

Scoop This™

IF IT'S ON THE NET
IT'S GOT TO BE TRUE™

Roman Reigns

Is Not
In This
Issue

Top 100
Cornette
Nicknames

Part 1/2

The NWO
B-Team Joins
The Bullet Club

AEW EROS
Erotic Fiction
For Young Adults

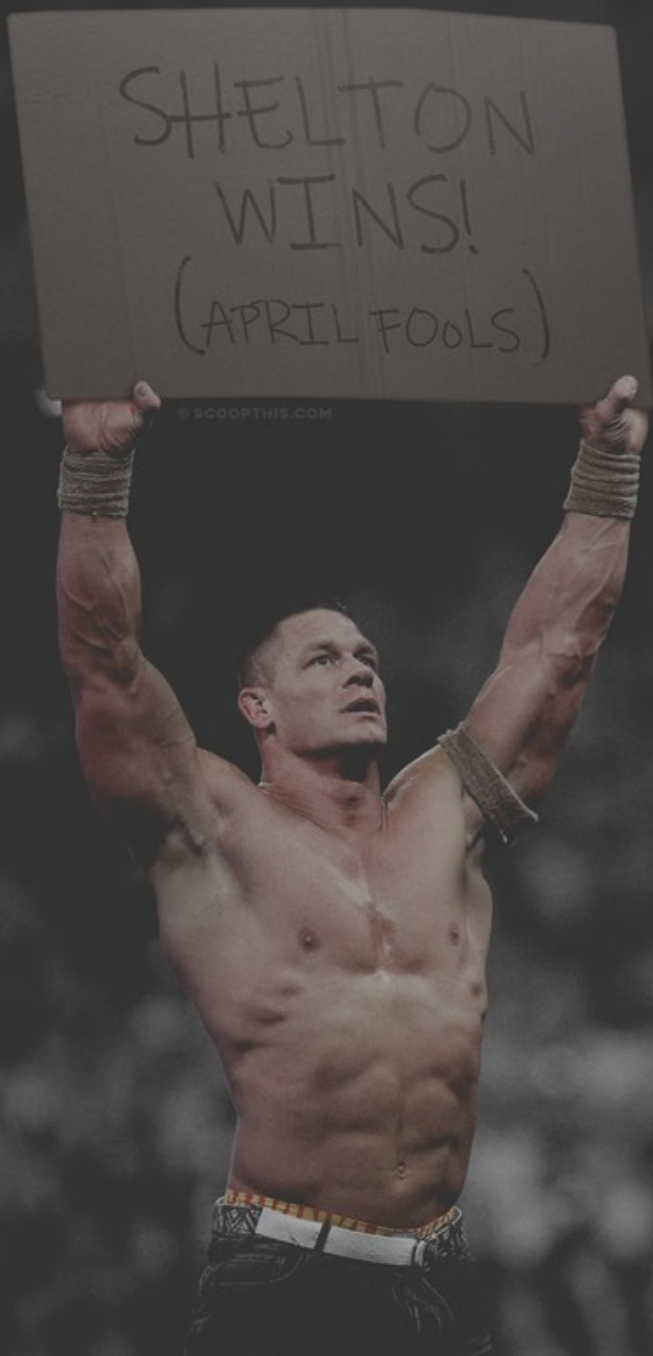
John Cena
Crosses The Line

Howard Stern
Calls Out POST Wrestling

Vince McMahon
The ScoopThis Interview

...and much more

THE BLACK ISSUE



Scoop This

was a late 90s satirical dirt sheet spoofing the unreliability of online media by presenting absurd headlines in deceptively professional packaging; because if it's on the net, it's got to be true™



DISCLAIMER:

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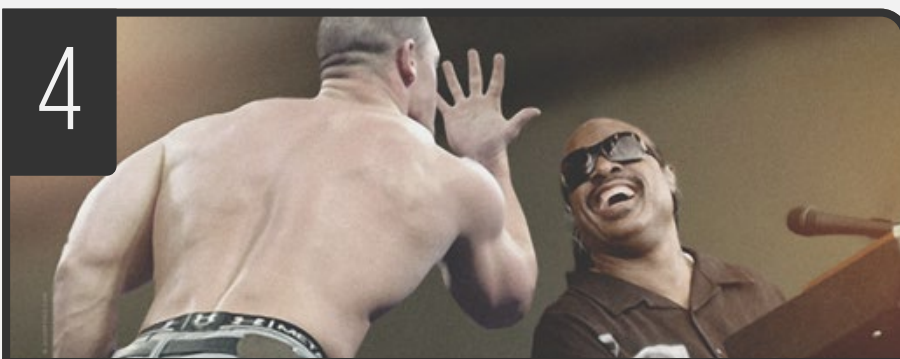
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CENA

CROSSES THE LINE

Hollywood superstar John Cena sparked shock and outrage during a recent Colorado benefit concert headlined by legendary music icon Stevie Wonder.

While Cena has never hidden his admiration for the multi-Grammy award winner, few were aware of just how big a fan of **Peacemaker** — a HBO Max show starring Cena — Wonder himself actually is. That's why the benefit's organizers secretly invited Cena to surprise the venerable headliner with a brief salute on the Red Rocks Amphitheater stage.

About halfway through the show, Cena came out to a huge ovation, before removing his shirt and flashing his trademark **U Can't C Me** hand gesture at the assembled crowd.

Those cheers quickly turned to horrified gasps, however, once Cena turned and directed the gesture at Wonder. Almost instantly, the Doctor of Thuganomics was tackled to the ground by venue security and escorted backstage.

The controversial hand sign dates back to Cena's full-time wrestling days — a metaphor suggesting he's so far ahead of his rivals that they can't even see him.

"It's something I've been doing for years," Cena later explained. "But it was insensitive of me not to be more mindful of the context, here. I love and respect blind people, and I'm very sorry for my mistake."



JOHN CENA TACKLED BY RED ROCKS AMPHITHEATER SECURITY

Sources have informed us that the misunderstanding was quickly cleared up backstage, and laughs were had by all over the incident.

"Both men remain huge fans of one another's work," confirmed Keith Harris, Wonder's operations manager. ●



**LOOK IN
MY EYES**
WHAT DO YOU SEE?



“

I love & respect blind people, and I'm very sorry for my mistake.

— John Cena

**A
MAN
WHO
COULD
USE
SOME**
Visine®

PROFESSIONAL
WRESTLER
CM PUNK





In Partnership With #1 Bestselling
Twilight Author **Stephenie Meyer**

AEW LAUNCHES NEW **AEW EROS** LINE OF EROTIC FICTION BOOKS

AEW President Tony Khan has announced the launch of a line of erotic fiction novels for young adults, under a new publishing imprint called AEW EROS.

The line will be written and overseen by #1 bestselling author **Stephenie Meyer**, best known for her popular *Twilight* series, which sold over 100 million copies globally in over 50 countries, with translations in 37 different languages.

According to Khan, each book will have its own self-contained story arc "inspired by our amazing roster of AEW talents." The first of these books — titled 'My 2 Angels' — features *The Young Bucks'* **Matt & Nick Jackson** as sexy twin guardian angels, and will soon be released.

"We're looking to attract a fresh, more diverse audience to pro wrestling" Khan told reporters. "Hopefully, these books can be a conduit into the AEW multiverse." ●

written by #1 bestselling author
STEPHENIE MEYER

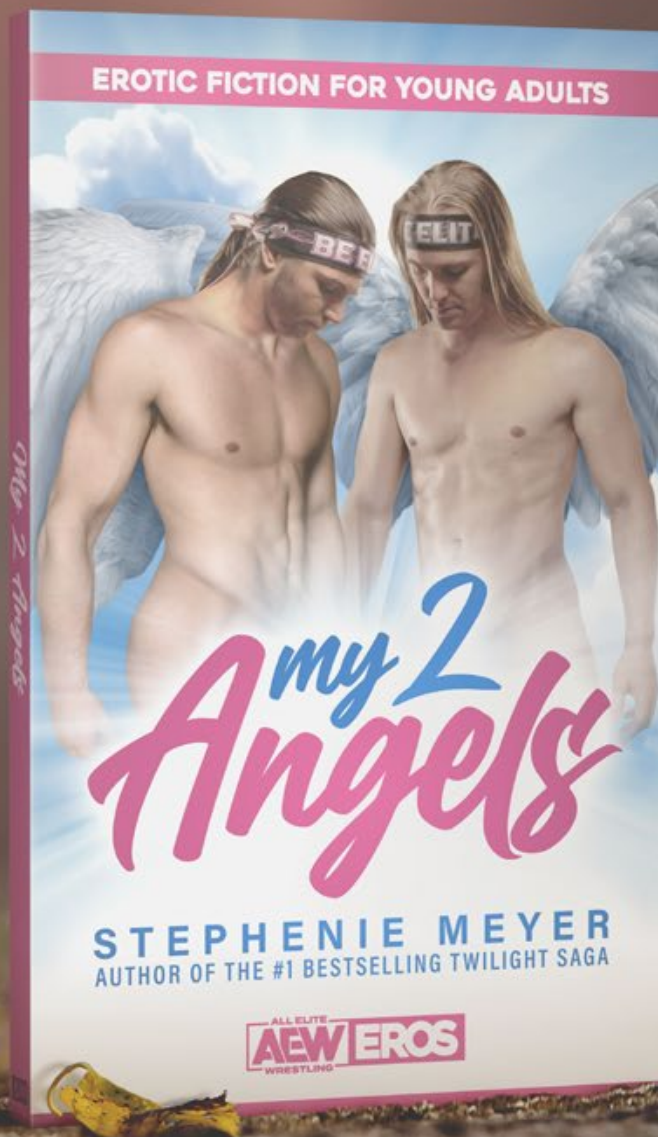
my 2 Angels

Coming
Soon

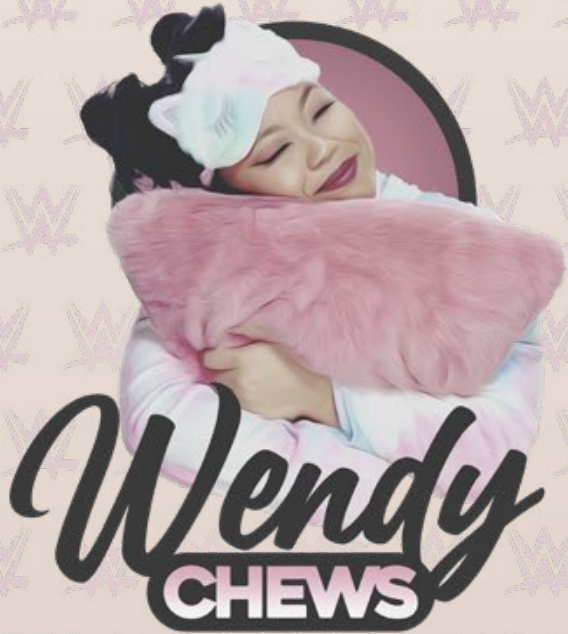
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W Superstar
WENDY CHOO



Nighttime
Sleep-Aid

Diphenhydramine
HCl 25 mg

chewable tablets



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SCOOP THIS
THE BLACK ISSUE



TNT ANNOUNCES NEW
**SAMMY & TAY:
RESPECT
OUR PRIVACY**
REALITY SERIES

A probing, behind-the-scenes look at the hot new power couple's ongoing quest for personal privacy.

When Sammy Guevara shared images of his Parisian marriage proposal to Tay Melo on social media — mere months after he'd proposed to a different woman in the middle of an AEW ring & sold-out crowd — the last thing the couple expected was attention.

Join Sammy & Tay as they chronicle their extraordinary efforts to protect their personal lives in this new weekly reality series, only on TNT.

Sammy & Tay: Respect Our Privacy
Premiere date & time TBA ●



NWO SPEEDWAGON TOURING AMERICA'S HEARTLAND

Formed in 2018, NWO Speedwagon covers the classics of heartland rock, from Bruce Springsteen to — of course — REO Speedwagon. But that's hardly original.

What makes *this* band special is its membership, which consists of 'Hollywood' Hulk Hogan (vocals & rhythm guitar), Sean 'Xpac' Waltman (lead guitar), and 'Big Sexy' Kevin Nash (bass) — who all dominated the pro wrestling industry of the 1990s as the New World Order.

The group's *Keep On Working You* tour began last summer in Dayton, Ohio and has been heading west ever since; adding new stops & dates along the way.

Ticket prices for the show range from \$89 to \$139 + applicable fees, and can be purchased online. Hotel rooms can also be reserved with event tickets.

"The whole thing was Kevin's idea," says Waltman. "When he and Hulk say this NWO thing is *4 Life*, man... they really mean it!" ●

SCOOP THIS

THE COMIC STRIP • EPISODE 1 FUCK SCOTT COLTON



© SCOOPTHIS.COM



Find the Fake

THE WRESTLING COMMUNITY SAYS THE DARNDDEST THINGS.

All of these quotes are real — **except one**

Can you find it?

(ANSWER NEXT PAGE)



I think QT Marshall is really good. He's a really good person to have on that roster.

- Sean Ross Sapp

1

My whole life has been covering Vince McMahon. And now, that's over. And I never thought of life after Vince. For me.

- Dave Meltzer

2

Trump & McMahon are pretty much the same person [...] they're both kind of off their rocker.

- Bill Goldberg

3

I just joined CYN. Wait, never mind, it was just gas.

- Buff Bagwell

4

There's no one that can shove more meat in their mouth than you, Bryan Alvarez.

- Mike Sempervive

5



Historically in the real world, might makes right. Weakness (which is really what the Left is all about) is not a virtue. It's a fatal character flaw.

- Glenn 'Kane' Jacobs

6

Since we started this show, Konnan, you gained 50 thousand followers and I gained, like, 9. People don't like me.

- 'Disco Inferno' Glenn Gilbertti

7

If Stephanie weren't my daughter, perhaps I'd be dating her.

- Vince McMahon

8

I let Swole's contract expire as I felt her wrestling wasn't good enough.

- Tony Khan

9

There's very little I wouldn't do on a dare, but I think tattoos are overkill. I don't think I could ever get one.

- Cody Rhodes

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Find the Fake

answer

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REAL | February 15, 2022
Cody Breaking News Stream

2

REAL | July 25, 2022
POST Wrestling

3

REAL | November 5, 2015
TMZ Sports

4

REAL | April 12, 2022
Twitter

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REAL | March 28, 2022
Wrestling Observer Live

6

REAL | February 27, 2022
Twitter

7

REAL | April 10, 2022
Keepin It 100

8

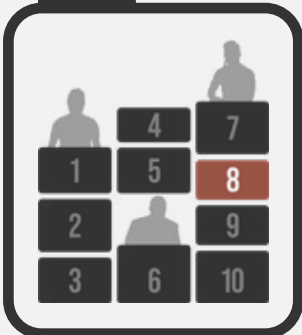
FAKE

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REAL | December 31, 2021
Twitter

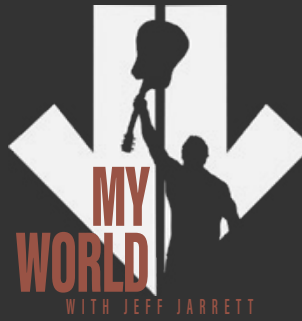
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REAL | Holiday 2007
WWE Magazine



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SCOOP THIS
THE BLACK ISSUE



Play along

How far into an episode of My World with Jeff Jarrett do you have to go for 5 squares to line up?

B	I	N	G	O
GRANULAR	A LOT TO UNPACK	I'LL JUST SAY THIS (OR THAT)	BUT NO! UH...	BOB RYDER
LOLTNA	INSIDE BASEBALL	TELEPHONE, TELEGRAM, TELL-A-WRESTLER	AT THE END OF THE DAY	ANYWAY
CHAT ME UP	LET'S KEEP IT MOVING		END OF STORY	LET THAT SINK IN
IN SO MANY WAYS	PAINT A BROAD STROKE	Y'KNOW	IN ANY SHAPE, FORM OR FASHION	RUNNING ON ALL CYLINDERS
THE YING AND THE YANG	AGAIN	SIDEBAR	SO TO SPEAK	LOTS OF MOVING PARTS





TOP 100 CORN NICKNAMES

Cunning linguist and noted turtle racer Jim Cornette is infamous for the creative nicknames he bestows upon the wrestling community on both of his weekly podcasts: *The Jim Cornette Experience* & *Jim Cornette's Drive-Thru*.

**we rank the
best ones**

PART 1 OF 2

100-51

All Petite Wrestling	100	All Elite Wrestling (AEW)
Pro Wrestling Chimpanzee	99	Pro Wrestling Guerrilla (PWG)
Garbage Can Wrestling	98	Game Changer Wrestling (GCW)
The Cock	97	The Peacock Network
Uncle Dave	96	Dave Meltzer
Brown Strongman	95	Braun Strowman
Drew Gulag	94	Drew Gulak
Take-A-Shit	93	Konosuke Takeshita
Marina Shaffer	92	Marina Shafir
Bugs Bunny	91	Bad Bunny
Seth Stalin	90	Seth Rollins
Bitch The Journalist	89	David Bixenspan
Maurice	88	Maryse
Jazz-Hands	87	Kenny Omega
Shit Stain	86	Vince Russo
Nikki Ass	85	Nikki A.S.H.
The Hardly Boyz	84	The Young Bucks
Grover	83	G-RaVeR
Felix	82	Rey Fénix
Page	81	Hangman Adam Page
The Other Page	80	Ethan Page
The Other Other Page	79	Paige VanZant
Daddy Mack Daddy	78	Daddy Magic Matt Menard
Renee Moxley-Good	77	Renee Paquette
Road Warrior Skullet	76	Nick Jackson
Road Warrior Buck	75	Matt Jackson
Bugs Hager	74	Jake Hager
Chris Jeri-Covid	73	Chris Jericho
Penthouse	72	Penta Oscuro
The Dork Order	71	The Dark Order
Rex Bronsteiner	70	Bron Breaker
Sock-Face	69	Excalibur
Shitsy	68	Shotzi Blackheart
Chuckle-Fuck Taylor	67	Chuck Taylor
John Laryngitis	66	John Laurinaitis
Pip Sabian	65	Kip Sabian
The Dinner Circle	64	The Inner Circle
Don Phallus	63	Don Callis
Kris Flatlander	62	Kris Statlander
Brandon Cutlet	61	Brandon Cutler
Botchasaurus	60	Luchasaurus
Commander Sneeze	59	Commander Azeez
The Butcher, The Baker, The Candlestick Maker	58	The Butcher, The Blade & The Bunny
Michael Naka-Naka-Knock-It-The-Fuck-Off	57	Michael Nakazawa
The Meat Gentleman & Fishmonger	56	The Butcher & The Blade
The Possum King	55	King Corbin
Shaky Nakamura	54	Shinsuke Nakamura
The Black Fellows	53	The House Of Black
Aussie Hold 'em	52	Aussie Open
My Little Dog Pockets	51	Orange Cassidy



**next
issue**

PART 2 OF 2

50-1



THE NWO B-TEAM JOINS THE BULLET CLUB

The New World Order (NWO) was a dominant professional wrestling stable — led by legends of the ring like ‘Hollywood’ Hulk Hogan, Kevin Nash and Scott Hall — that looked to take over their employer World Championship Wrestling (WCW) in the late 90s.

The faction also included a B-Team of midcarders made up of Stevie Ray, Scott Norton, Horace Hogan, Vincent and the late Bryan Adams — whose adventures were chronicled by ScoopThis in real time.

However, once WWE purchased and closed WCW in 2001 — extending invitations to NWO pillars Hogan, Nash and Hall only — the B-Team was left in limbo.

“That’s just *some* of the depressing shit we’ve had to process,” admitted Ray. “I mean, Bryan DIED. Then Horace joined that space cult in Nevada...”

“Wasn’t a cult,” mumbled Horace.

“Sucka, we found you living with 100 other people in a buried school bus thinking it’s a space ship bound for Heaven or some shit,” Ray replied.

“Mars,” mumbled Horace.

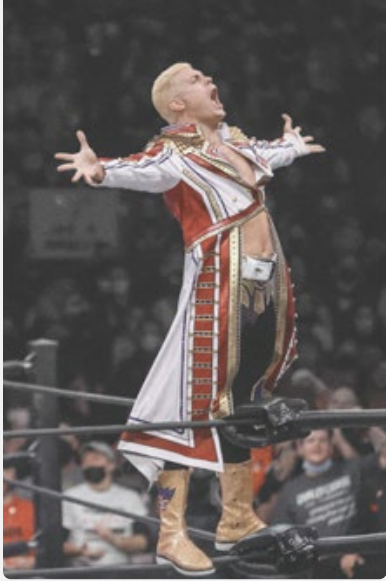
As the story goes, the gang spent the next few years searching for purpose and meat sauce in all the wrong places.

“We had talks with other teams,” Ray confirms. “But the NWO’s a tough act to follow, know what I’m saying? The New Day just wanted to play video games, the Dark Order kept sexually harrassing Vincent, and I can’t even tell you the sick shit the House of Black’s into.”

Ultimately, Ray claims that NJPW’s Bullet Club turned out to be the perfect fit. “And by that, I mean they said yes.”

When reached for comment, veteran BC members Luke Gallows and Karl Anderson confirmed that they had indeed adopted the B-Team on behalf of the Bullet Club, rechristening them the **BC B-Team**.

“Let’s be honest, the Bullet Club’s B-Team was pretty much me & Gallows until these guys showed up with this offer,” argued Anderson. “How could we refuse? It’ll be nice to have *our* bags carried for a change — and maybe they can help us scope out that haunted temple Gallows inherited in Kentucky.” ●



AEW Fans:

CODY'S WWE JUMP PART OF SLOW BURN AEW HEEL TURN

Despite a very publicized defection to rival promotion WWE last year, many AEW loyalists continue to allege that this is just another chapter in Cody Rhodes' slow burn heel turn.

"Trust me, he's playing the long game," says Paul Hamilton, a day one AEW fan from Portland, OR.

"For him to turn his back on everyone he brought in, just to return to the company he spent years railing against — especially for the reasons he cited — would make him an irredeemable narcissist. No one could actually *be* that evil. These are fictional characters portrayed by master workers. Stay tuned. You'll see."

The conspiracy making the rounds of the dark web suggests Cody & AEW CEO Tony Khan mapped out an intricate multi-year plan to make the American Nightmare the most despised man in all of wrestling before setting up his next AEW feud. ●

"The world's going to learn exactly what those two are up to!"



IWC SCENE

HOWARD STERN CALLS OUT POST WRESTLING

"That's my Hanzi! / made him!"

On a recent episode of his SiriusXM show, radio legend Howard Stern called out POST Wrestling for what he calls *Caller Tampering*.

"They've stolen a tremendous amount of material from our show over the years," Stern claimed, "but enough is enough. Hanzi is where I draw the line."

Hanzi refers to Imran Khan, a former Prime Minister of Pakistan who's got it going on, and has become a regular caller at POST Wrestling News & Reviews.

But even more famously, Hanzi is a member of Howard Stern's Wack Pack — an assortment of unusual personalities the show is famous for ridiculing — or rather was, before being banned for standing his ground and hitting Stern back with topics the former shock jock wasn't comfortable discussing on-air.

"The world's going to learn exactly what those two are up to," Stern promised, referring to POST hosts John Pollock & Wai Ting. "I don't know how they get more listeners than our own Sam Roberts; who's salt of the earth, plays by the rules and actually receives a paycheck from WWE," Stern continued ranting. "America must be filled with morons."

When reminded by co-host Robin Quivers that it was Stern himself that banned Hanzi in 2016, the 69 year-old host became even more animated.

"That's my Hanzi!" he exclaimed. "I made him! / say when he gets back on the air! I mean, who the hell are these guys? What kind of a name is Wai Ting? Am I crazy? What's going on, here?"

You can find John Pollock, Wai Ting — and Hanzi — at POST Wrestling. ●



Catching Up With **AL ISAACS**

Al Isaacs' Scoops (1997-2002) wasn't just one of the most popular pro wrestling rumors & news sites of its era, it also inspired the ScoopThis name. So were it not for Scoops, you might be reading *MicasaThis* right now.

Scoops was also the driving force behind Break The Barrier (1999) — the original Forbidden Door — a wrestling show involving 12 different promotions held at the legendary Viking Hall (a.k.a. ECW Arena) in Philadelphia, PA in front of a thousand screaming fans.

Additionally, Al created Smarks — a wrestling-themed comic strip currently being adapted into an animated series (Slamm'd) — before enjoying a successful 15-year run as one half of popular east coast comedy duo Isaacs & Baker.

Today, Al celebrates 27 years of marriage to beautiful wife Theresa — who once punched Tom Brandi in the mouth as a shoot — while teaching improv comedy seminars at Hofstra University, and raising their teenage son Nick on Long Island, NY.

Al also recently learned he was adopted, and is writing a book about the search for a birth mother & half-sister he didn't know existed until one year ago. ●

CONTACT INFO

FACEBOOK.COM/AL.ISAACS

IWC SCENE

the Studliest Studmuffin



IN WRESTLING MEDIA

We reached out to top IWC experts for their help in selecting only the studliest of studmuffins as our 6 finalists for this highly objectifying endeavor — Visit our website to cast your vote!

Winning slab of beefcake announced **NEXT ISSUE!**



bryan alvarez
WON/F4W



simon miller
WHATCULTURE



freddie prinze jr
WRESTLING WITH FREDDIE



chris van vliet
INSIGHT



will washington
GRAPSODY



andrew zarian
MAT MEN

Cast your vote at **SCOOPTHIS.COM**

LUFISTO and The BEAST KING



The friendship between indie wrestling legends Gen 'LuFisto' Goulet & Marc-Andre 'Beast King FTM' Boulanger extends over 25 yrs.

The pair — then respectively known as Lucy Fer & Franky The Mobster, — originally met in 1997 at Église Notre-Dame-des-Sept-Douleurs in Verdun, QC for a show held by Alain Field's Royal Wrestling Ring (RWR) that both had been invited to work.

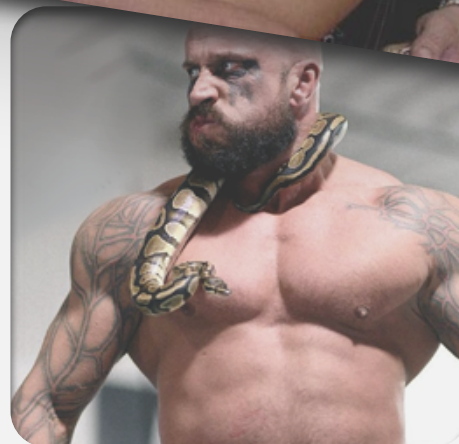
"I thought she was fire, so I put some pressure on Northern Championship Wrestling (NCW) to bring her in," recalls Beast King. "And she did great with us."

In 1999, both wrestlers walked out of NCW over their desire to work abroad.

"I eventually returned, but she kept trailblazing her way to the great career we all saw her have. [LuFisto ranked #390 in 2022's famed PWI 500 after ranking Top 50 on the women's side for 13 straight years.] That type of solidarity is why we'll always be there for one another."

According to LuFisto, the pair did a lot of growing up together, despite the ever-varying distances between them.

"Like me, Beast King has always been passionate about everything he does," she points out. "He's someone that I know I can turn to for anything. He's kinda the brother I never had." ●



LUFISTO First Lady of Hardcore

Championships ALPHABETICAL

- ASW CHAMPIONSHIP
- AOW WOMEN'S CHAMPIONSHIP
- ALF CHAMPIONSHIP
- ACW HEAVYWEIGHT CHAMPIONSHIP
- C4 WRESTLING FIGHTING BACK CHAMPIONSHIP
- CZW IRON MAN CHAMPIONSHIP
- ICW OLYMPIC CHAMPIONSHIP
- ICW PROVINCIAL CHAMPIONSHIP (2X)
- ICW TAG TEAM CHAMPIONSHIP (2X)
- IWC WOMEN'S CHAMPIONSHIP
- JAPW WOMEN'S CHAMPIONSHIP
- JCW TAG TEAM CHAMPIONSHIP
- LA LUTTE C VRAI CHAMPIONSHIP
- LLF EXTREME CHAMPIONSHIP
- LUCHA POP FEMME CHAMPIONSHIP
- NCW FEMMES FATALES INTERNATIONAL CHAMPIONSHIP (2X)
- NSPW HEAVYWEIGHT CHAMPIONSHIP
- RWW WOMEN'S CHAMPIONSHIP
- SHINE WRESTLING CHAMPIONSHIP
- SLAM ANGELS WRESTLING WORLD CHAMPION
- UWA CRUISERWEIGHT CHAMPIONSHIP
- WSU WORLD CHAMPIONSHIP
- WWX FEMMES FATALES 2019 TOURNEY WINNER (GERMANY)

Hall of Fame Inductions REV. CHRON.

- CCW HOF (CLASS OF 2022)
- INDIE WRESTLING HOF (CLASS OF 2022)
- QUEBEC INDIE WRESTLING HOF (CLASS OF 2021)
- QUEBEC WRESTLING HOF (CLASS OF 2020)
- NSPW HOF (CLASS OF 2019)
- CZW HOF (CLASS OF 2019)
- ALF HOF (CLASS OF 2007)

CONTACT INFO
LUFISTO.COM

BEAST KING FTM Hope's Last Breath

Championships ALPHABETICAL

- BSE SUICIDE SIX-PACK CHAMPIONSHIP
- CCW HEAVYWEIGHT CHAMPIONSHIP (2X)
- CZW IRON MAN CHAMPIONSHIP
- FLQ TAG TEAM CHAMPIONSHIP
- GREEKTOWN WRESTLING HEAVYWEIGHT CHAMPIONSHIP
- IWS WORLD HEAVYWEIGHT CHAMPIONSHIP
- IWS WORLD TAG TEAM CHAMPIONSHIP (2X)
- NCW INTER-CITIES HEAVYWEIGHT CHAMPIONSHIP (3X)
- NCW QUEBEC HEAVYWEIGHT CHAMPIONSHIP (4X)
- NCW TAG TEAM CHAMPIONSHIP (5X)
- NCW TELEVISION CHAMPIONSHIP
- SMASH WRESTLING HEAVYWEIGHT CHAMPIONSHIP
- TOW HEAVYWEIGHT CHAMPIONSHIP
- TUW HEAVYWEIGHT CHAMPIONSHIP

Film Credits REV. CHRON.

- HERE FOR BLOOD (2022, MEAT)
- THE LITTLE DEVIL & THE BIG DEMON (2022, THE BIG DEMON)
- THE FIGHT MACHINE (2022, STACEY)
- WE ARE ZOMBIES (2022, ROCCO)
- BUNGALOW (2022, TATTOO)
- MOONFALL (2022, PRISONNER)
- CRISIS (2021, GUARD)
- X-MEN: DARK PHOENIX (2019, GOATMAN)
- BON COP BAD COP 2 (2017, DOORMAN)
- BAD SANTA 2 (2016, TATTOOED JAIL DUDE)
- BRICK MANSIONS (2014, T-REX)
- THE BEAUTIFUL RISK (2013, BIG MAN)
- BUMRUSH (2011, MANO)
- LA RUN (2011, CONAN)
- BAIL ENFORCERS (2011, MATT PLANT)
- LA DERNIÈRE INCARNATION (2005, HOMME AUTO)

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INSTAGRAM.COM / MARCANDREBOULANGER



THE DARK ODOR

the new fragrance

For Men

100 ml (3.4 OZ) bottle distributed by



ALL *Eggo*

© SCOOPTHIS.COM

ETHAN PAGE

** Played by Julian*

Mornings are hard.
We've got you covered.

Kellogg's



DR DISRESPECT



JDFROMNY206

JDFROMNY206 BECOMING DR DISRESPECT

Subscribers of House Of Glory commentator JDfromNY206's popular YouTube channel have witnessed some interesting changes to its presentation over the past few months.

No more Mr Dipps : *JD 2.0* is all about red neon nights, high-end sports cars and long-ass intros; a style that's drawn comparisons to that of legendary streamer Dr Disrespect. In fact, JD has even taken to wearing the good Dr's signature red shades in said intros.

Good-faithed homage to a personal hero, or subtle cry for help? You decide, we only ask the question.

Reached for comment, fellow HOG commentator Jason Solomon echoed



JASON SOLOMON AND JDFROMNY206 DURING SIMPLER TIMES

these concerns, vowing to keep a close eye on the situation; assuring ScoopThis that should JD keep heading down this dark path — and go the *mullet* and/or *tactical vest* route — a full-blown intervention "may not be out of the question." ●



HOW TO HELP SAVE SOMEONE FROM AN ATTACK

1 
START RUNNING
TOWARDS THE THREAT

2 
STOP & DANCE
TO ACTIVATE POWERS OF THE NIGHT

3 
RESUME RUNNING
TOWARDS THE THREAT

4 
ENGAGE
THE THREAT

© SCOOPTHIS.COM

THE Jeff Hardy WAY

VINCE MCMMAHON

THE SCOOP THIS INTERVIEW

— CONDUCTED SHORTLY AFTER HIS RECENT RETIREMENT —

A candid conversation with the former WWE CEO about dwindling viewership, uninspired creative, 3-hour Raws, Katie Vick, Vince Russo, Nick Khan & more.

Vince McMahon doesn't give many interviews, but there was no one we wanted to speak with more for this very special Black Issue.

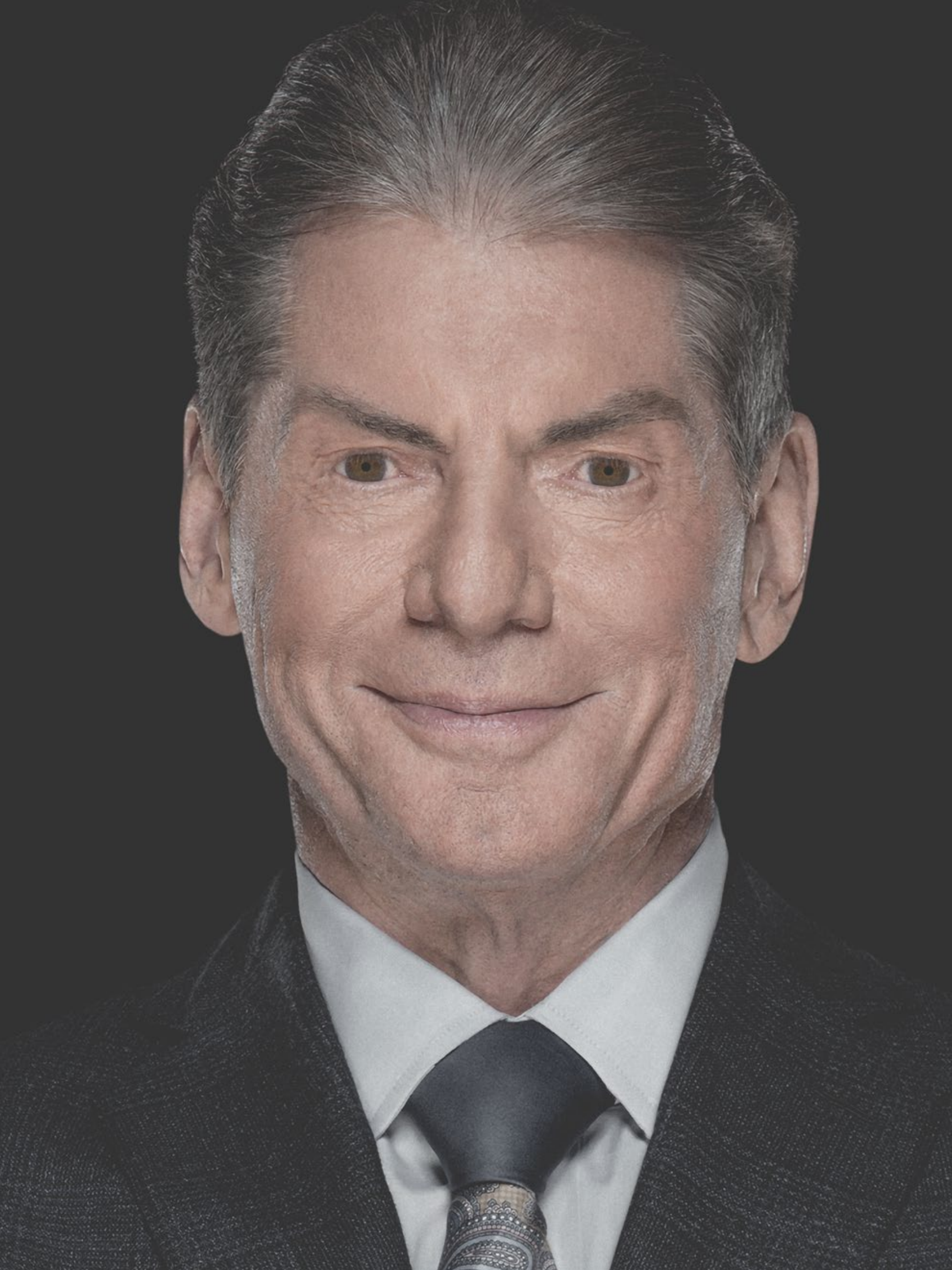
Our thanks and appreciation for doing this, it's an honor.

Not a problem. Pat [Patterson] was a fan – back when you guys, y'know, *mattered* – and made me promise to do this once I finally retire from running things. Which

was, of course, going to be *never...* but plans change, as they say. Besides, it's not like anyone's going to actually *read* this, right? I mean, haven't you guys been gone for over two decades? How'd that mainstream relaunch work out? [Laughs]

Wow.

Your current irrelevance is *freeing*, is all I mean. [Laughs] Ah, c'mon, pal... lighten up! Should make for an even better interview. Lay it in. I'm ready. Let's go.



A bodybuilding federation, a supplements line, a Broadway restaurant, a music label, a film studio, a football league... it seems whenever WWE business peaks, you're building rafts. Why this obsession with other shores?

Ah. You'd think it would be obvious at this point, but the simple truth is... I just hate professional wrestling.

Wait, what?

It's so freeing to finally get to say it: I hate wrestling, and always have. The media won't touch it, the fans are uneducated sheep, and most workers are morally bankrupt narcissists. My own father wouldn't give me the time of day until I got involved with it. What part of that am I supposed to love, exactly?

Then why not step away sooner?

Qualified, motivated people have been patiently waiting in the wings for years.

You just answered your own question: they're *qualified*, and could potentially turn things around. If there's one thing those failed businesses taught me, it's that as long as there's a WWE — whether I'm a part of it or not — its shadow looms too large for me to ever experience doing something I actually enjoy, in an industry I'm not ashamed of, for an audience I don't despise.

That is equal parts shocking, socio-pathic, and moving.

Told you this would be good! [Laughs] Been trying to sink this ship for decades; and almost succeeded with those early 90s occupational gimmicks.

Indeed. But after narrowly avoiding bankruptcy, WWE rebounded in a big way during the late 90s Attitude Era.

[Sighs] I have only myself to blame, there. I could've just waited things out — the iceberg was right there in front of us, all I had to do was *literally nothing* — but I might've gotten a little cocky and tried speeding things up by letting a fan from Long Island write the show for a while.

I assume you mean Vince Russo.

That's the one. [My wife] Linda insisted

I hear him out. He had crazy ideas like bringing backstage rivalries on-screen, blurring face/heel dynamics, and letting our superstars talk like regular people... utter lunacy. So I put him in charge of creative, confident the end was near.

Except the audience was actually into Russo's controversial brand of Crash TV.

Into it, you say? He more than tripled our audience! The show had never *seen* ratings that high. Adding insult to injury, he was taking credit for it on the internet. People were starting to get the idea that *any* fan could just walk in off the street and write a better show than I can, based solely on the fact that that's essentially what happened. In the end, unleashing Vince Russo on the world may be my biggest regret, after financing *Knucklehead*.

“**It's so freeing to finally get to say it: I hate wrestling, and always have.**”

So you fired him?

Didn't have to — just gave him a second weekly show to write for no additional pay and watched him run to WCW. [Laughs] With Russo gone, I could resume the sabotage; and before long, I had Mae Young giving birth to a hand, Trish Stratus barking like a dog in her underwear...

...and Triple H literally humping the corpse of Kane's dead girlfriend just to get under his skin.

And those are just the ideas my daughter didn't veto! [Laughs]

Now I'll admit, we *might've* crossed a line or two with the Katie Vick stuff — in my defense, I felt it would take something particularly vile to turn off an audience built by Vince Russo — ultimately, all this did was arouse suspicions from within the company; and I knew they'd soon be on to me unless I found a way to dilute the source of these poison pill ideas.

Is this when you decided to hire 30 writers to do the job you expected Russo [and assistant Ed Ferrara] to do?

Not too long after that, yes. I also made sure new writers knew as little about the industry as possible — bonus points if they shared my contempt for it. [Laughs] So for the next few years, we insulted the audience's intelligence as best we could: *Stuttering Matt Morgan*, the *ECW Zombie*, *Eugene*... I even booked myself in a match against God, and won!

Nevertheless, the audience persisted; and though not what they'd been under Russo's watch, ratings remained surprisingly stable throughout the Ruthless Aggression Era. It wasn't until Raw went PG in July 2008 that we saw them even begin to trend downward again.

Turns out boring the audience is much more effective at driving it away than offending it ever was. Who knew? Wish I'd thought of it sooner. So I can't take credit for that one, as we were forced into the PG era by extraneous circumstances.

I assume you're referring to the Chris Benoit double-murder suicide.

I don't know who that is. However, what I *do* know is that with ratings finally dipping again, we had to strike while the iron was hot: so the next step was to make John Cena — the most boring character we had on the roster — the face of the company.

A decision that was soundly rejected by fans; not just at the time, but for the length of his run with the company.

The WWE Universe made it pretty clear with that reaction that John was the perfect champion to deliver the message that WWE will never be compelling again. So the less they wanted him, the more I put him out there. And just when it seemed like people couldn't stomach another minute of him, came the final coup-de-grâce...

July 23, 2012 — a date that will live in infamy — WWE adds a permanent 3rd hour to Monday Night Raw.

...that's the one! [Laughs] 50% more Cena! This would test the intestinal fortitude of even the most dedicated WWE loyalist.

HEAD WRITER
VINCE
RUSSO



MONDAY NIGHT RAW DOMESTIC RATINGS UNDER VINCE MCMAHON

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Well played, I guess — because ratings quickly resumed their post-Russo slide.

Thank you, but I couldn't have done it without a full team of unqualified nepotism hires far too intimidated to question me.

Once again, all I had to do was just wait things out — and having learned my lesson with the Russo error, I did — until an unexpected monkeywrench from Saudi Arabia got thrown into those plans.

In 2018, WWE signs a half-a-billion dollar deal with the Crown Prince to host 10 premium live events in Saudi Arabia over the course of the next decade.

[Sighs] How am I supposed to turn down \$500M for 10 shows without arousing suspicions about my motives, especially with domestic interest in our product as low as it was?

This deal likely guaranteed WWE's solvency for the foreseeable future.

Are you starting to see what I have to deal with? They keep moving the goal post on me: suddenly, it doesn't even *matter* how many people are watching the product; as long as there are billionaires out there who grew up on our brand — and are

“ [Russo gave people] the idea that any fan could just walk in off the street and write a better show than I can, based solely on the fact that that's essentially what happened.”

willing to pay any amount to be a part of it — WWE will likely continue to thrive.

In August 2020, Nick Khan — a childhood friend of Dwayne 'The Rock' Johnson's — is named president and chief revenue officer of WWE despite having never worked there, raising more than a few eyebrows.

Alright, here's one last scoop: a couple of months after Covid forced the XFL into bankruptcy, Dwayne called and offered to help save the league in exchange for making his CAA buddy president of WWE. I'll admit I didn't know or care who Nick Khan was, but I *did* care about the XFL. So it was a pretty easy decision to make.

Khan then used his social network to secure one great deal after another for

the company, helping to make WWE more profitable than ever; despite the excellent job you were doing tanking the ratings.

Again, thank you — but as we've both pointed out several times throughout this interview, good fortune just seems to keep landing in WWE's lap. [Sighs] But don't worry, I have a few tricks left up my sleeves and haven't said my last word quite yet — stay tuned.

Well, looks like our hour's up; and my moral commitment is officially fulfilled!

As foreboding a note as any to end on. Thank you once again for doing this.

Not a problem. Hope your four readers enjoyed it, and tell all the friends they don't have. [Laughs] ●



ROBERT BERRY'S

COOKING with the ROCK

Guest Starring

Mick Foley, Stone Cold Steve Austin, The Godfather, Vince McMahon and Ultimate Wrestling Fan Mark Davis

◀ SCOOPTHIS REWIND ORIGINALLY PUBLISHED IN 1998

Ladies and gentlemen, lick those lips because it's time for the most electrifying cooking show on the Food Network... COOKING WITH THE ROCK!

ROCK: Hello everybody. We've got a great program lined up for you today. A beautiful Spinach Salad with Stilton Bleu Cheese, Chicken Parmesan, and a Chocolate Raspberry Torte that you simply won't believe. But before we start, I'd like to introduce 12-year-old Mark Davis. He won the 1998 MTV ULTIMATE WRESTLING FAN CONTEST, and he'll be joining me us on stage for his prize. Come on up here, Mark.

MARK: Thanks, Rock. I can smell what you're cooking!

ROCK: Uhhh, yeah. That's great. Well first let's start making that salad. I really love spinach, and I think all you people at home will really think this is a tasty salad.

MARK: Shouldn't you say, "The ROCK thinks you'll like the salad"?

ROCK: It's not really considered proper English to speak in third person that way.

MARK: Well, you do it all the time on RAW.

ROCK: Listen, I... okay, "THE ROCK" likes spinach. Anyway, I've got a special guest that's here to help us out. Most of you know him as Mankind, Dude Love, and Cactus Jack... I know him as my good friend... how about a big round of applause for Mick Foley!

(The audience goes wild as Mick Foley walks on the set.)

MICK: Heya, Rock. Glad to be here, and ready to cook up some tasty food with ya.

ROCK: Great, Mick. By the way, how are the kids?

MICK: Oh they're doing just great. You know, there's nothing I enjoy better than going to a little league game, or watching them in a school play. And how's the wife?

ROCK: Well, Mick, she's a doll. Anyway let's get started on the spinach salad... I'd like you to take this carrot peeler and fix these carrots up for me.

MICK: Man, I love carrots. They're pretty nutritious.

ROCK: Well remember to wash your hands first. We don't know where your hand has been.

MICK: Yeah, maybe it was in a dirty sock.

(Rock and Mick pat each other on the back and laugh uncontrollably, while Mark looks confused.)

MARK: Hey, I thought you hated each other. Rock took your belt.

MICK: Rock took my belt? Well, I sure hope my pants don't fall down!

(Rock puts down his spatula and starts laughing again. Mick is yukking it up so hard he's holding his sides.)

ROCK: Okay, enough tomfoolery. Let's make this thing. How are those carrots coming along?

MICK: Pretty good, just peeling away here. But... oh

(Mick stops and drops the carrot peeler as a trickle of blood comes down his finger.)

ROCK: Are you okay?



MICK: Well, I think... I'm not sure. I cut my finger.

ROCK: Oh man. Let me see if I can find you a Band-Aid or something.

MICK: Thanks. It's just a surface cut, but it really stings.

MARK: Hey, that doesn't hurt ya, right Mick? You're **HARDCORE** right? YOU'RE **HARDCORE!**

MICK: I'm bleeding pretty badly actually. Hey listen, Rock... I'm gonna go backstage and take care of this.

ROCK: Hey, please take care of it. Safety first.

(Mick leaves the stage, holding his hand with a white napkin.)

MARK: (whimpering) But you're hardcore, Mick...

ROCK: Well, Mark, that leaves just you and me to finish the salad up. Let's bring out my next guests to help us with the Chicken Parmesan. Stone Cold Steve Austin, and The Godfather!

(Godfather walks out with a beautiful Asian woman by his side. Steve Austin is wearing docker slacks and a cable knit sweater. The crowd goes wild.)

ROCK: Steve and Godfather! Great of you to make it here today. I hope you like lasagna.

GODFATHER: Man oh man, I love lasagna.

ROCK: Who's this fine lady you're with, Godfather? I've never seen her before.

MARK: Yeah, is she one of your HO's?

(The Asian woman looks shocked and starts crying, running backstage)

GODFATHER: (looking offended) Uh, no... that's my fiancé, Kaori. What a horrible thing to say, kid. Hey, Rock, I'm going to go backstage and comfort her.

(Godfather runs offstage after giving little Mark a dirty look)

MARK: I'm sorry I-

ROCK: Don't worry, kid. Well let's get down to business and make some lasagna.

AUSTIN: Well, Rock you say you're gonna make some lasagna here. But all of Aus-

tin's fans here want me to do something first. We gotta take care of some business before that lasagna goes in the oven. Right, Mark?

MARK: (enthusiastically) Right, Austin!

AUSTIN: That's right. Before you even put that can in the oven, Austin's gonna have to open up a can of-

MARK: WHOOP-ASS!

AUSTIN: (looking at the boy shocked) Excuse me son, watch your mouth. This is a family show.

“

AUSTIN 3:16 says you just fucked up my birthday cake, boy!

ROCK: Yeah, that's no way for a 12-year-old boy to talk.

MARK: (ashamed) I'm sorry, I just thought-

AUSTIN: Anyway, I was just trying to say we need to open up a can of tomato paste. That'll really get the lasagna tasting good.

ROCK: I agree. Let's just put in on top here, and then we'll put it in the oven. It's going to be yummy.

(There's a gasp from the audience as Vince McMahon enters the set with a big box in his hand.)

VINCE: Austin! I have a little something I want to share with you!

(Rock and Austin look at each other, seriously, then look back at Vince. Mark is scared.)

ROCK: Uhhh, what is it boss?

VINCE: Ah, wouldn't you like to know? It's a big surprise for the two of you right here in this box. And let me tell you, I spared no expense for this!

AUSTIN: (smiling) Okay, old man, show me what you got!

VINCE: Oh, I will... believe me, Austin... I WILL SHOW YOU!

(While Rock and Austin talk with Vince, Mark sneaks around the set and grabs one of the folding chairs from the audience. As he gets right behind Vince, he smashes the flat of the chair right on the back of his head.)

VINCE: AGGGHHHHH!

(Vince collapses to the ground, face first, and drops the box. A chocolate birthday cake falls out that says 'Happy Birthday Austin')

ROCK: What the heck did you do that for?

MARK: (crying) I thought he was going to get you.

AUSTIN: Jesus Christ, boy! He was bringing me a birthday cake and this is how you treat him?

MARK: But he looked like he was gonna-

ROCK: (enraged) I told the producers that this contest was just gonna give us a piece of worthless trailer trash. ROODY POO CANDY ASS TRAILER TRASH FROM SMACKDOWN HOTEL!!!! YOU'RE A ROODY POO-ROODY POO-CANDY CANDY-DOUBLE ROODY POO CANDY ASS JABRONIE DELUXE!!!! ROODY POO! STRAIGHT FROM SMACKDOWN HOTEL, ROODY POO!!!

MARK: I'm sorry-

AUSTIN: Sorry, son? AUSTIN 3:16 SAYS YOU JUST FUCKED UP MY BIRTHDAY CAKE, BOY! Looks like I'm going to have to open up a HUGE CAN OF WHOOP ASS on you. If you can SMELL WHAT THE ROCK IS COOKING!

ROCK: Hey that's my line.

AUSTIN: Whoops... sorry Rock.

(Austin grabs Mark by the neck and gives him a stunner on top of the lasagna pan. Rock then takes off his shirt, flicks his eyebrow up at the TV camera, and then gives a killer People's Elbow. Mark is lying bloody and crying in a fetal position, as both Rock and Austin take turns stomping his head.)

Well, that's all the time we have —
Join us next week when Kane joins Rock for cooking and karaoke! ●

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- Adam Scherr (WWE'S BRAUN STROWMAN)

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