

NOTHIN' BUT INTER-NET DEPT.

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MAD

There are some who would argue that the internet is the most important technological development of the last 100 years... that it has altered the very way we think, act and communicate... that it has led to an information revolution that will empower us and make us better citizens in the New Millennium! And it's pretty obvious that those people have never been to OUR website, because believe it or not, at madmag.com we consider this...

What — me worry? - Alfred E. Neuman

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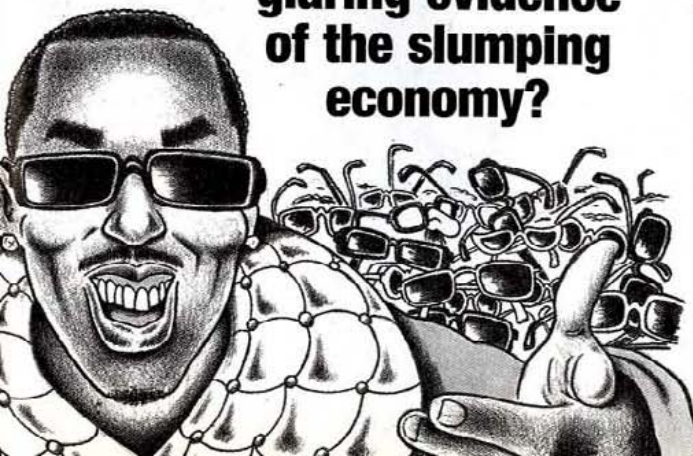
MAD news

madmag.com BEST OF THE WEB

THE MAD POLLING BOOTH MARCH 21, 2001

There's trouble ahead, folks. After years of a booming economy, increased employment and no Steven Seagal movies, it seems that the good times are finally over! Yup, it looks like the country's headed for a worse recession than Vice President Dick Cheney's hairline! So before you sell your reading glasses for rent money, please tell us...

What's the most glaring evidence of the slumping economy?



POLL RESULTS

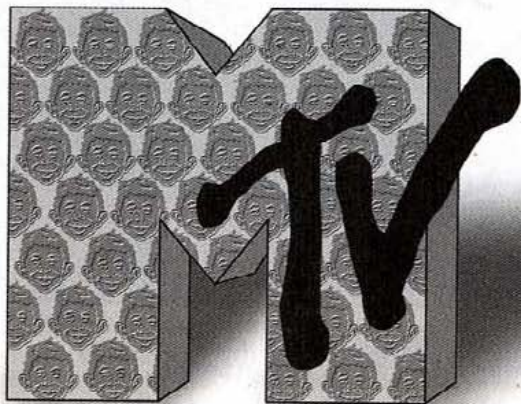
Alan Greenspan was spotted checking the coin returns on D.C. area pay phones	6.5%
Martha Stewart is making her own dog food, then eating it	8.1%
Bankruptcy.com just went out of business	3.2%
It's rumored Dick Cheney's latest heart attack was caused by him reviewing his stock portfolio	7.3%
P. Diddy is cutting back on his nightclub shooting sprees to save on the high cost of bullets	11.4%
Nike is laying off its 12-year-old sweatshop workers and replacing them with outright slaves	9.7%
Motel 6 just announced it will no longer "leave the light on for you"	7.6%
Every night on <i>The Tonight Show</i> , Jay Leno tells 20 lame "slumping economy" jokes	10.4%
People are complaining they can no longer identify with <i>Richie Rich</i> comics	7.3%
Neil Diamond has changed his name to Neil Cubic Zirconium	12.6%
The catchphrase "Show me the money!" has been replaced with "Please help me, I'm starving!"	20.1%
Denny's is now willing to serve black customers	5.8%

There are plenty of people who hate MTV because of its limited play list, annoying VJs and abysmal original programming. Many others feel differently though, and merely hate the annoying VJs and abysmal original programming! Whatever your stance on this issue, though, the network's definitely had its share of revolutionary moments (but, then again, so did Mussolini). So, for better or worse, join us in our look back at...

LANDMARK EVENTS IN THE HISTORY OF MTV

1981

Music Television premieres with The Buggles' hit "Video Killed The Radio Star." In subsequent years, no explanation is ever given for what killed The Buggles.



1983

The landmark "Thriller" video features Michael Jackson as a young man who transforms into a terrifyingly ghoulish zombie creature — eerily foreshadowing the rest of Jackson's career.



ARTIST: HARRY NORTH

1984

"Weird Al" Yankovic has his first huge success in a career of grafting his own goofy lyrics onto more talented musicians' hit songs. P. Diddy will later follow in his footsteps.



ARTIST: ANGELO TORRES

1987

A cultural breakthrough occurs when the first-ever video featuring an encephalitic transsexual dwarf makes its debut. Always on the cutting edge, the MTV Video Music Awards creates a new "Best Use Of An Encephalitic Transsexual Dwarf" category.



ARTIST: SCOTT BRICHER



ARTIST: RICK TULKA

1991

Nirvana becomes the latest musical phenomenon, thanks to Kurt Cobain's stage persona as an alienated, mono-syllabic youth who likes to break stuff. He serves as the inspiration for MTV's hit series *Beavis and Butt-head*.

1996

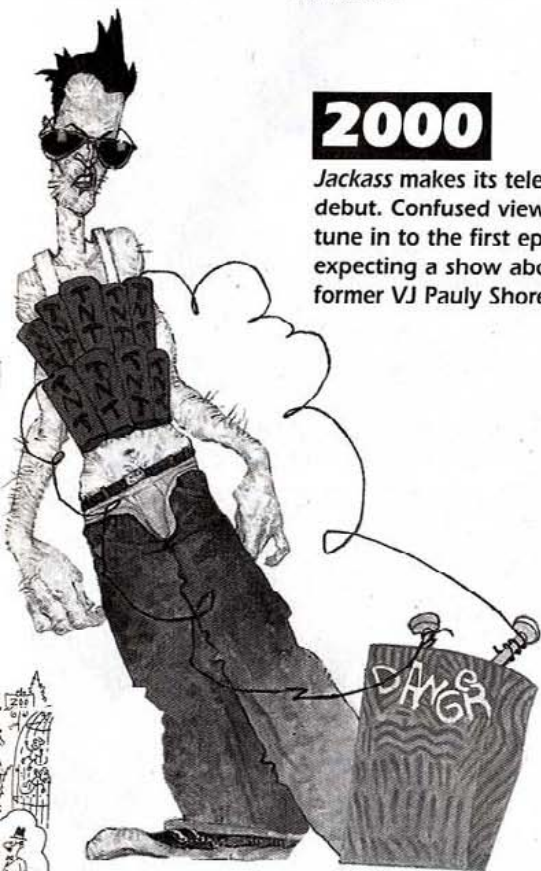
Due to the growing success of programming such as the reality show *The Real World*, the game show *Singled Out* and the advice show *Loveline*, MTV airs its final music video.



ARTIST: BILL WIRY

2000

Jackass makes its television debut. Confused viewers tune in to the first episode expecting a show about former VJ Pauly Shore.



TODAY

In 20 years, MTV has made stars of countless young musicians. However, this stardom has almost always proven to be short-lived and followed by years of desperate, unsuccessful struggling to return to the top. For a more in-depth exploration of this subject, tune in to VH1's *Behind The Music*.



ARTIST: RICK TULKA

WRITER: GREG LEITMAN