passwords and knocks as well as master the entire Def Leppard catalogue on pan flute. Then, and only then, are they ready for the final initiation ceremony known as "Hell Night." While not much is known about the rituals of the ceremony itself, it is believed that a chicken baster, several hundred gallons of

Crisco shortening and a Slip 'n' Slide feature quite prominently.

WHO CAN YOU TRUST? WHO CAN YOU BELIEVE? WHO CAN YOU GET TO FEED YOUR CAT WHILE YOU'RE OUT OF TOWN?

True story or the paranoid delusions of some nut jobs in tinfoil hats? Find out for yourself. Attend the 2009 One Show in New York City and see if you don't find evidence of shadowy forces at work. Until then, the next time you're flipping through a One Show Annual, be careful not to blurt out, "How the hell did that get in?" You never know who might be listening.

CONSPIRING. SCHEMING. HOT TUBBING.

THANK YOU SIR, MAY I HAVE ANOTHER! THANK YOU SIR, MAY I HAVE ANOTHER!

Anonymous sources claim that The Ones gather in their secret underground lair each month to hatch their insidious plans for industry domination. It is believed that Alex Bogusky is the acting president, a.k.a. "Big Pencil,"



While it is difficult to separate fact from fiction, here is what we think we know: Every year, while judging the One Show, The Ones pluck a few fortunate unwashed barbarians from the sea of entrants. For these men and women, a new life awaits - if they can survive initiation. After passing a background check, candidates

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