

# Spoof newspaper: No FT, lots of comment

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It looked like the Financial Times, but the 12-page pink paper given to tens of thousands of people at London stations yesterday morning was just a shade different. One of the best clues that it sure as hell wasn't the pink'un was the word "FREE" tucked under the masthead of this spoof edition, circulated by anti-bank protesters.

A closer look and commuters would have found that every story, headline, ad and caption undermined the financial paper's politics and reporting. The lead story, bylined Hector Blowhard, warned that the world was unlikely to collapse. Also on the front was a Jackson Streicher report from Paris on how Tony Blair had received a ritual scourging outside "Botre Dame" during his pilgrimage to Rome. Other reporters ranged from Madof Merkin and Wimsey Potshot to Kuper Braun. The content was in part a serious critique of the media and its role in supporting capitalism, part a blistering attack on the news industry by people the media would term "anti-capitalists".

Raoul Djukanovic, the spoof's editor and its "Why do they hate us correspondent", used to work for Reuters and the New York Times. He said: "We did it in our spare time. We would write one story a day and email them to each other. My experience suggests we like to imagine that we report fact not opinion, but in reality what we write is framed by the opinions of powerful people."

In a statement, the real newspaper said: "We will continue to focus on reporting and analysing the G20 summit next week."

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