



**NEVER POST IS A *PODCAST*  
ABOUT THE INTERNET AND  
IT'S MADE BY THESE LOVELY  
PEOPLE:**

AUDREY EVANS  
GEORGIA HAMPTON  
HANS BUETOW  
JASON OBERHOLTZER  
MIKE RUGNETTA

AND A MYSTERIOUS OTHER  
PRODUCER WE'RE NOT ALLOWED  
TO TALK ABOUT

[cue]

Friends! Hello and welcome to Never Post, a podcast for and about the internet – I'm your host Mike Rugnetta. This intro was written on Thursday, August 22nd 2024 @ 8:56am Pacific Time and we have an AMAZING show you for this week.

You can tell by the sound of my voice that I am... not in my studio. In fact I am here... on stage at Revolution Hall in Portland, Oregon, alongside the rest of the Never Post team... to perform AND RECORD this episode LIVE for the wonderful folks of



XOXO Fest ... XOXO crowd... say hello.

[BEAT]

Listeners... say hello to the XOXO crowd.

[BEAT]

Ah! I love that you're all pals...

First, in our episode this week,





Georgia talks with marketing consultant Bryce Whitwam and takes us in and out and further in – maybe further in than any of us have ever wanted to go – to the TIKTOK shop; Then I talk with media studies professor Shannon Mattern about DRAFTS, writing while it is still in progress, and how it feels to POST them.

BUT FIRST!



Lets talk about a few the things that have happened since the LAST time you heard from us – unless this is the FIRST TIME you’ve heard from us; any new listeners in the crowd? WELCOME! NICE TO HAVE YOU – I have



THREE stories for you this morning.

[NEWS CUE]



World renown author of tweets primarily, at this point, Joanne Robert Galbraith K Rowling had NOT tweeted... for **16 DAYS** after it was announced that GOLD MEDAL WINNING BOXER



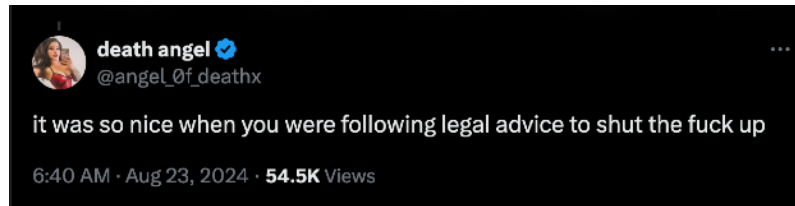
Imani Khelif named Rowling as well as twitter-x owner



Elon Musk in a CYBERBULLYING CRIMINAL COMPLAINT filed in France after “acts of aggravated cyber harassment”. The complaint calls for an investigation into “counts of cyber harassment due to gender, public insult because of gender, public incitement to discrimination and public insult because of origin.”



Rowling, unfortunately, broke her post-silence THIS MORNING, around 5am Pacific Time, by posting a link to some



gender essentialist nonsense we'll just show you the top reply to.

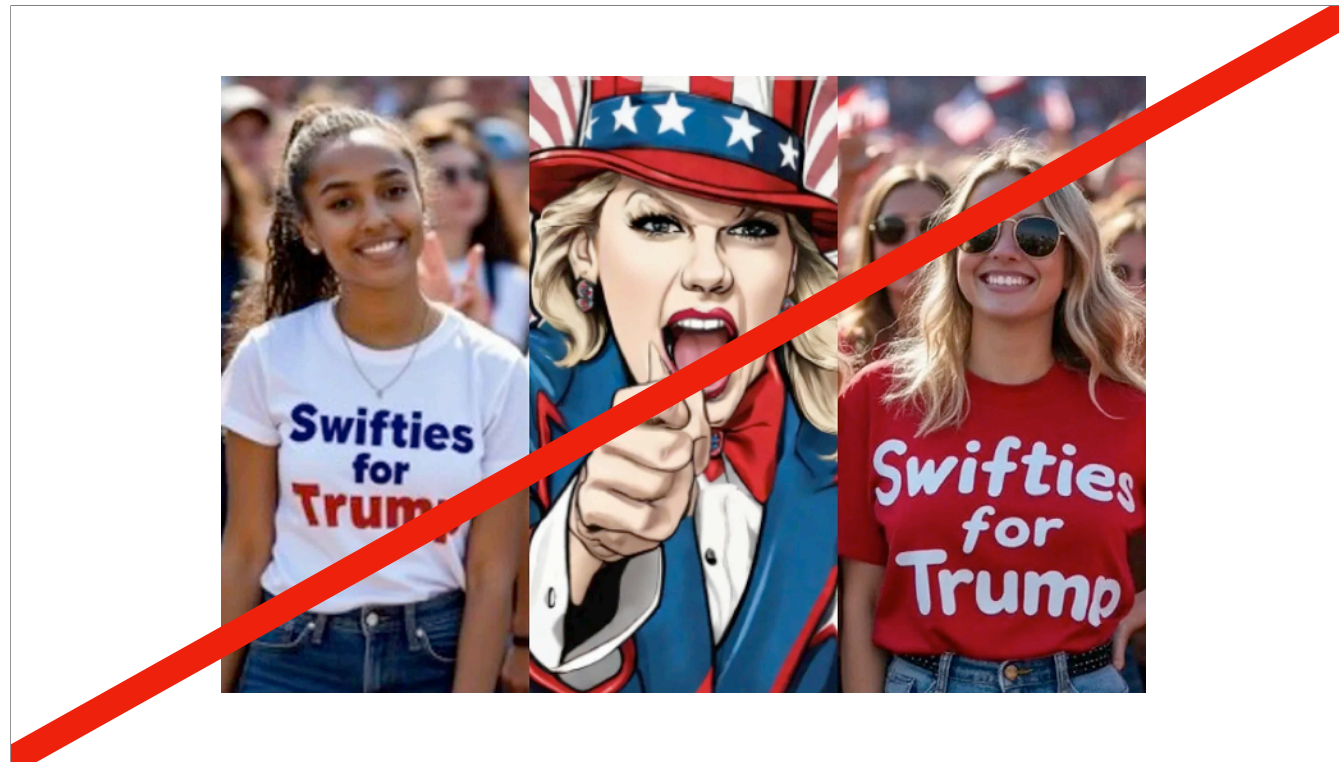
Khelif has said





“I was born a girl, I grew up a girl, I studied as a girl and I fought like a girl. Those who attacked me? Of course, they were enemies of glory. But, without them, my victory would not have been so satisfying.”

[wait for sfx]



WHATS HIS FACE – the reality show host guy, you know who I mean – recently shared AI GENERATED IMAGES of Taylor Swift fans claiming to support his bid for re-presidency. The original post included an uncle sam style rendering of the pop queen demanding votes for the notably thin skinned wanna-be demagogue, who included the caption *I ACCEPT*.

While there are some photos out there of Taylor Swift fans showing support for whats-his-name,

JAMIE CLBERT / POLITICO AUG 15, 2024 11:39 AM

## Trump Shares AI-Generated Images Claiming Swifties Are Supporting Him

A week after falsely claiming Kamala Harris' campaign used AI to inflate crowd sizes, Trump is now posting AI-generated photos of Taylor Swift fans endorsing him.



PHOTOGRAPH: SARAH CATTENHOLE/TASS/GETTY IMAGES

WIRED says they've quote "found that many of the images shared by Trump show "substantial evidence of manipulation. [...] While there doesn't appear to be an active Swifties for Trump campaign initiative, there is an active Swifties4Kamala group."

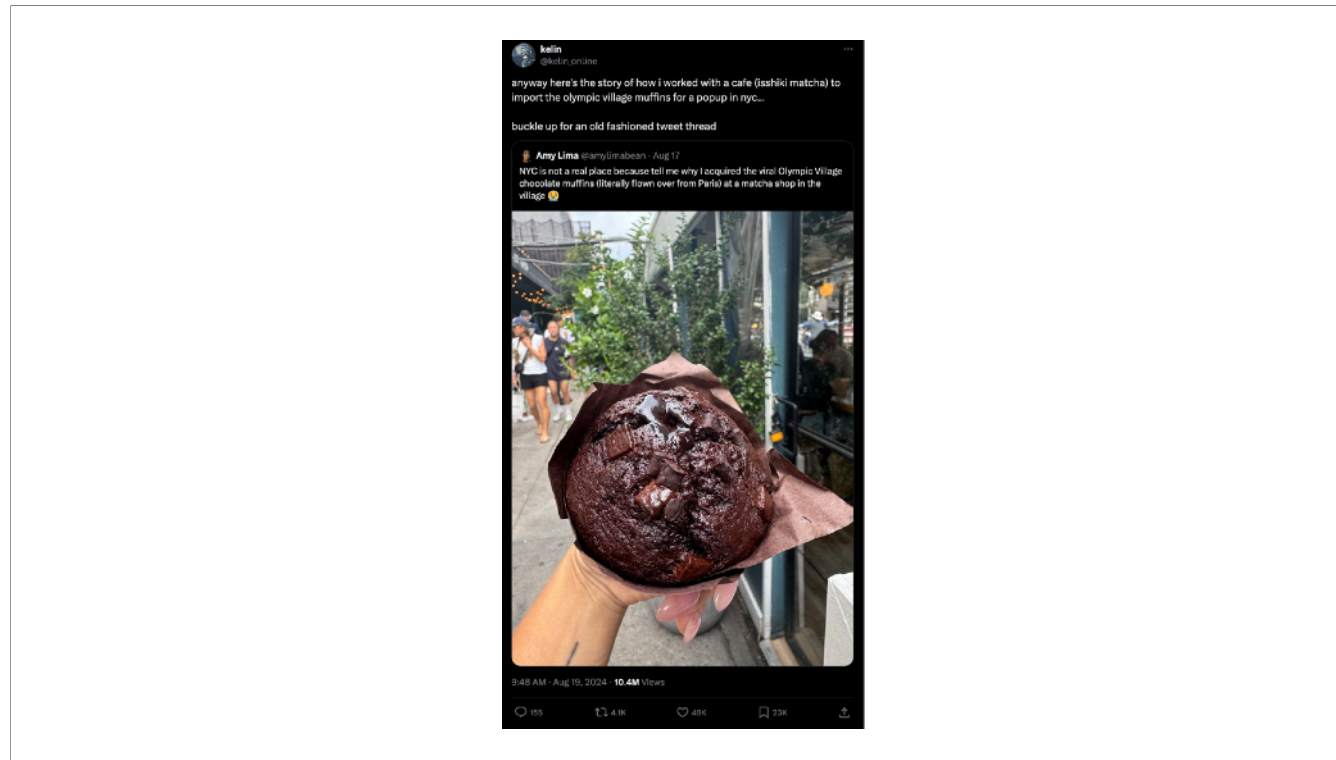
[parade.com](https://www.parade.com) reports that many Swifties are taking the singers statement about Vienna shows recently cancelled over "security concerns"



as a subtle indication of her position on the AI photos as well.

“Let me be very clear:,” her statement says “I am not going to speak about something publicly if I think doing so might provoke those who would want to harm the fans who come to my shows. [...] In cases like this one, ‘silence’ is actually showing restraint, and waiting to express yourself at a time when it’s right to. My priority was finishing our European tour safely, and it is with great relief that I can say we did that.”

[wait for sfx]



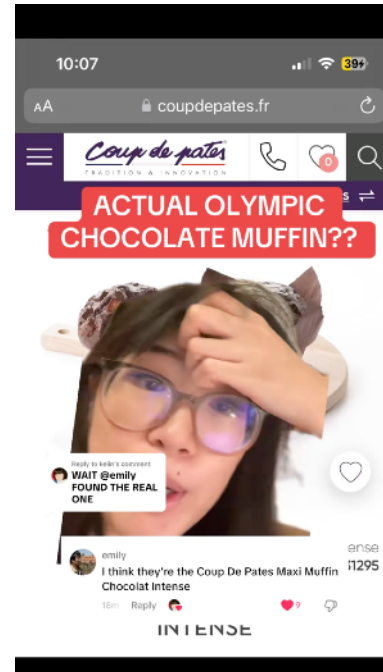
Good! News! Everyone! ... who lives in or around New York City. Independent designer, programmer, and artist Kelin Carolyn Zhang – who I THINK IS AT XOXO RIGHT NOW? –coordinated across time, space and BORDERS to bring the chocolate muffins made famous by Olympic Swimmer



Henrik Christiansen across his many hit tiktoks TO THE STATES.

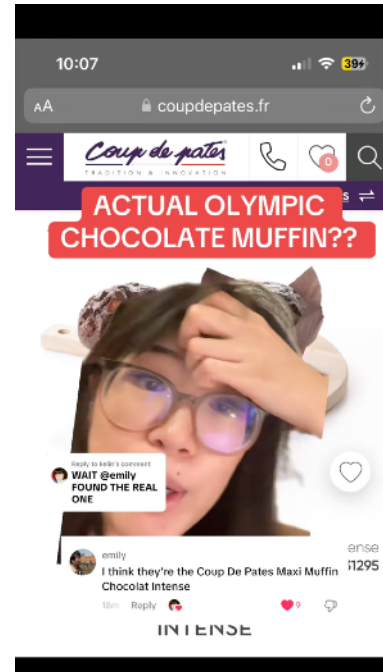
Kelin posted a series of tiktoks about finding the olympic muffin supplier

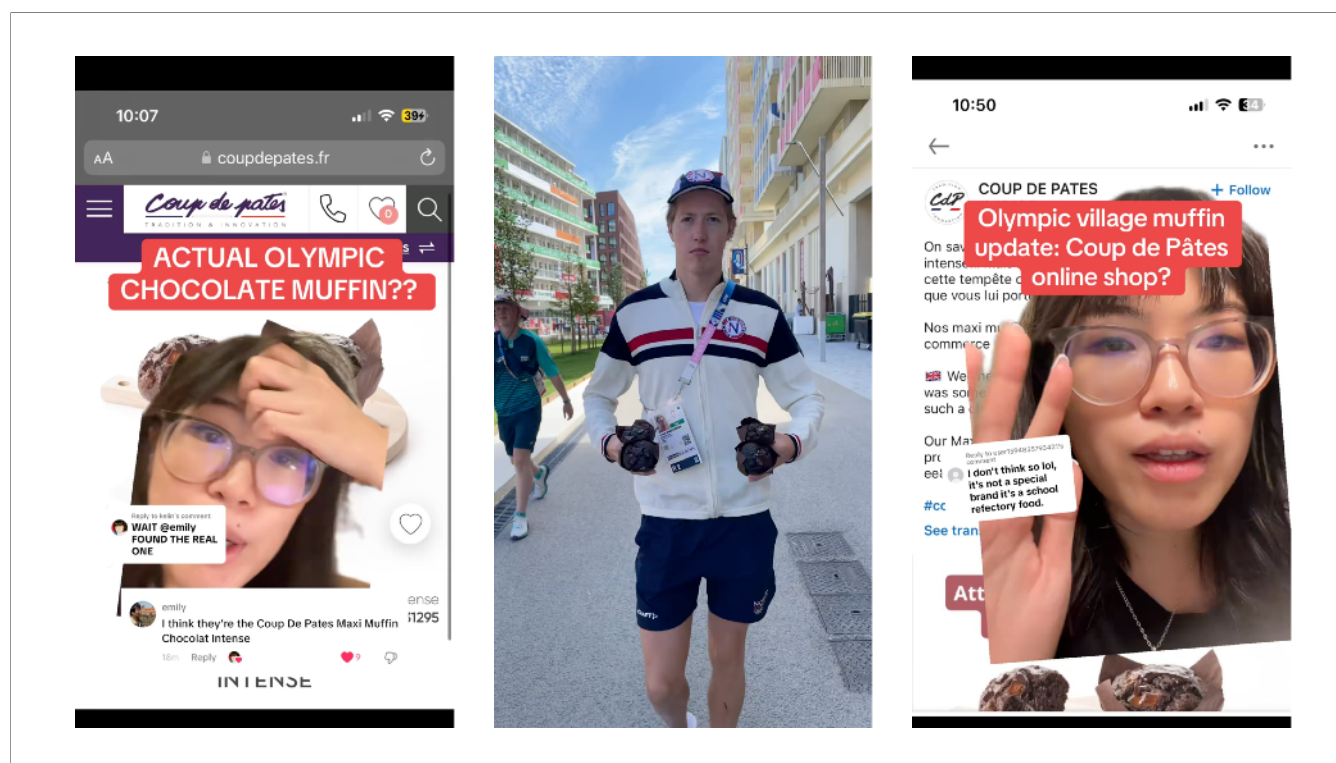




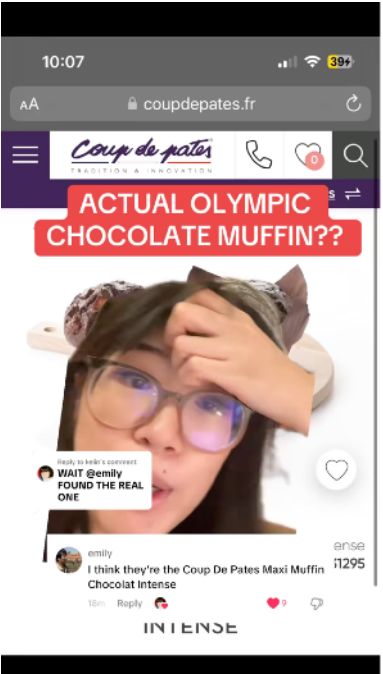
and attempting to get them to commit to shipping the muffins over...

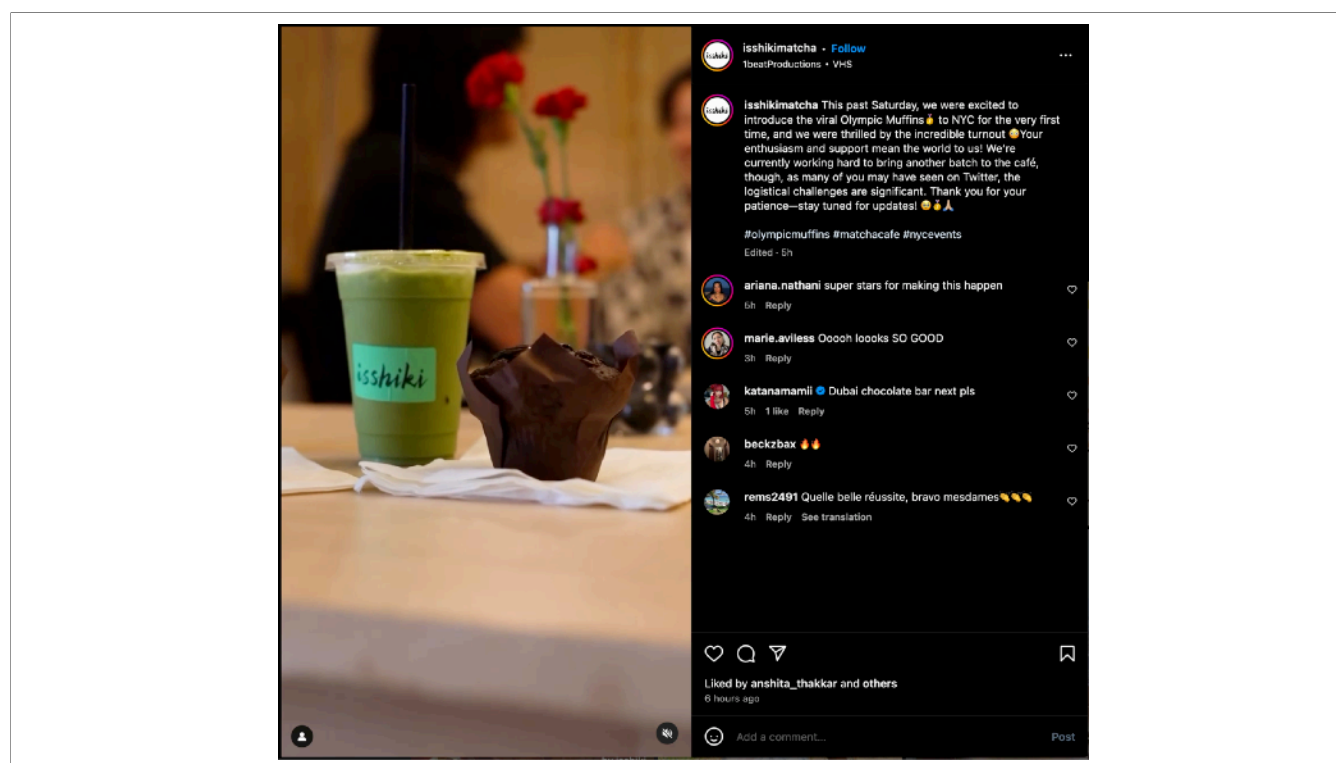






with the right amount of urgency such that they cleared custom before MELTING – they are now available at






Isshiki Match on 2nd Ave in Manhattan, after the shops owner – a friend of a friend – was tagged into Kelin’s videos. No word yet on restocks but Isshiki Matcha has posted that after an INCREDIBLE TURNOUT, everyone should “stay tuned for updates”.

[wait for sfx]





**isshikimatcha** · Follow1beatProductions · VHS


isshikimatcha This past Saturday, we were excited to introduce the viral Olympic Muffins 🍌 to NYC for the very first time, and we were thrilled by the incredible turnout 🥰 Your enthusiasm and support mean the world to us! We're currently working hard to bring another batch to the café, though, as many of you may have seen on Twitter, the logistical challenges are significant. Thank you for your patience—stay tuned for updates! 🙏🍌


#olympicmuffins #matchacafe #nycevents


Edited · 5h




**ariane.nathani** super stars for making this happen6h · Reply

**marie.aviless** Ooooh looks SO GOOD5h · Reply


**katanamamii** 🇦🇪 Dubai chocolate bar next pls5h · 1 like · Reply

**beckzbax** 🍌🍌4h · Reply

**rems2491** Quelle belle réussite, bravo mesdames 🍌🍌🍌4h · Reply · See translation



Liked by anshita\_thakkar and others6 hours ago

Add a comment...

Post



[22 seconds]

Ok! That! Is the news I have for you this week – thank you SO MUCH for joining us here, and at home we have an incredible show for you, in our next segment STEP RIGHT UP FOLKS GETCHA BUBBLE MACHINE GUN WITH 69 HOLES GREAT TODDLER TOY MUST HAVE ROCKET FOAMING BUBBLE GUN but first... you know it, you love it, it's why you come to a live PODCAST ...

AUDIENCE PARTICIPATION:





[IN SILENCE]

We have 2 interstitials for you this week, and in them we're going to ask for your help in creating sounds that we will record, for the folks at home to listen to - and you as well, of course. And the first, is pretty easy.

If everyone here at Revolution Hall could please... find a partner nearby. Maybe someone next to you, behind you, in front of you. Another person. I'm going to count to three, and after three - tell each other ... your first internet username. The one you picked when you first logged on, sitting at your keyboard in front of AOL or whatever, when you were in middle school. Or hey, maybe highschool ... or college. Tell each other your first username, and then tell each other ABOUT ...your first username. We're gonna talk for 2 minutes.

Ready?

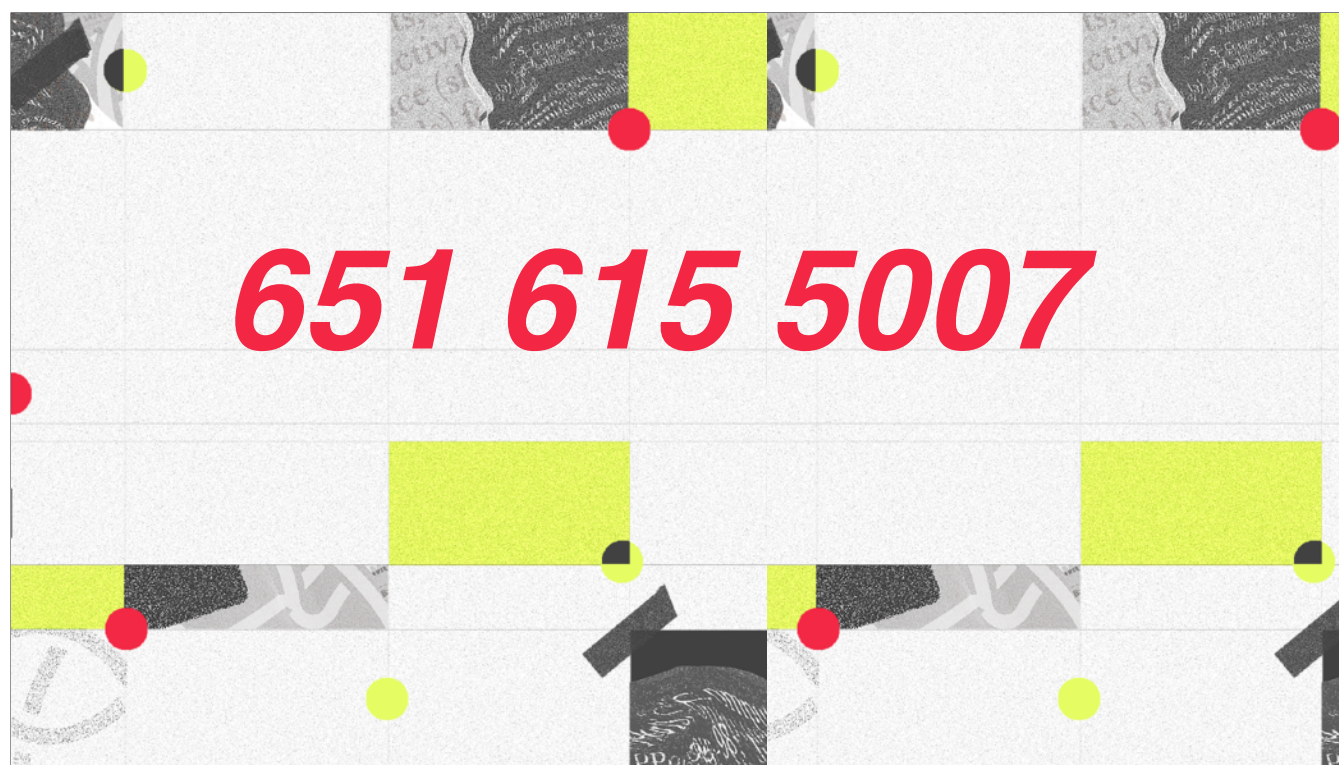
1... 2... 3 ... [GESTURE]

**YOU NEED THIS!**

MJR: Friends. In this segment, Georgia, Audrey and Myself will be giving away real. Actual items. Purchased from the tiktok shop. This is our phone number.



**YOU NEED THIS!**



When the time is right, please text this number your name, and seat. Go ahead and type it in now. Save it to your contacts. DON'T TEXT US YET THOUGH. Because that will cost me \$0.0079.

But when the time is right, and you'll know when it is, there will be NO QUESTION – text us your first name and last initial. And will announce the lucky winners at the END OF THE SHOW. YOU could be going home with DRAGON EGG LUNAR NEW YEAR 2024... today. Also! Immediately following this show, so in ... an hour ... I personally will delete all your numbers and messages and TURN OFF TEXTING for the show number so we wont save any of your info and you will NEVER hear from us.

# THIS IS A TRUE STORY

Let me set the scene. It's 1994. The city? Philadelphia. You're a guy named Phil. What does Phil want, what do you want? Well, you want entertainment, you want music, you want the gentle rhythmic stylings that only Gordon Sumner can offer you, you want those Fields of Gold, you WANT...



a copy of Sting's 1993 album Ten Summoner's Tales on CD.

To do this, surely you could go to any number of brick and mortar establishments but no. No, Phil, you are ready to do something...no one has ever done before. You!!! Are going to buy a CD...on the Internet. You are going to do something called...

# E-COMMERCE

E-COMMERCE.

The rest is, as they say, BROWSER HISTORY. Since that first ecommerce transaction — which was, and I can't stress this enough, the purchase of a Sting CD by a man named Phil, Phil from Philadelphia,

## *Attention Shoppers: Internet Is Open*

By **PETER H. LEWIS**

At noon yesterday, Phil Brandenberger of Philadelphia went shopping for a compact audio disk, paid for it with his credit card and made history.

Moments later, the champagne corks were popping in a small two-story frame house in Nashua, N.H. There, a team of young cyberspace entrepreneurs celebrated what was apparently the first retail transaction on the Internet using a readily available version of powerful data encryption software designed to guarantee privacy.

Experts have long seen such iron-clad security as a necessary first step before commercial transactions can

phia, Mr. Brandenberger logged onto the computer in Nashua, and used a secret code to send his Visa credit card number to pay \$12.48, plus shipping costs, for the compact disk "Ten Summoners' Tales" by the rock musician Sting.

"Even if the N.S.A. was listening in, they couldn't get his credit card number," said Daniel M. Kohn, the 21-year-old chief executive of the Net Market Company of Nashua, N.H., a new venture that is the equivalent of a shopping mall in cyberspace. Mr. Kohn was referring to the National Security Agency, the arm of the Pentagon that develops and breaks the complex algorithms that are used to keep the most secret electronic secrets secret.

Even bigger organizations working

"It's really clear that most companies want the security prior to doing major commitments to significant electronic commerce on the Internet," said Cathy Medich, executive director of Commercenet, a Government and industry organization based in Menlo Park, Calif., that hopes to establish standards for commercial transactions on the Internet and other networks.

The idea is to make such data communications immune to wiretaps, electronic eavesdropping and theft by scrambling the transmissions with a secret code — a security technique known as data encryption.

While Commercenet and other organizations have been working to develop a standard for the automated data encryption of commercial trans-

as breathlessly reported by The New York Times.

But since, the Internet has been SWALLOWED by shopping to the point where we are ALL buying Sting CD's on the Internet. Where we buy ANYTHING on the Internet.

**WE ARE  
ALL PHIL**

WHERE WE ARE ALL PHIL.

LUCKY  
TEXTER # 4!!!

only \$9

651-615-5007

Upgrade your life!  
Watch this.

Only \$11

Cigarette

TEXT NOW!! TEXT NOW!!

And now, you don't have to go anywhere or do anything to be presented with the incredible treasures the internet has to offer you such as!!! \*AHEM\* THE NOCCIOLA THREE GIGGLE PUFF STICK TOYS!!!! NOCCIOLA THREE GIGGLE PUFF STICK TOYS is



LUCKY  
TEXTER # 4!!!

only \$9



651-615-5007



Upgrade your life!  
Watch this.

Only \$11



TEXT NOW!! TEXT NOW!!

LUCKY  
TEXTER # 4!!!

only \$9

651-615-5007

Upgrade your life!  
Watch this.

Only \$11

CIGARETTES FOR DOGS

TEXT NOW!! TEXT NOW!!

a pack of plushy cigarettes for a dog to play with but they could also be for you, your friend, your lover, your priest! And oh how they will giggle when they feast their eyes on ALL THREE OF THE GIGGLE PUFF STICK TOYS!! Remember how I told you about texting us? Here's your chance. Who wants it, who needs it?

LUCKY  
TEXTER # 4!!!

only \$9

CIGARETTES FOR DOGS

651-615-5007

↓

Upgrade your life!  
Watch this.

Only \$11

TEXT NOW!! TEXT NOW!!

LUCKY  
TEXTER # 4!!!

only \$9

651-615-5007

Upgrade your life!  
Watch this.

Only \$11

YOU NEED THIS!

CIGARETTES FOR DOGS

TEXT NOW!! TEXT NOW!!

These are, again, fake cigarettes for dogs but we can't CALL them that because THAT IS NOT IMPORTANT AND NOR WOULD THAT BE AN APPROPRIATE OR MAYBE EVEN LEGAL THING TO SELL - I MEAN OFFER TO YOU!! All three of these STICK TOYS ARE



LUCKY  
TEXTER # 4!!!

only \$9

CIGARETTES FOR DOGS

651-615-5007

YOU NEED THIS!

TEXT NOW!! TEXT NOW!!

Upgrade your life!  
Watch this.

Only \$11



LUCKY  
TEXTER # 4!!!

651-615-5007

Upgrade your life!  
Watch this.

Only \$11

SO GIGGLE!

YOU NEED THIS!

CIGARETTES FOR DOGS

TEXT NOW!! TEXT NOW!!

SO GIGGLE AND

LUCKY  
TEXTER # 4!!!

651-615-5007

Upgrade your life!  
Watch this.

or \$9

SO GIGGLE!

YOU NEED THIS!

Only \$11

CIGARETTES FOR DOGS

TEXT NOW!! TEXT NOW!!

LUCKY  
TEXTER # 4!!!

651-615-5007

Upgrade your life!  
Watch this.

or \$9

SO GIGGLE!

YOU NEED THIS!

Only \$11

CIGARETTES FOR DOGS

TEXT NOW!! TEXT NOW!!



LUCKY  
TEXTER # 4!!!

651-615-5007

Upgrade your life!  
Watch this.

Only \$11

YOU NEED THIS!

SO PUFF!

TEXT NOW!! TEXT NOW!!

SO PUFF AND YOU COULD HAVE THEM RIGHT NOW!!!

LUCKY  
TEXTER # 4!!!

651-615-5007

Upgrade your life!  
Watch this.

or \$9

SO GIGGLE!

YOU NEED THIS!

Only \$11

SO PUFF!

CIGARETTES FOR DOGS

TEXT NOW!! TEXT NOW!!



At first, online retailers were worried about gaining the TRUST of would-be shoppers. Shopping needed to feel safe. So, websites used data encryption, which ensured that your credit card information and your address were kept safe



from cybernetic bad guys. But as ecommerce seeped into all the little corners of the Internet, trust became replaced with something else:





speed. The



more speed you have, the less trust really matters. After all, the Internet promised salvation from the slower, more drawn out process of shopping IRL. You could buy something from the comfort of your own home. You could buy EVERYTHING from home. And you could get it fast. And if it's cheap, all the better.

**Delivery: Tomorrow 4 AM - 8 AM**

**L'Oreal Paris Sulfate Free Shampoo and Conditioner for Curly Hair, Lightweight, Anti-Frizz Hair Care with Coconut Oil, EverPure, 8.5 Fl Oz, Set of 2 (Packaging May Vary)**  
**\$19.98 (\$9.99 / Count)**  
✓prime & FREE Returns  
Ships from Amazon.com  
Sold by Amazon.com

Quantity: 1 [Change](#)  
[Add gift options](#)

**Lot of 3x100 Filters for Coffee Machines American White Book - Hario V60 02 - VCF-02-100W Import from Japan**  
**\$16.90 (\$0.06 / Count)**  
✓prime & FREE Returns  
Ships from Amazon.com  
Sold by ELS online

Quantity: 1 [Change](#)  
[Add gift options](#)

**WORLD'S BEST CAT LITTER Multiple Cat Unscented 15 Pounds**  
**\$18.39 (\$1.23 / Pound)**  
✓prime & FREE Returns  
Ships from Amazon.com  
Sold by Amazon.com

Quantity: 1 [Change](#)  
Gift options not available

**Choose your delivery option:**

☒ **Today & Tomorrow**  
FREE Delivery

Today  
5 PM - 10 PM

**Tomorrow**  
**4 AM - 8 AM**

[See more delivery slots](#)

☐ **Friday, Aug 23**  
FREE Amazon Day Delivery  
**Fewer boxes, fewer trips.**  
[Change delivery day](#)  
Get a \$2.25 digital reward per purchase

**Pickup available nearby**  
[Choose a location](#)

I can go to Amazon dot com right now and order shampoo, kitty litter, and coffee filters and have it show up at my house TODAY. How tantalizing is that? How easy is that?

Speed became, and is, the model. Tell customers that they can get whatever they want at the drop of a hat, and you're golden. This model works. It works very well.

By 2017, The Washington Post writes that Americans were, quote,

ECONOMIC POLICY

# We're starting to shop online as often as we take out the trash

“shopping online as often as they were taking out the trash.”

But like boiling a frog, this...shift happened. In the beginning, you had to go to a website to shop. But then they started coming to you — but not like a visit from a friend. Like a coming storm, like a both promise and a threat.



LUCKY  
TEXTER # 7!!!

651-615-5007

Toddler **MUST HAVE!**

\$3.99

\$3.99

TEXT NOW!! TEXT NOW!!

AND WHAT could be more promising and threatening than BUBBLE MACHINE GUN WITH 69 HOLES. I've personally counted all the holes and can confirm that yes, absolutely, there are

LUCKY  
TEXTER # 7!!!



651-615-5007  
Toddler MUST HAVE!





TEXT NOW!! TEXT NOW!!



69 of these bad boys and they are all ready to blow bubbles out of them in such a display of

LUCKY  
TEXTER # 7!!!

651-615-5007

Toddler **MUST HAVE!**

**69 HOLES!**

\$3.99

TEXT NOW!! TEXT NOW!!

LUCKY  
TEXTER # 7!!!

651-615-5007

Toddler **MUST HAVE!**

**69 HOLES!**

**DELIGHT!**

TEXT NOW!! TEXT NOW!!

\$3.99

delight and



LUCKY  
TEXTER # 7!!!

651-615-5007

Toddler **MUST HAVE!**

**69 HOLES!**

**DELIGHT!**

TEXT NOW!! TEXT NOW!!

\$3.99

LUCKY  
TEXTER # 7!!!

651-615-5007  
*Toddler MUST HAVE!*

**69 HOLES!**

*WHIMSY!*

**DELIGHT!**

TEXT NOW!! TEXT NOW!!

whimsy that you will be changed forever, emotional to the point of tears and

LUCKY  
TEXTER # 7!!!

651-615-5007

Toddler **MUST HAVE!**

**69 HOLES!**

\$3.99

WHIMSY!

**DELIGHT!**

TEXT NOW!! TEXT NOW!!





FALLING TO YOUR KNEES at the sight of the BUBBLE MACHINE GUN WITH 69 HOLES!!! Astound everyone in the Trader Joe's parking lot with 69 holes of

LUCKY  
TEXTER # 7!!!

651-615-5007

Toddler **MUST HAVE!**

**SUCCUMB TO JOY**

**69 HOLES!**

\$3.99

WHIMSY!

**DELIGHT!**

TEXT NOW!! TEXT NOW!!



PURE BUBBLE MAGIC that can only come forth out of 69 DISCRETE AND INCREDIBLE HOLES!!!

LUCKY  
TEXTER # 7!!!

651-615-5007

Toddler **MUST HAVE!**

**SUCCUMB TO JOY**

**69 HOLES!**

**PURE BUBBLE MAGIC**

**DELIGHT!**

WHIMSY!

TEXT NOW!! TEXT NOW!!

\$3.99



2016. Facebook debuts its Marketplace feature.

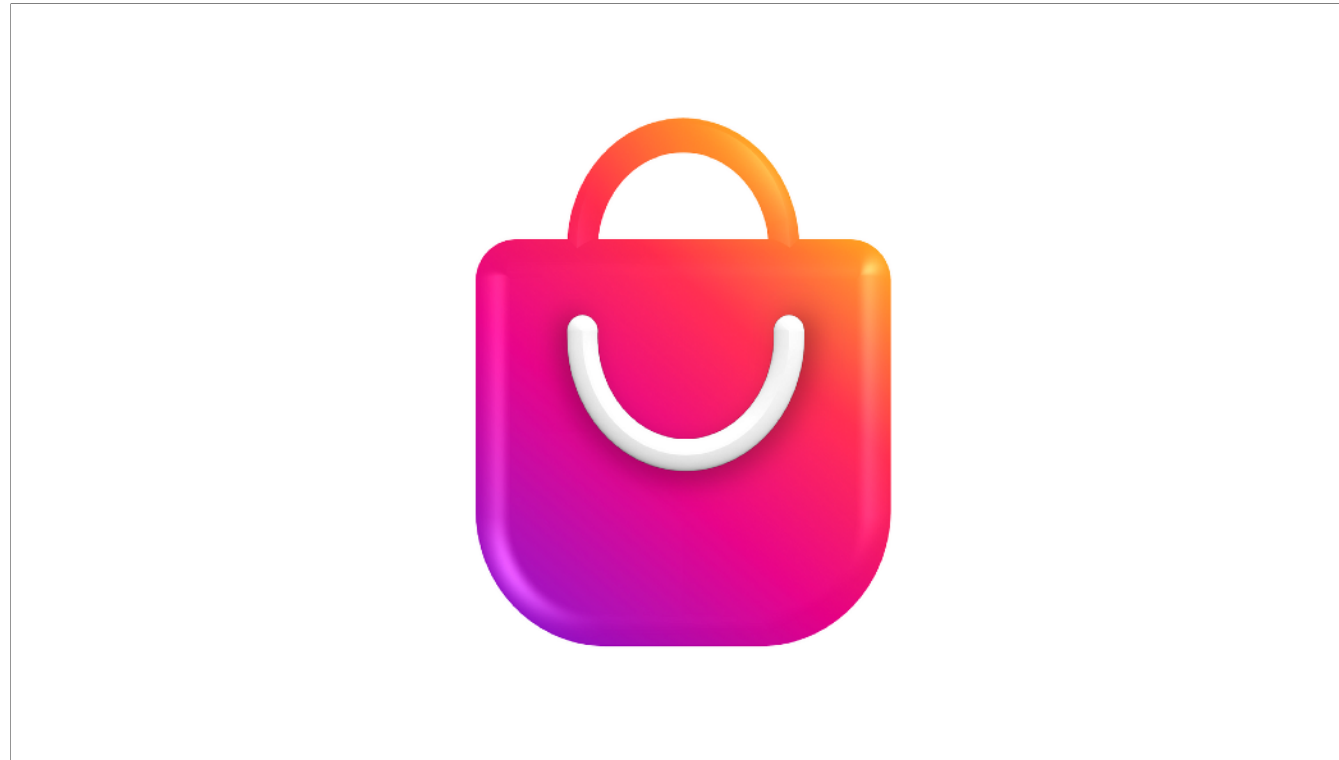


2018, Snapchat launches Snap Store.



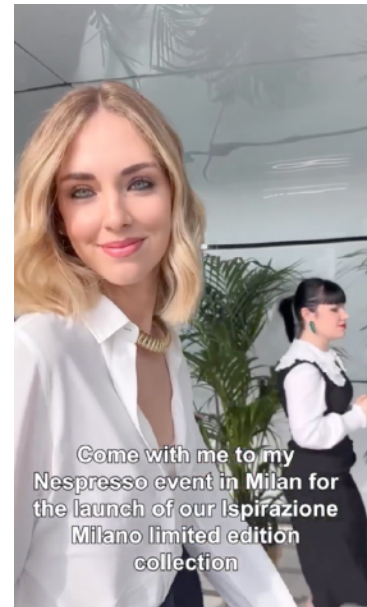
Pinterest, 2020.





Instagram Shop, 2020. By now, online shopping counts for billions of dollars in transactions in the U.S. And online social commerce is also raking in billions of dollars globally.





mrbeast Edited · 89w  
 GO WATCH NEW VIDEO! My mom loves my nerf blaster and you will too! You can now preorder it check my bio  
 🤖 #playresponsibly #nerf #fuelyourfire #nerfpartner #ad



sommerray so so sooooo excited to have @imaraibeautey in 700+ @vitaminshoppe stores 🥰🥰🥰

On social media, brands realize they have a captive audience. They start offering the option to buy their products on social platforms. Aaaaand they start paying influencers to promote that stuff, too. Here's the trust again: this is a real person, a real person like you and I are real people, and they like this eyeshadow palette.



And after all, why shouldn't I? shouldn't I treat myself? Why shouldn't I have this palette for \$25 with a promo code that gives me free shipping?

It's just. So. Easy. You don't even have to leave the auditori—I mean, app you're already in. The store comes to you. The store builds itself around you. But nowhere is this more perfectly tuned...



than TikTok shop.

TikTok shop...is different than the other girls. I talked to Bryce Whitwam, a marketing consultant, PhD candidate, and author of the paper “The Tiktok Effect: the Impact of Platform Engagement and Trust in American Livestream E-Commerce.” Bryce explained that TikTok is unique because it plays on your emotions. Using its algorithm, TikTok can figure out what kind of entertainment you like...and what kind of stuff you might want to buy. Not need to buy. Want.

**BRYCE: *It is not a place where you're going to go and buy, let's say toilet paper or a bottle of shampoo. But you're gonna buy things that are kind of emotionally connected to you during your experience of watching short videos on the platform. ... The commerce space ... disrupts your experiences with TikTok.***

There's no designation between entertainment and ads — they're treated to the exact. Same. Visual weight. You don't realize you're shopping and then, suddenly, you are.

LUCKY  
TEXTER # 5!!!

651-615-5007

Mystery Dragon Eggs  
Only \$10!

Stock up now!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

\$7 \$10

W O W

TEXT NOW!! TEXT NOW!!

DRAGON EGG LUNAR NEW YEAR 2024. DRAGON EGG LUNAR NEW YEAR 2024 is



LUCKY  
TEXTER # 5!!!

651-615-5007

Mystery Dragon Eggs  
Only \$10!

Stock up now!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

W O W

\$7 \$10

TEXT NOW!! TEXT NOW!!

LUCKY  
TEXTER # 5!!!

651-615-5007

Mystery Dragon Eggs  
Only \$10!

Stock up now!

HERE!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

\$7

\$10


WOW

TEXT NOW!! TEXT NOW!!

here and it's



LUCKY  
TEXTER # 5!!!



I have a dumb q.  
What's the diff.  
between metallic  
and indescous?

651-615-5007

Mystery Dragon Eggs  
Only \$10!

Stock up now!

HERE!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

WOW

\$7 \$10

TEXT NOW!! TEXT NOW!!

LUCKY  
TEXTER # 5!!!

651-615-5007

Mystery Dragon Eggs  
Only \$10!

HERE!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

AVAILABLE

TEXT NOW!! TEXT NOW!!

available and it could be YOURS with just a few little tippy taps on your phone.

LUCKY  
TEXTER # 5!!!

651-615-5007

Mystery Dragon Eggs  
Only \$10!

HERE!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

WOW

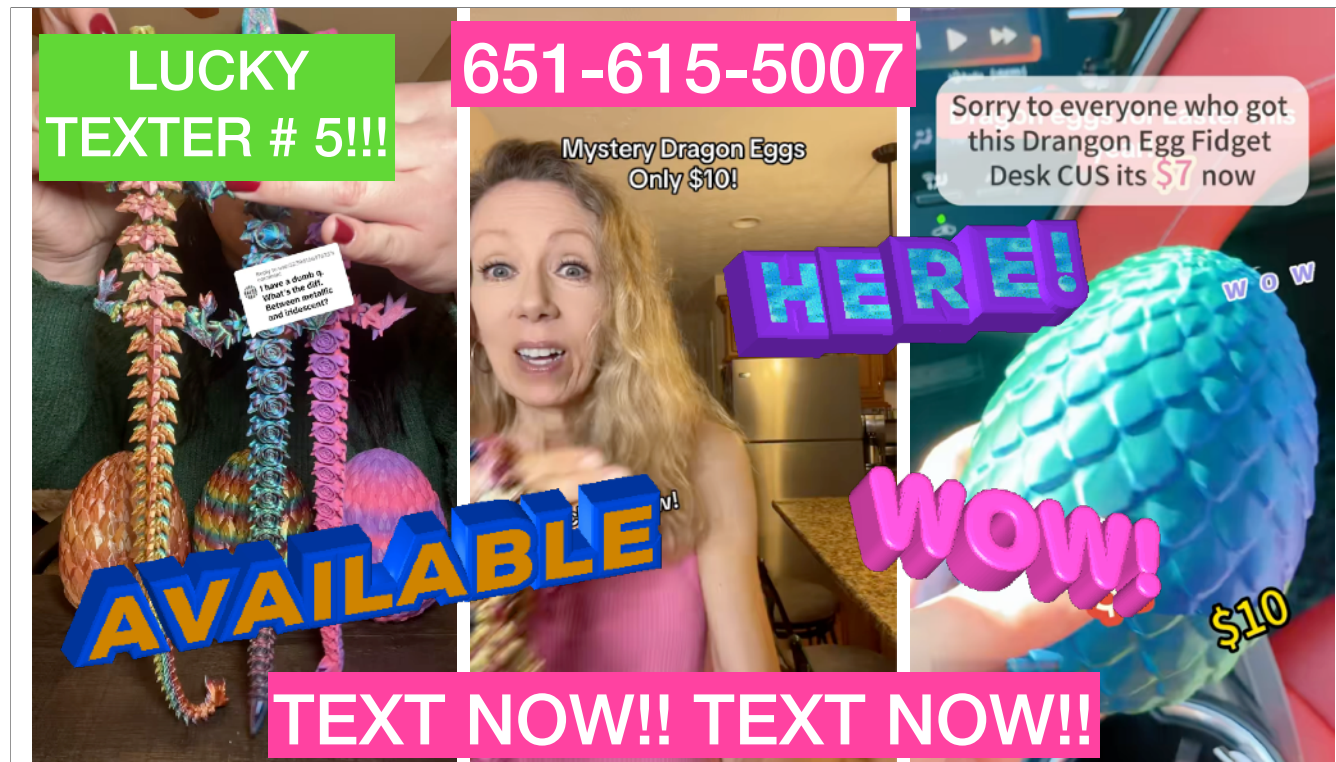
\$7

\$10

AVAILABLE

TEXT NOW!! TEXT NOW!!





What else is there but DRAGON EGG LUNAR NEW YEAR 2024? And why is it specifically for this lunar new year? I don't know, and NEITHER DO YOU!

LUCKY  
TEXTER # 5!!!

651-615-5007

Mystery Dragon Eggs  
Only \$10!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

HERE!

WOW!

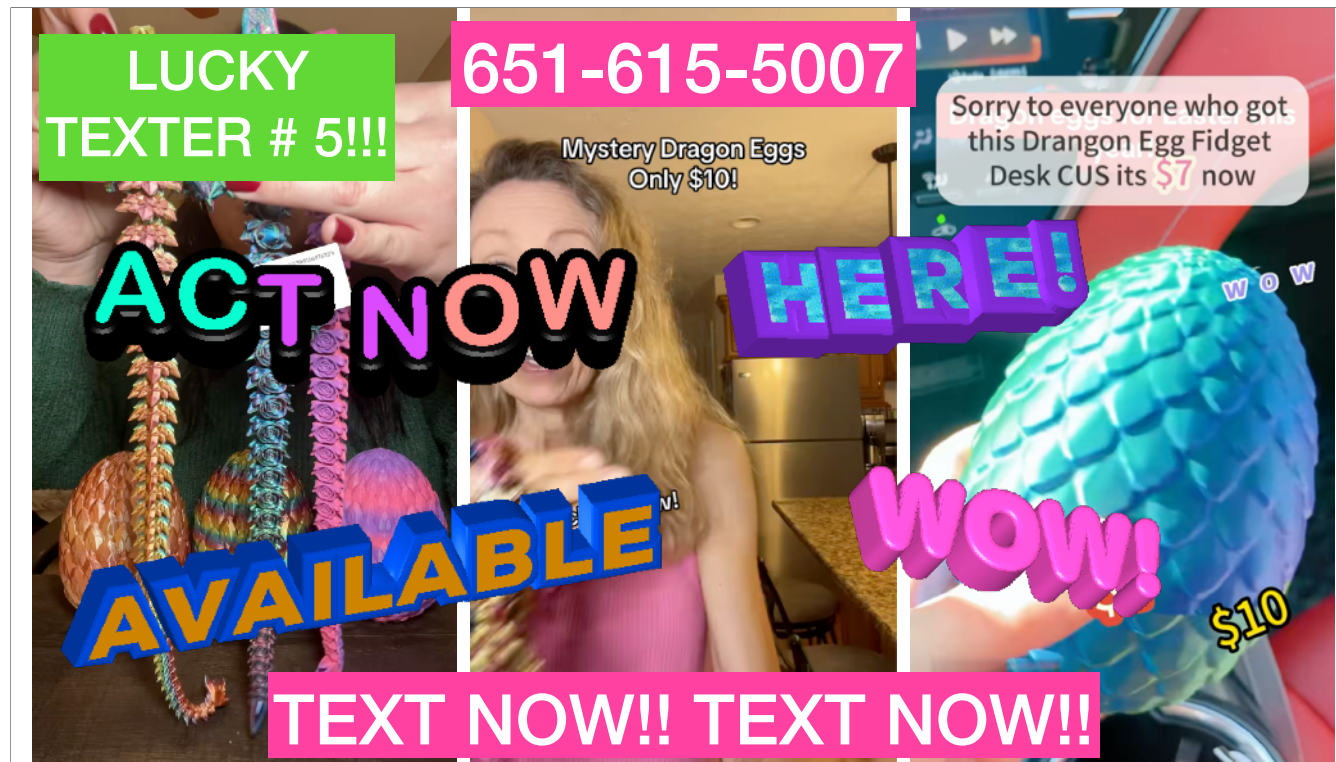
WOW

\$10

AVAILABLE

TEXT NOW!! TEXT NOW!!

I have a dumb q.  
What's the diff.  
between metallic  
and indescous?



WHAT A JOY IT IS TO GIVE YOURSELF OVER TO THE ECSTASY OF IGNORANCE! FREE YOUR MIND AND YOUR HEART TODAY FOR DRAGON EGG LUNAR NEW YEAR 2024!!!!



LUCKY  
TEXTER # 5!!!

651-615-5007

Mystery Dragon Eggs  
Only \$10!

Sorry to everyone who got  
this Drangon Egg Fidget  
Desk CUS its \$7 now

ACT NOW

HERE!

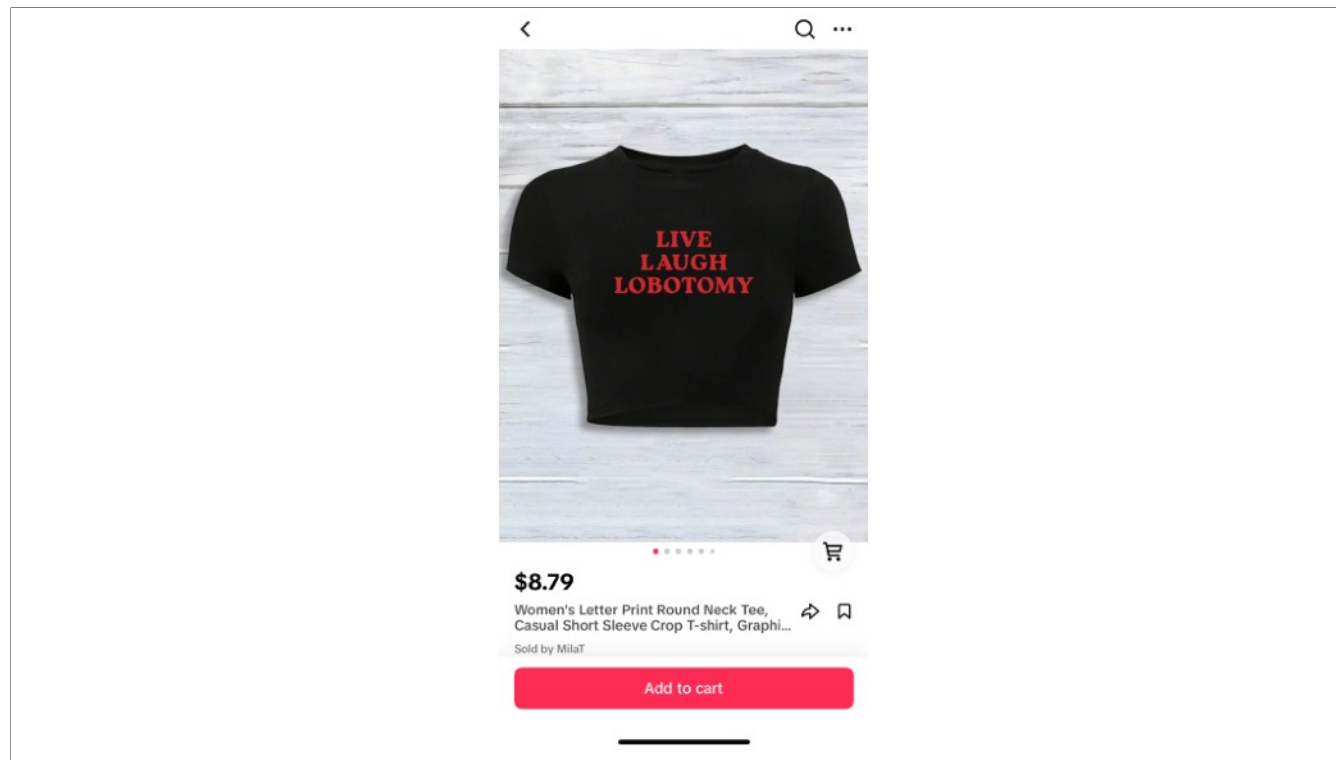
WOW!

AVAILABLE

WOW

\$10

TEXT NOW!! TEXT NOW!!

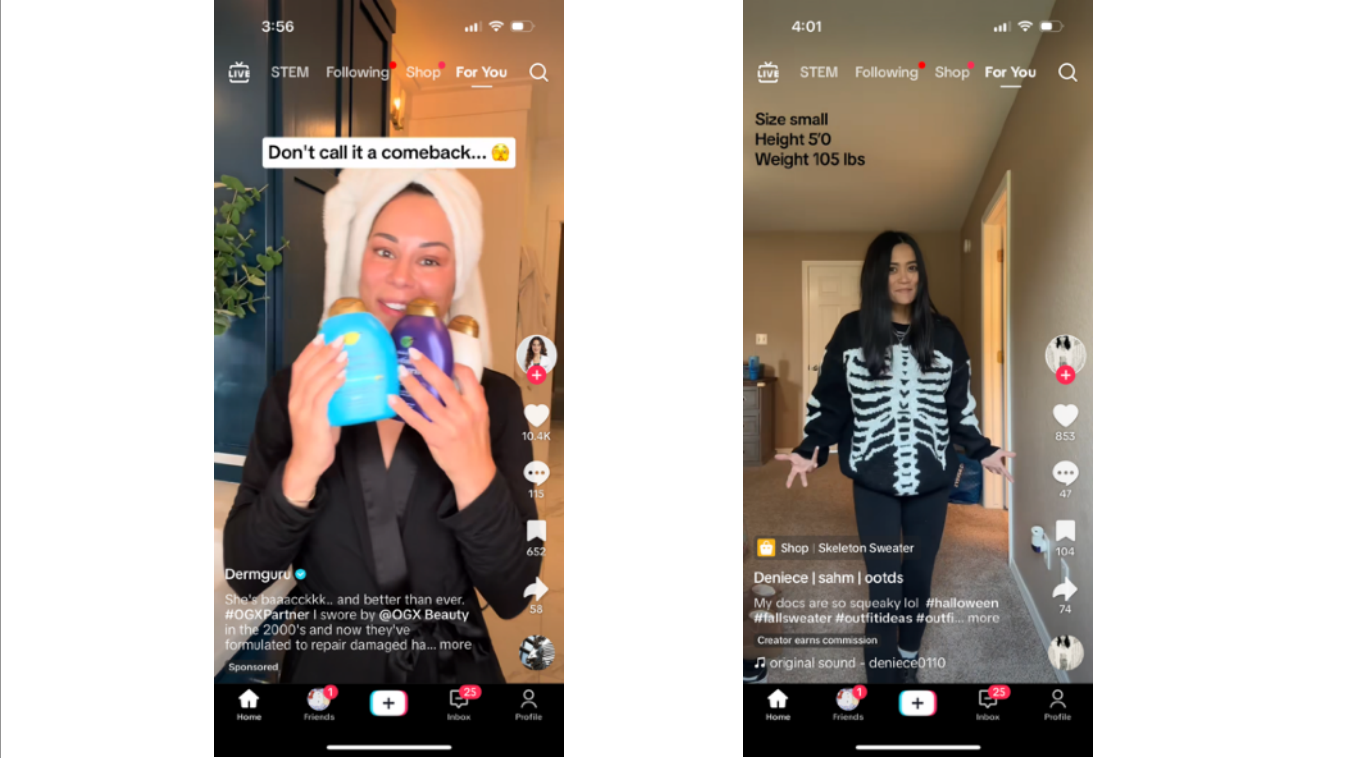


The stuff being sold on TikTok isn't serious. And it's not meant to be.

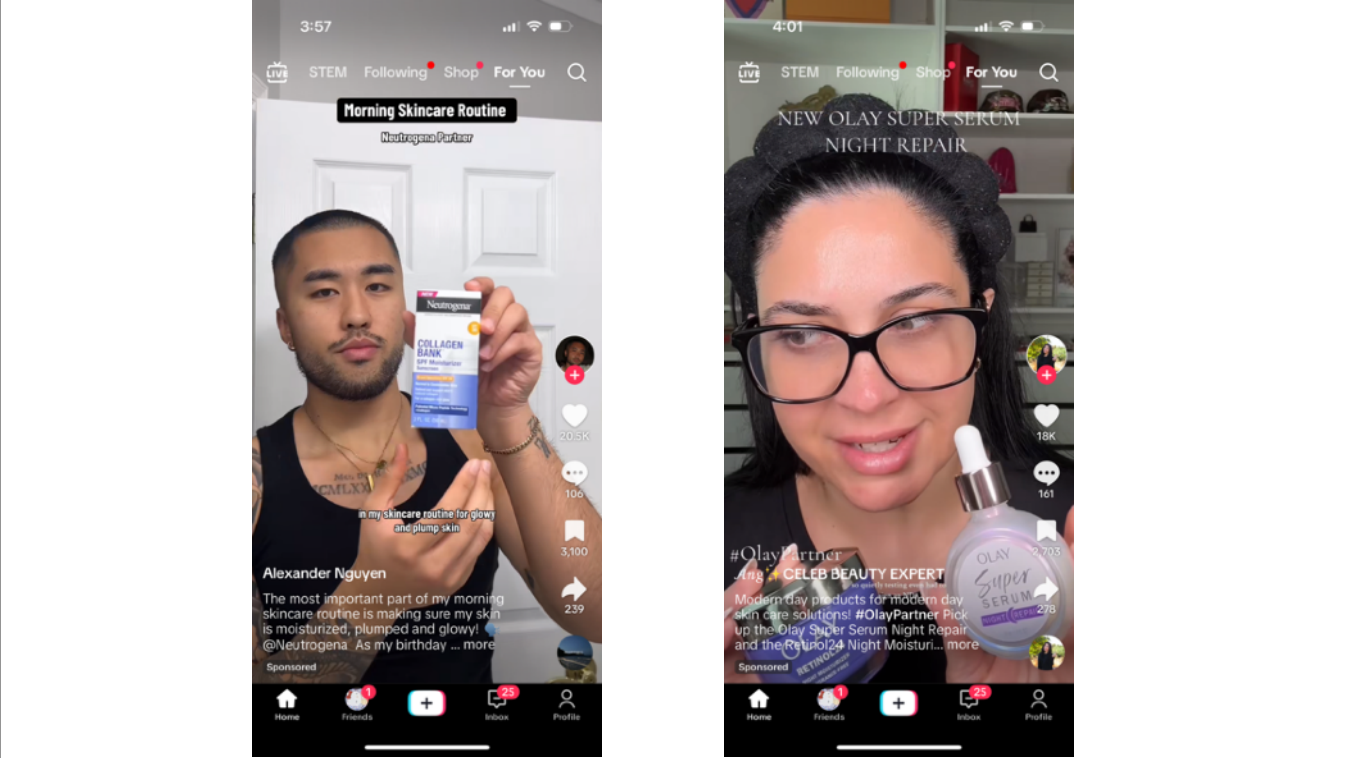
BRYCE: ***TikTok shop is designed for quick and dirty, impulsive, fun stuff that comes along with your Olympic highlight videos and ... all those programs.***

TikTok is diverting, it's distracting, it's fun. The stuff being sold on TikTok shop reflects that. And so too do the people selling those products.

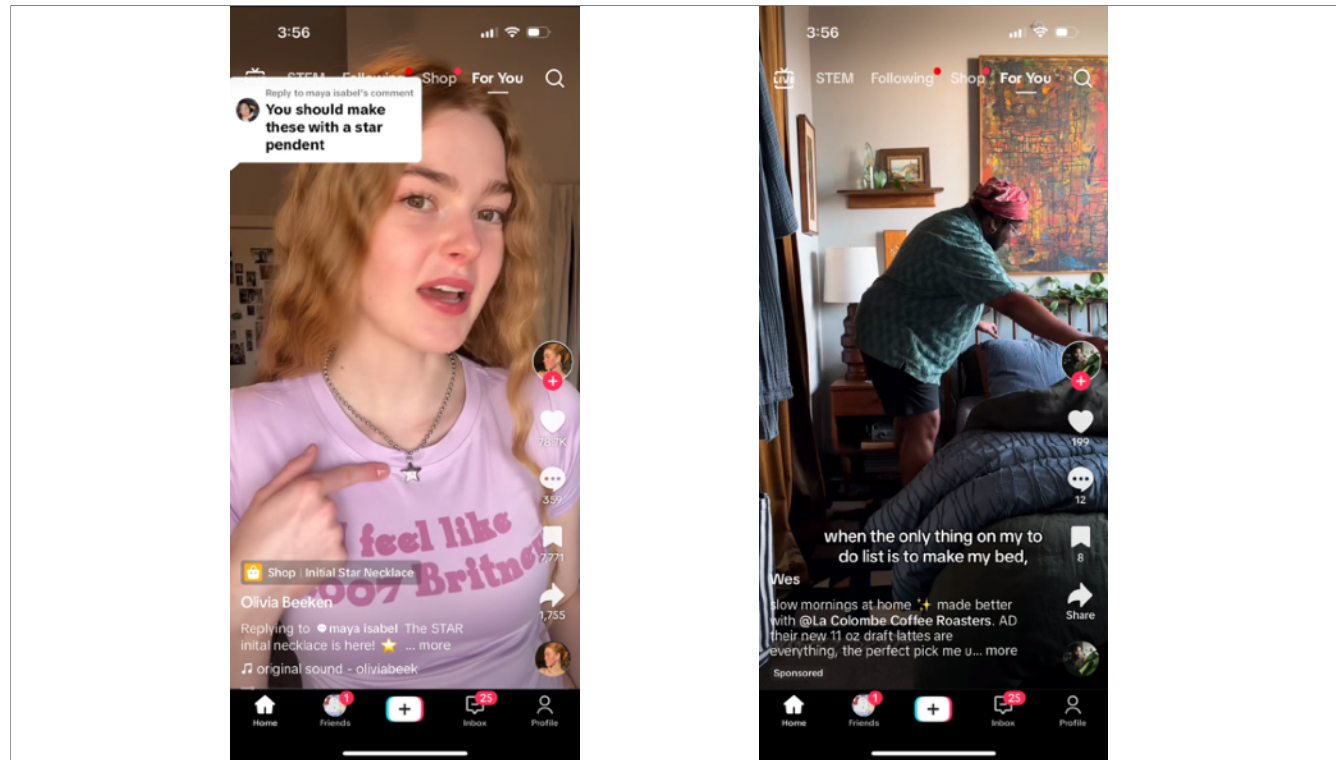
TikTok influencers are very different from influencers on other platforms. The app operates in short form videos, a much more informal kind of entertainment than, say, YouTube. People are recording themselves...



at home,



in their bathroom,



in their bedroom. It feels...normal. Real.

***BRYCE: That's just some friend of yours who's your age, that's sitting in their bedroom or sitting ... in their living room making this video talking about this amazing, amazing foundation product or this amazing eyeliner that you just got to try. And here are the reasons why.***

This is another unique thing about TikTok: the stuff being sold...it's unbelievably cheap. Like, \$4 for a dress cheap. And this stuff is cheap because...

# DROP SHIPPING

of drop shipping.

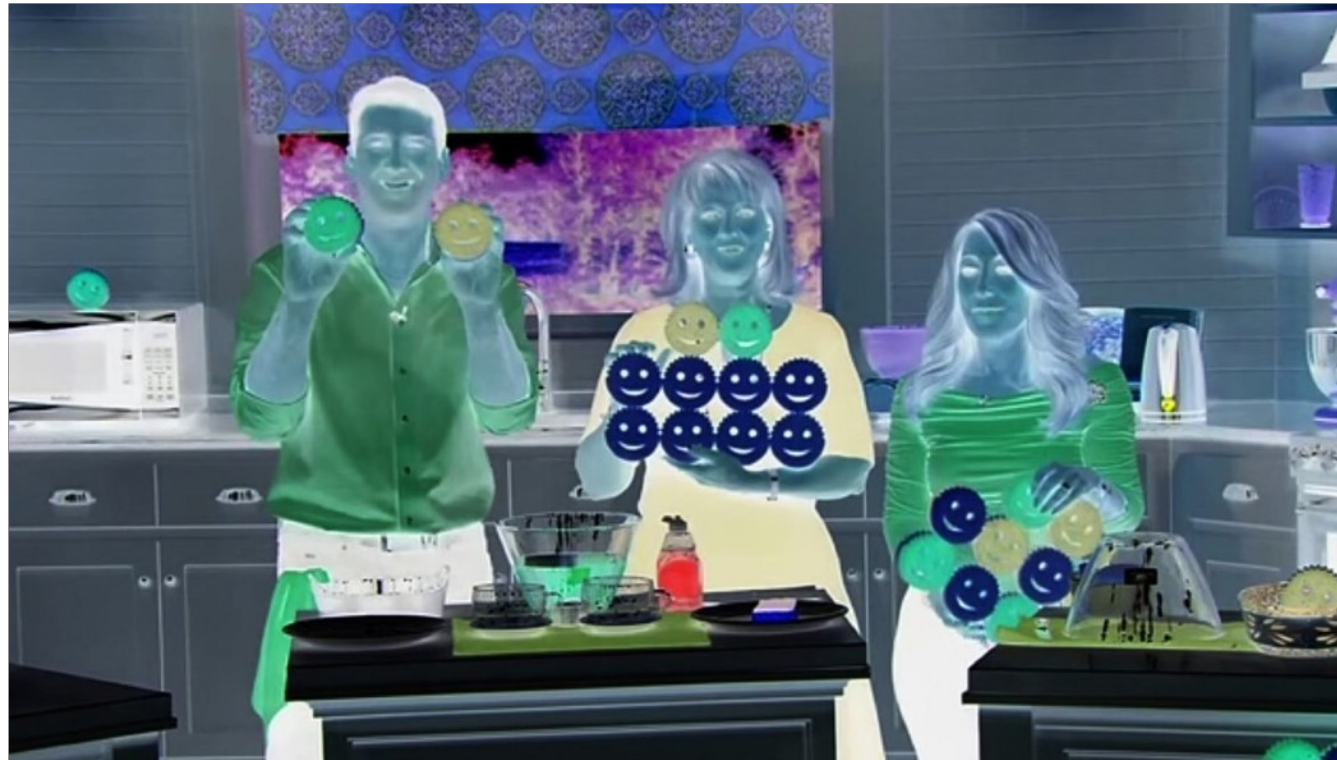
***BRYCE: Drop shipping is essentially ... a way for online stores to, to sell things and they don't keep them in shop stock. So when a customer places an order, the store just forwards the order and payment to the supplier and then they ship the product directly to the customer. ... You don't actually buy things from a warehouse. You actually buy them directly from a manufacturer.***

Since you don't have to pay for storage, you can offer pretty much anything at outrageously low prices that are impossible to find through more standard shopping means. You won't be able to buy a dress for \$4 at the mall.

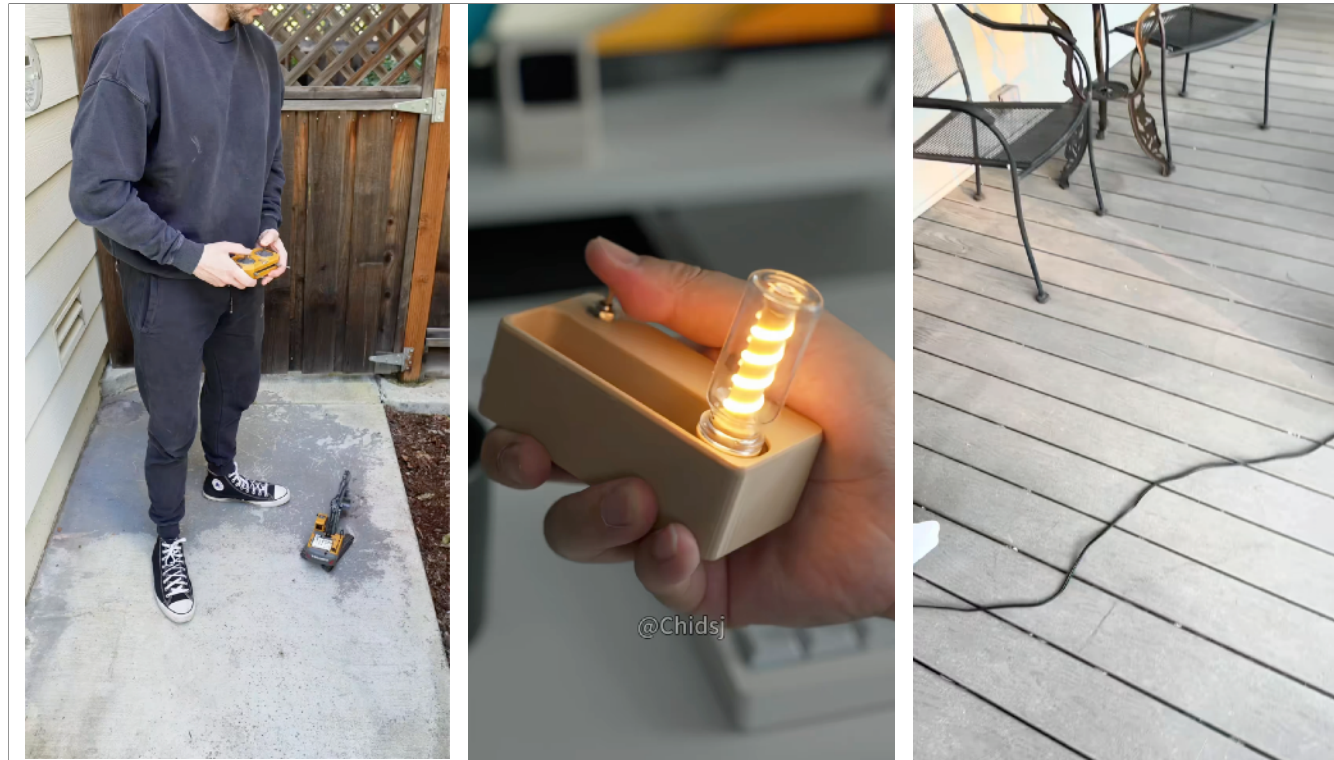




So, TiKTok creates this endlessly delicious experience of passive shopping, like the...



evil twin of QVC. Similar to QVC, you're being sold a product through storytelling, through people sharing their experience, by making it feel accessible. But there's no TikTok shop channel. There's no separation at all. You're fed ads that look virtually the same as everything else on the app,



by people who seem like regular people, and with prices that are so unimaginably low that it almost feels like a crime not to buy something. And that thing you're buying is fun, and dumb, and it's **right there**.

It's so easy. It's so easy that you forget what it actually was that you just bought. It encourages a flow state that negates the desire to wonder at any of the scaffolding of this: why should I trust this influencer, why should I trust that this product is well-made? It probably isn't, right? Why am I putting any trust in the enormous monolith of TikTok at all?

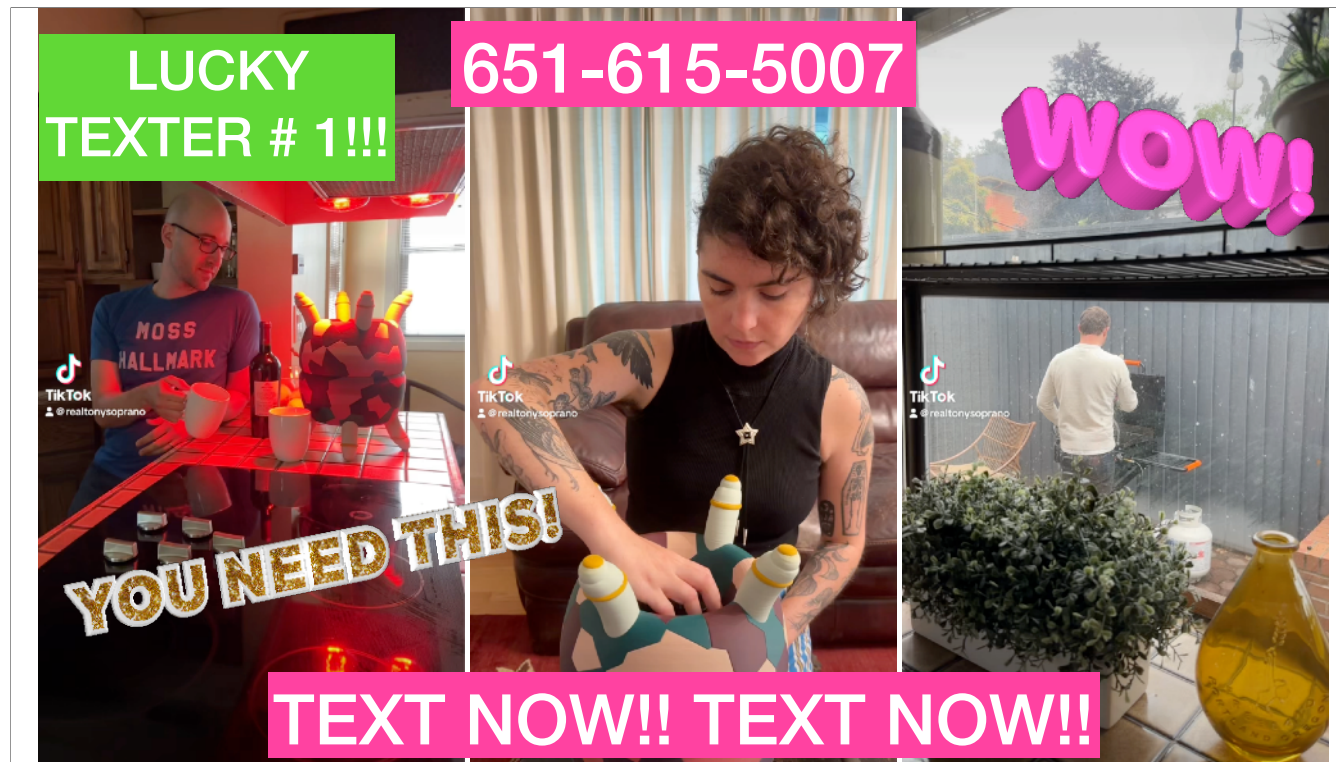
But this is the thing:





# TRUST DOESN'T MATTER

trust doesn't matter. We're waaaaay past that. You can tap through someone's TikTok shop, buy something with Apple Pay, and be back to scrolling in a matter of seconds. It reduces shopping to a brain impulse, and you have no time to second-guess yourself. It gets to a point where the actual object you're purchasing doesn't matter. You're just buying more entertainment, a reward for watching a woman show off the different slimes she's selling. It's not unlike gambling: you think you're paying to win, but you're actually paying to lose for as long as possible.






And you guys...I used to think I would never win. That my life, my one precious life wouldn't BE fixed through external, commercial means but that was before I saw OBJECT. And guys, my life has never been the same. Without OBJECT I would be lost, I would wander this planet like it was a barren wasteland but OBJECT...it saved my life. And now you can have OBJECT, too, and see what I see. Without OBJECT life is dull and gray but not when OBJECT is here as your companion, your guiding light, your north star. Let OBJECT join you on your life's journey forever and stay with you until your dying breath, until the heat death of the universe and the end of linear time but even then OBJECT will remain, a mockery against all of us but only YOURS for a limited time, to call your own, your very OWN OBJECT, DON'T WAIT, TEXT NOW!!!!



LUCKY  
TEXTER # 1!!!

651-615-5007



YOU NEED THIS!

TEXT NOW!! TEXT NOW!!



Thanks to Bryce Whitwam for chatting with us, and also to Andy Baio for babysitting a small mountain of goods purchased from the Tiktok shop over the last month. As always, we wanna hear from you: have you purchased something from the tiktok shop? Did you ... actually need it? Tell us about your strange, flow-state experiences doing E-COMMERCE. Call us at 651 615 5007, email us at [theneverpost@gmail.com](mailto:theneverpost@gmail.com), or send us a voice memo via [airtable](#). Links in the shownotes!



In our second audience participation interstitial – we need you to simply ... repeat after me. Please read each word you see on the screen.

**EVERYTHING**

**HAPPENS**

**so**



# MUCH

@Horse\_ebooks



**AND**

**ANOTHER**

**THING**



**I'M**

**NOT**

**MAD**

**PLEASE**

**DON'T**

**PUT**



**IN**

**THE**

**NEWSPAPER**

**THAT**

1

**GOT**



# MAD

@dril



**ED**

# BALLS

@edballs



**ANYBODY**



**HERE**

**NAMED**

**JEFF?**

**JEFF:**

**“YES”**

**GEOFF:**

**“YEOS”**

@mtobey





**JUST**

**HEARD**

**A**

**GUY**

**AT**

**THE**



**DOG**

**PARK**

**TELL**

**HIS**

**DOG**

**“NO!”**

**AND**

**THEN**



**MORE**

**QUIETLY**

**“WE**

**TALKED**

# ABOUT

**THIS!”**

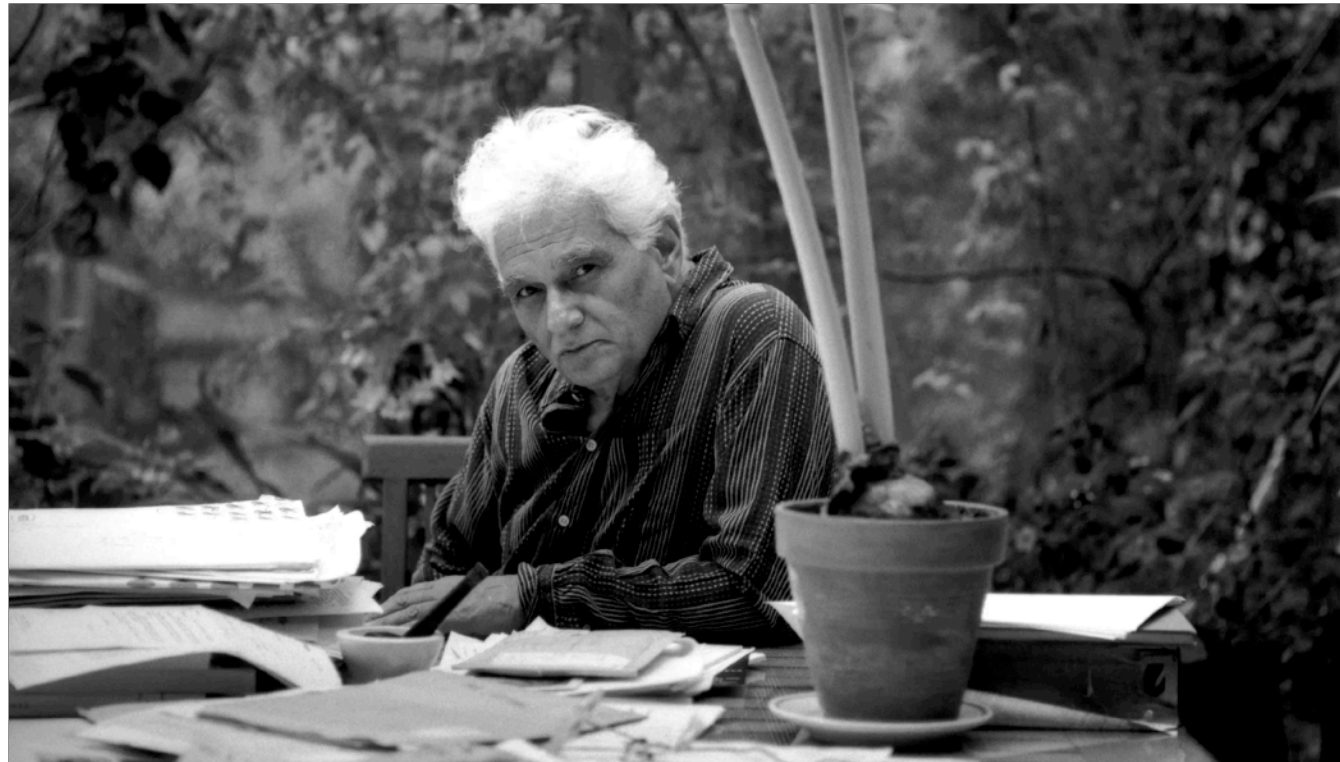
**@NicCageMatch**





[wait for cue]

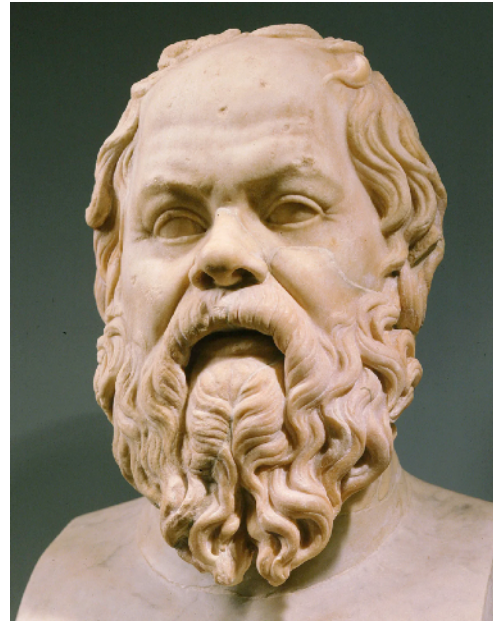




Derrida – in his essay *Plato's Pharmacy* – says writing is ...



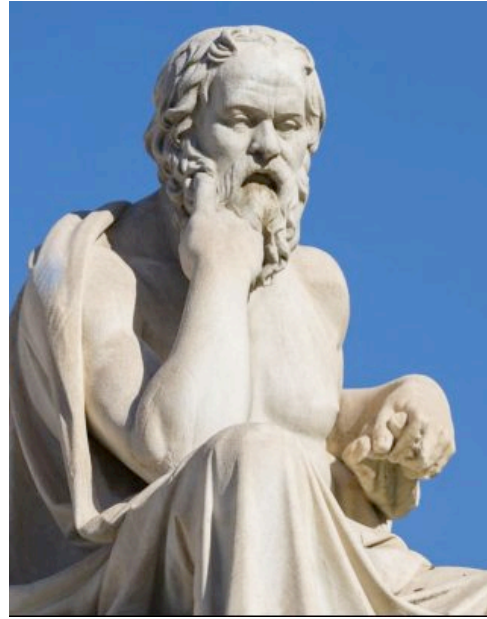
death. Well, Derrida says



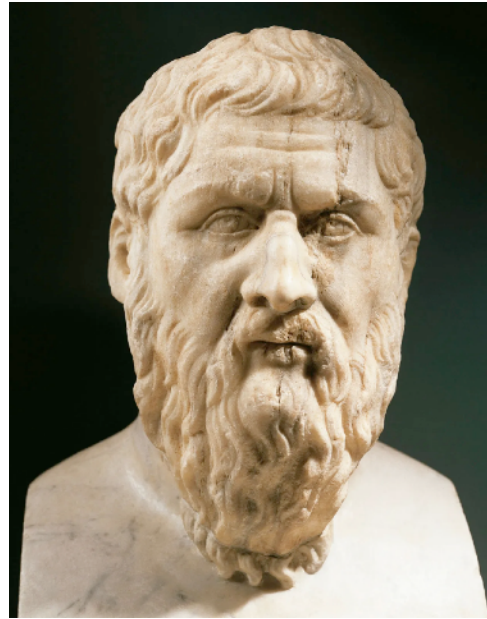
Socrates says writing is death. And I guess if you want to get really specific,



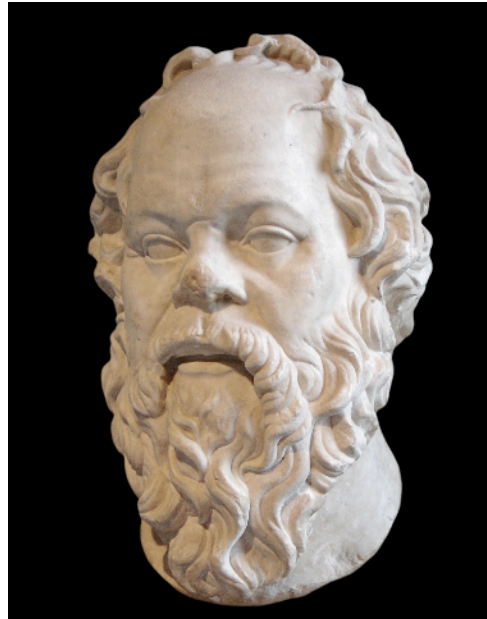
Derrida says



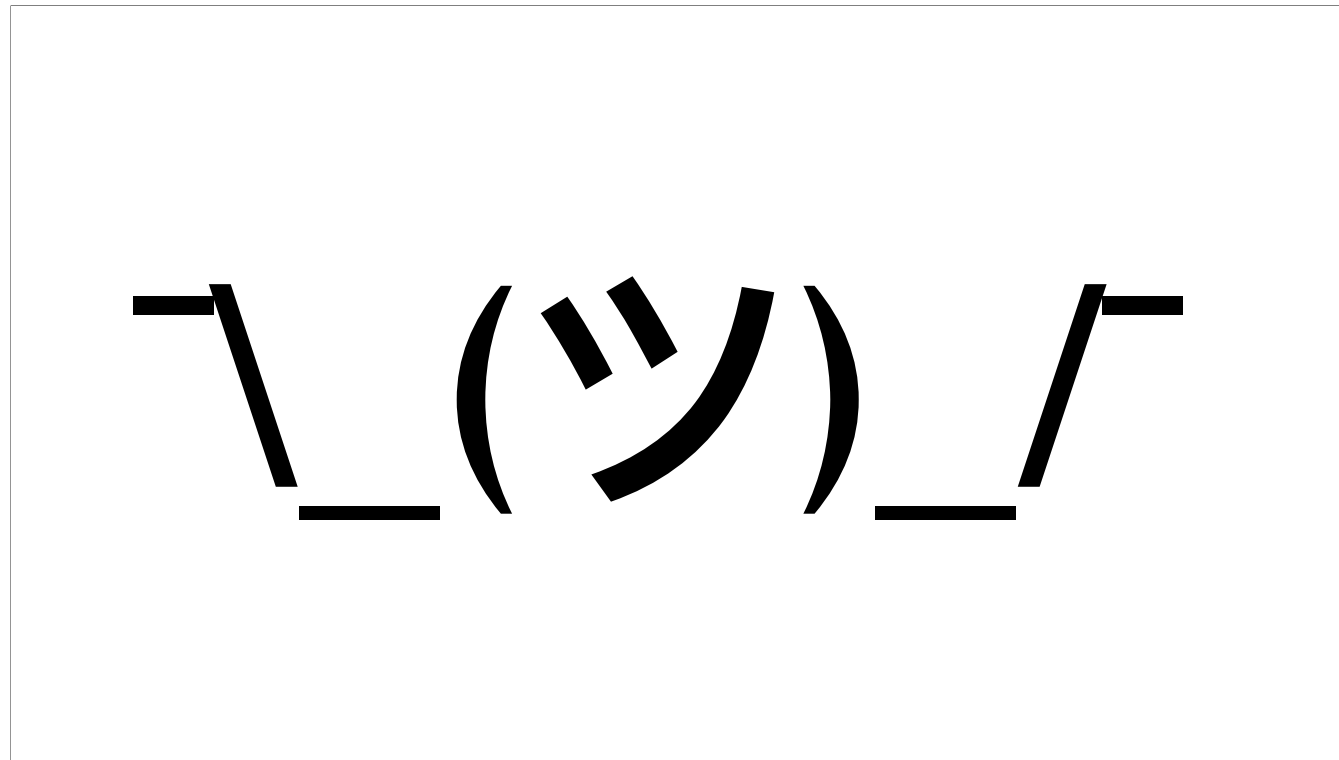
Socrates says – which means, Plato



says Socrates

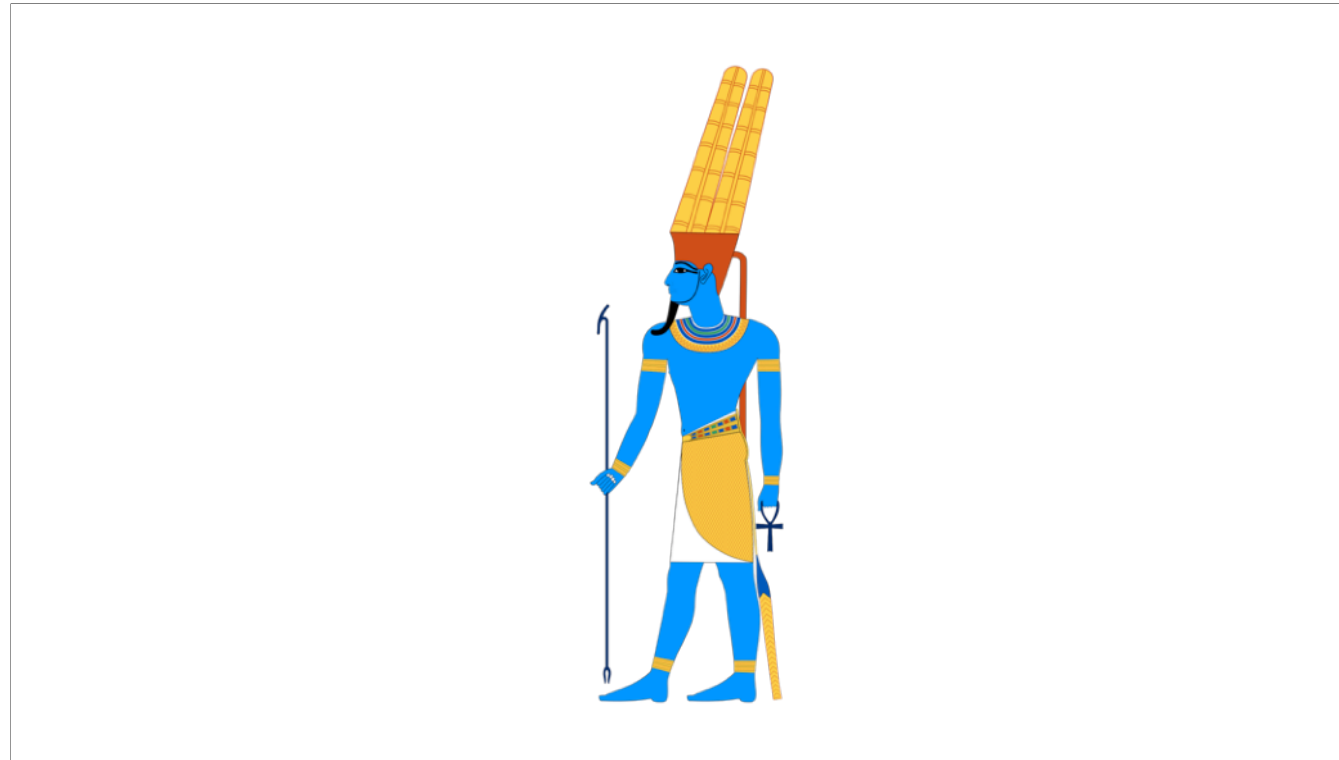


says, with Socrates occasionally saying



PHAEDRUS says... – that

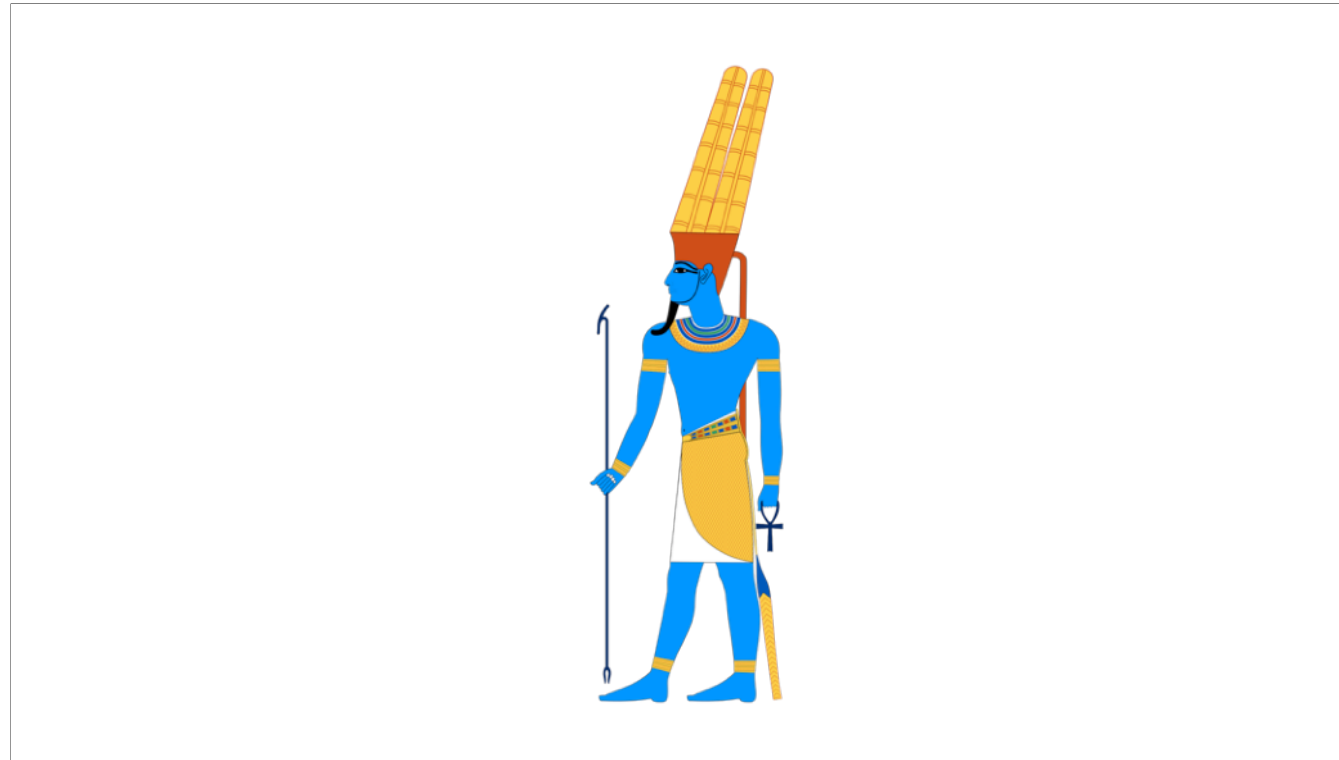




Amun, the king of the gods, or maybe it was

תְּצַחֵם

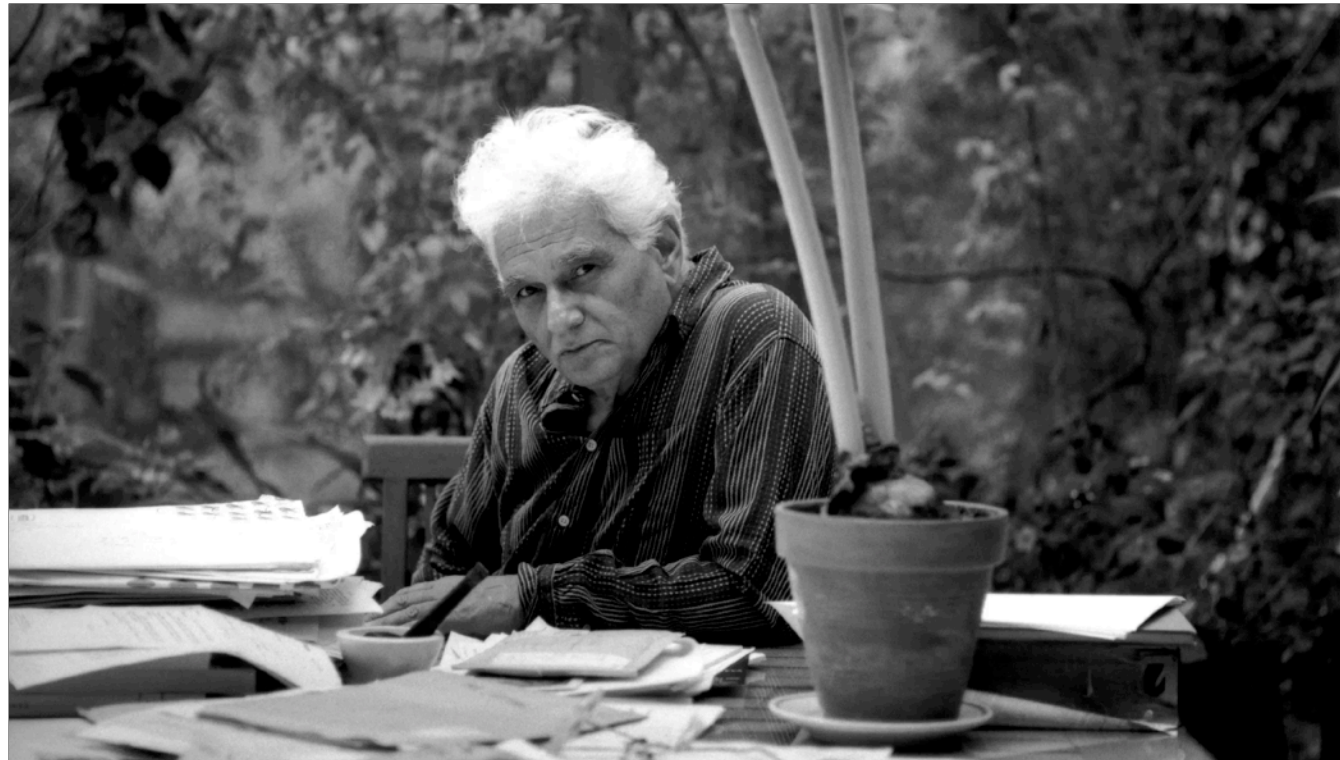
THAMUS, a mythical Pharaoh, it depends upon who you ask, they could have even been the same person – we’re going to stick with



AMMON because there are pictures of him – Amun said ...



...writing is death. Lemme tell ya - if writing doesn't kill you, reading



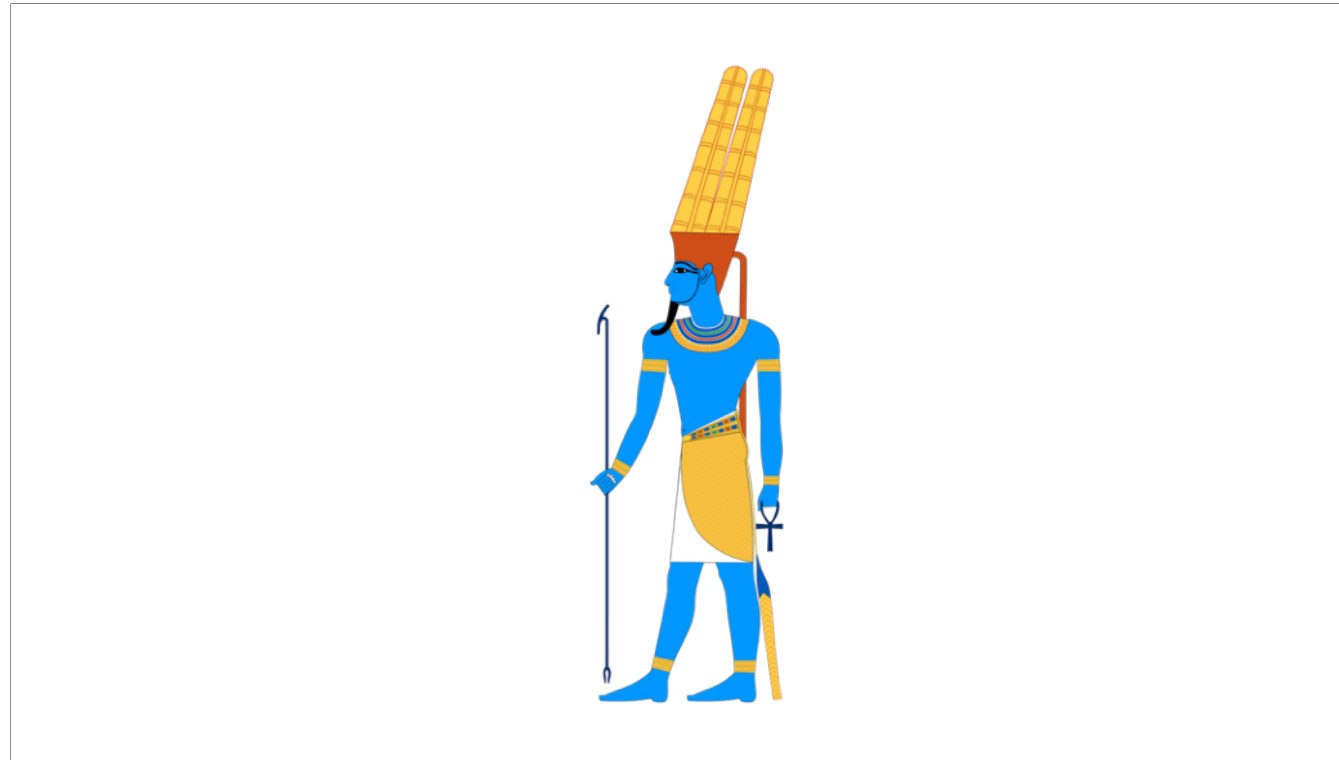
Derrida surely will.

Anyway - when the Egyptian demigod



whoa deep cuts only here at XOXO

Toth brings writing as a gift to

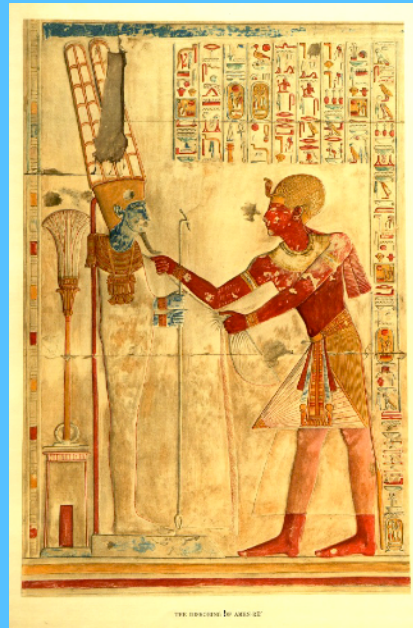


Ammon, to bestow it upon humanity, Thoth describes it as a something which will make humanity wise, and improve their memory. He calls it... a

# PHARMAKON

PHARMAKON, a REMEDY. Ammon is suspicious ... he responds





*... you, who are the father of letters, have been led by your affection to ascribe to them a power the opposite of that which they really possess. For this invention will produce forgetfulness in the minds of those who learn to use it, because they will not practice their memory. Their trust in writing, produced by external characters which are no part of themselves, will discourage the use of their own memory within them. You have invented a pharmakon not of memory, but of reminding; and you offer your pupils the appearance of wisdom, not true wisdom, for they will read many things without instruction and will therefore seem to know many things, when they are for the most part ignorant and hard to get along with, since they are not wise, but only appear wise.*



Discourse, conversation – Ammon thinks – is instructive, interactive, productive, ALIVE. Writing



is authoritative, unresponsive, fixed... DEAD. Not a

# REMEDY

[CUE], for aiding life and living, but a



# POISON

[CUE] which harms, and has the capacity to halt thought ...

[bell cue]

Is this ... is this the right way to begin this segment? Is this too ... I mean the first word I say is



DERRIDA. Surely that's not the most welcoming ... thing for an audience? and at our first live show, too, yikes what was I thinking...

Ok Let's try something different ...

[cue]

I'm a









































































MURDERER

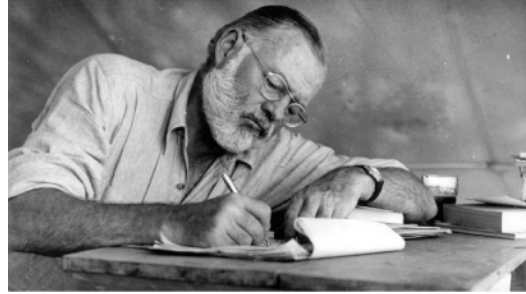
Ok maybe an overcorrection?

How about ... this...

Name	Owner	Last modified	File size	Location	
 Never Post – Drafts @ XOXO 	 me	9:41 PM	31 KB	 My Drive	
 Never Post™ 	 me	Dec 4, 2023	—	 My Drive	
 Never Post Ep 16 Org Doc Show Notes 	 me	Aug 14, 2024	6 KB	 My Drive	
 Never Post Episode 16 – 2024-08-14 – Intro News Outro	 me	Aug 13, 2024	10 KB	 My Drive	
 Never Post Ep 15 Intro 	 me	Jul 31, 2024	14 KB	 My Drive	
 Never Post Ep 15 Org Doc Show Notes 	 me	Jul 31, 2024	6 KB	 My Drive	
 Never Post - The American Car 	 me	Apr 24, 2024	30 KB	 OLD	
 Never Post - Org Doc Ep 010 	 me	May 22, 2024	6 KB	 Never Post™	
 Never Post - Episode 14 - Roblox / Love Island Face Intro 	 me	Jul 16, 2024	12 KB	 My Drive	
 Never Post Ep 13 Intro 	 me	Jul 2, 2024	11 KB	 My Drive	
 Never Post Ep 14 Org Doc Show Notes 	 me	Jul 17, 2024	6 KB	 My Drive	
 Never Post Ep 10 – Intro Outro	 me	Jun 4, 2024	10 KB	 My Drive	
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 Never Post - EX Research Roblox 	 me	Jul 11, 2024	8 KB	 My Drive	

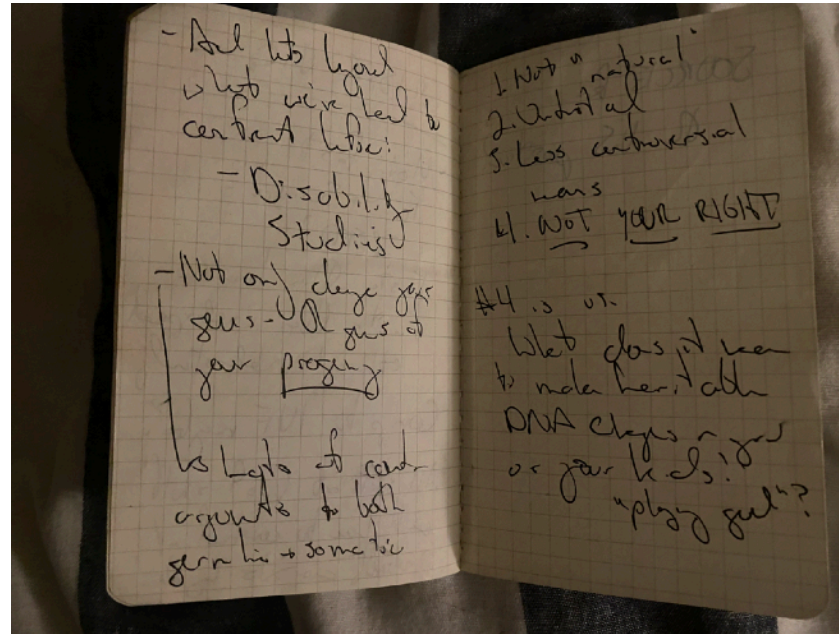
I write a lot. Not in like a... look at me,



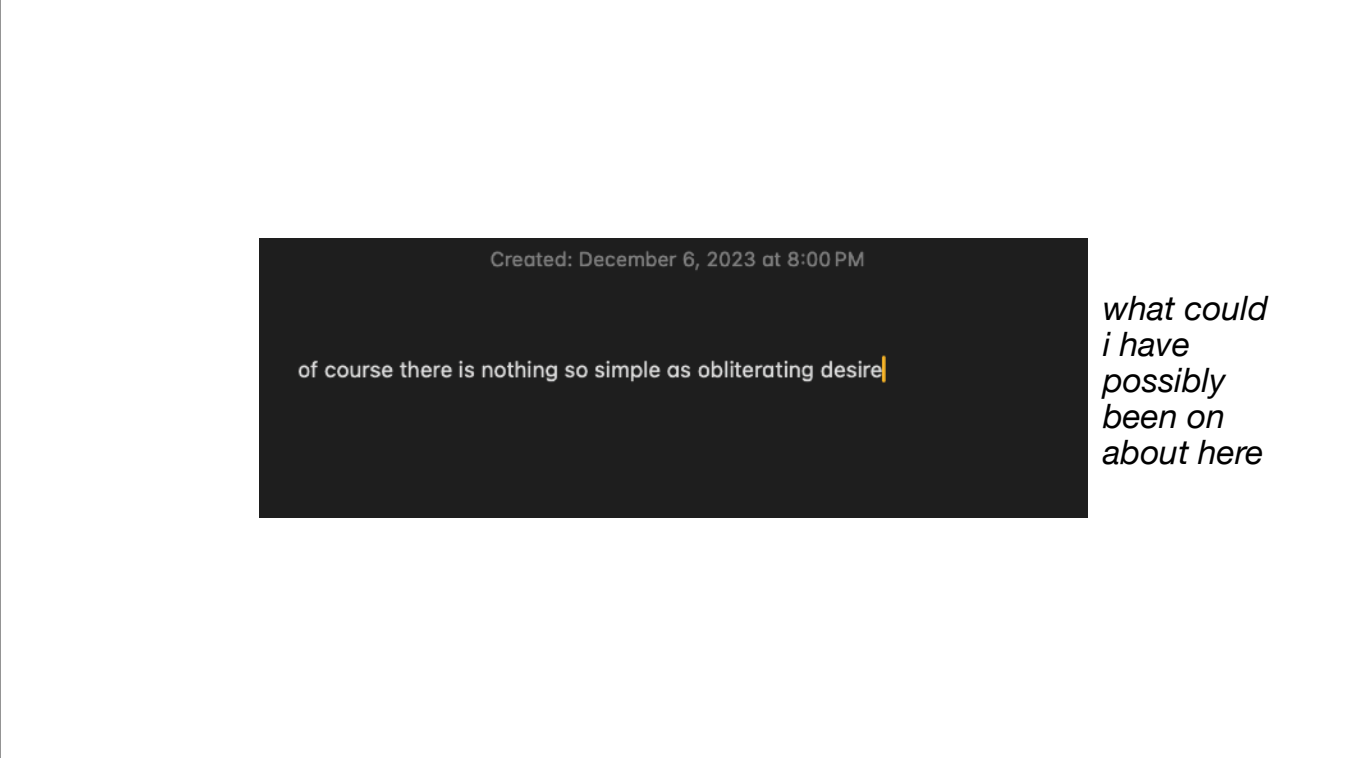


I'm a wordsmith! sort of way; I do it almost ... compulsively.

In

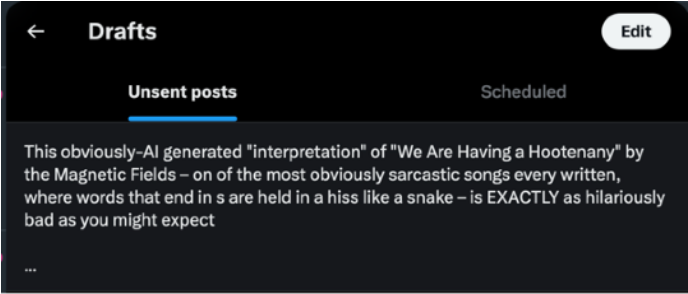


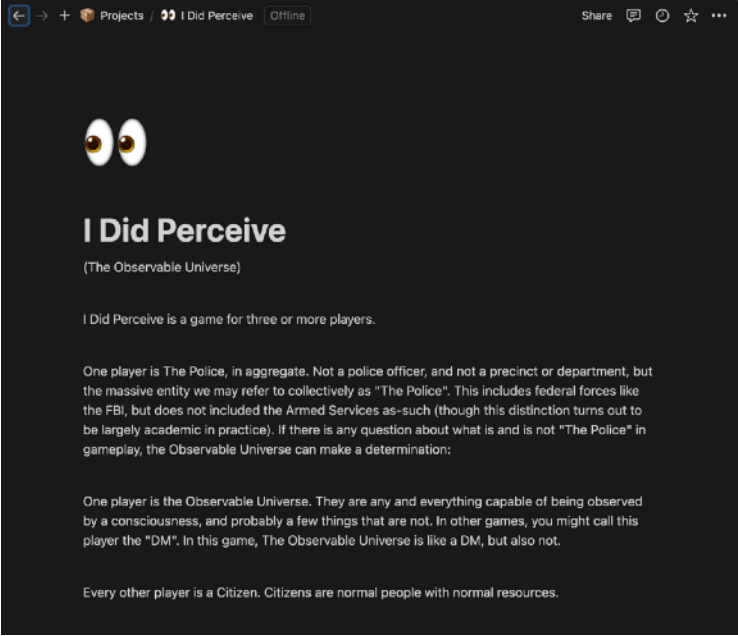
notebooks, on pages around the house, the backs of envelopes... On my phone, too, of course: in the



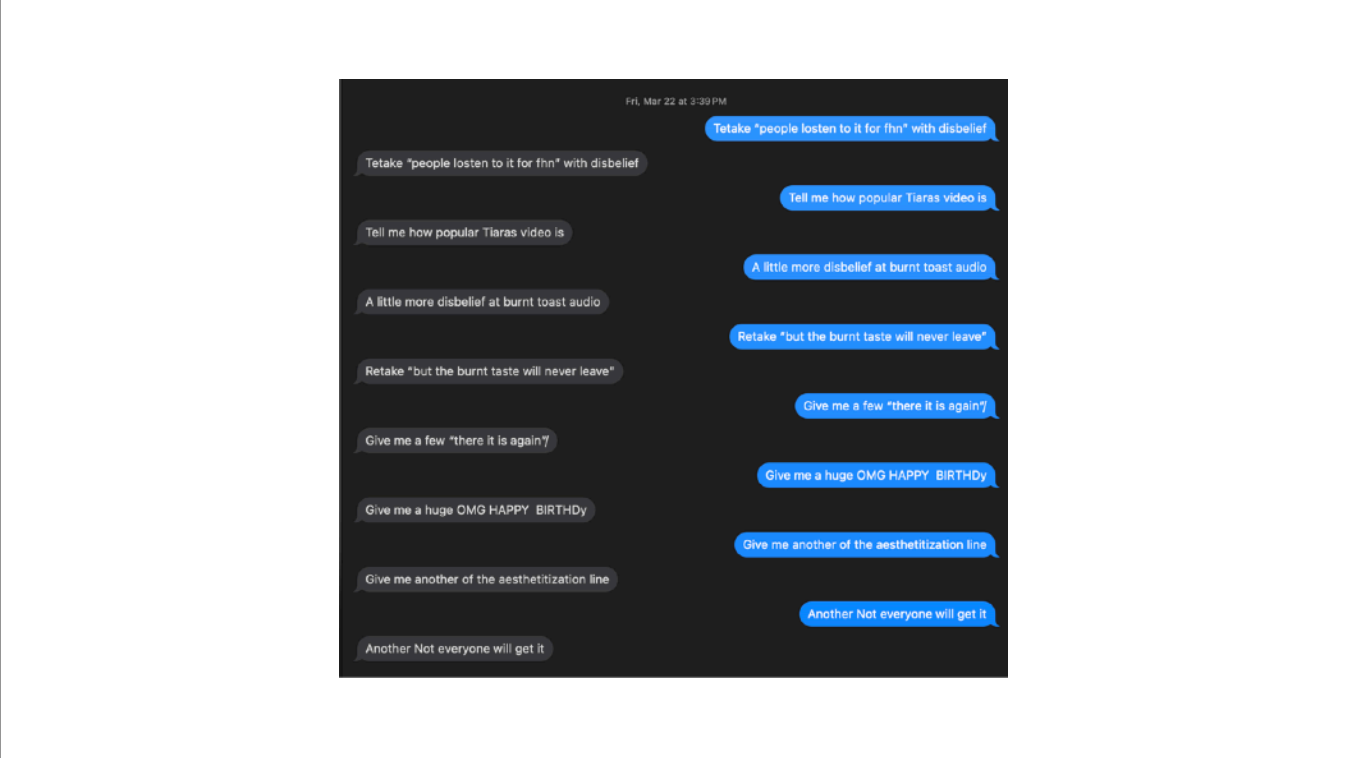
notes app, in

twitter,








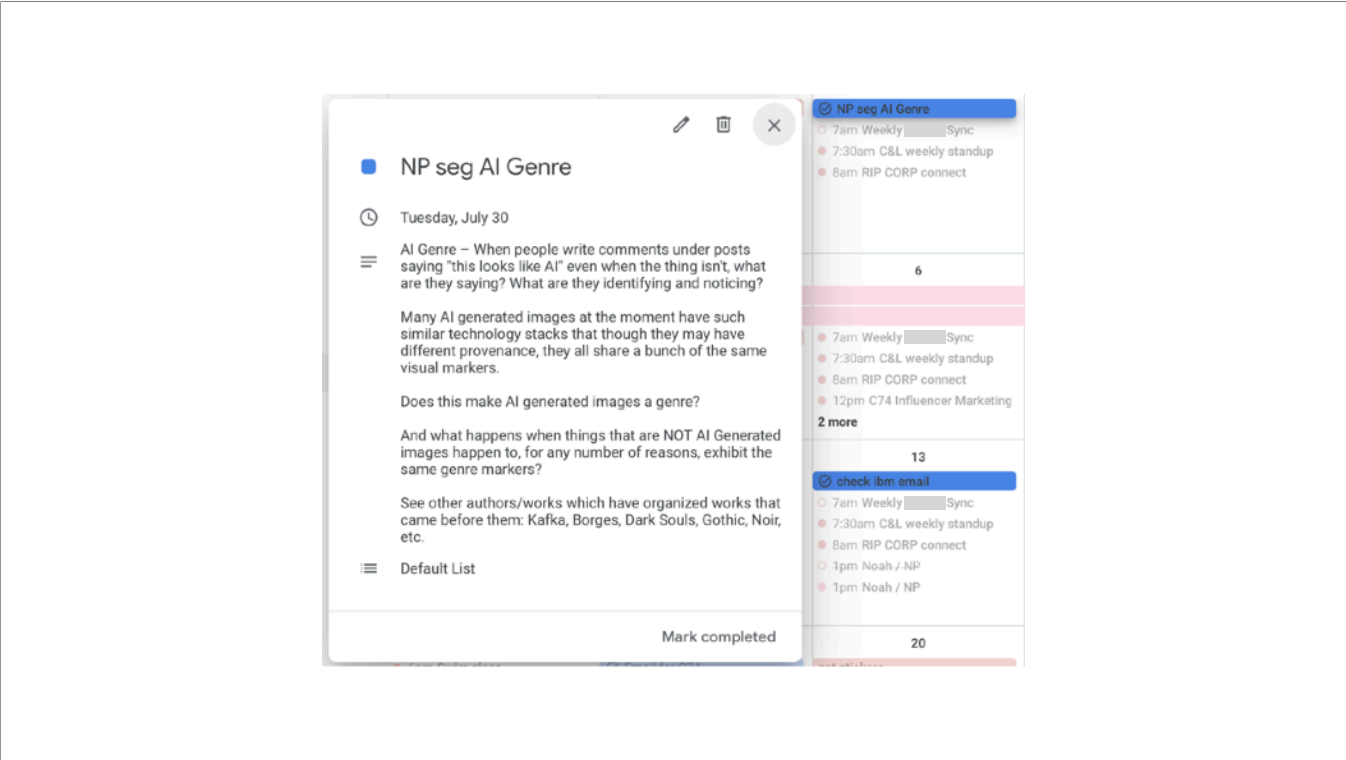
notion, in



texts to myself, in my

- ☐ Food Gore
  - ☐ "Contentish" 
  - ☐ There is no Internet Middle Class 
  - ☐ Why do stock prices go up when people get laid off?
  - ☐ Dont become a YouTuber
  - ☐ Why people want to "cancel" things 
- 
- ☐ Contractualism
- ☐ you dont need to care about other people because you didn't sign an agreement
  - ☐ chip and dale is impressive becausew of the contract work that went into it
  - ☐ we do not infact live in a society - we live in a tenuous agreement
- 
- ☐ 1:1 TTRPG pod, noir mystery
  - ☐ Towards a Satisfaction Theory of Media Use
  - ☐ A "ttrpg" that makes poetry

TO DOs, even IN



GOOGLE CALENDAR sometimes. Often whatever I have open when some idea strikes – I just... capture thoughts.

I don't even really know that I want to call this "writing" – it's more like...



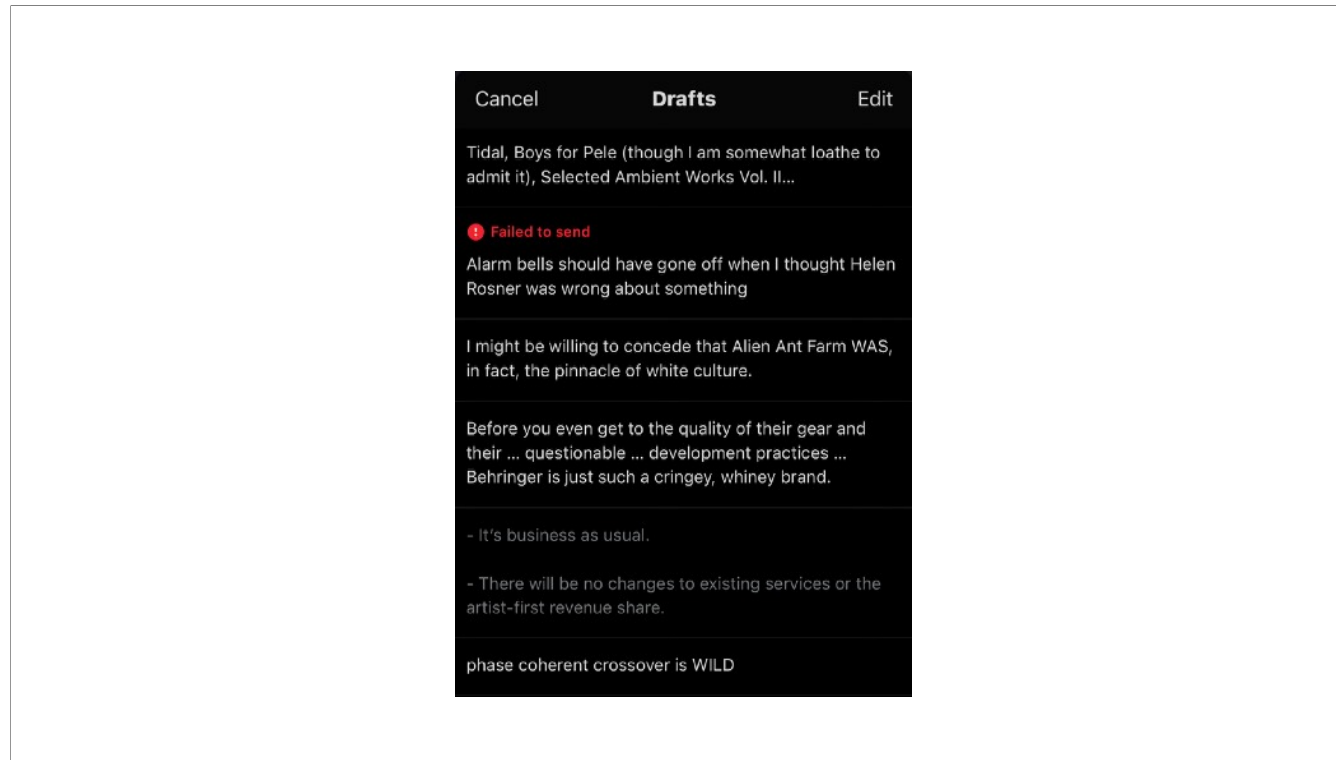


Cy Twombly; Untitled, 1967

scribbling. Drafting. Not laboring on some long document to finish it ... but pulling ideas through some hole they've poked in the aether. Drafting like, dragging heavy cargo; like following closely behind a thing traveling much faster than me; drafts like wisps of air that dissipate as quickly they intrude.

**[hold for flourish and drums]**

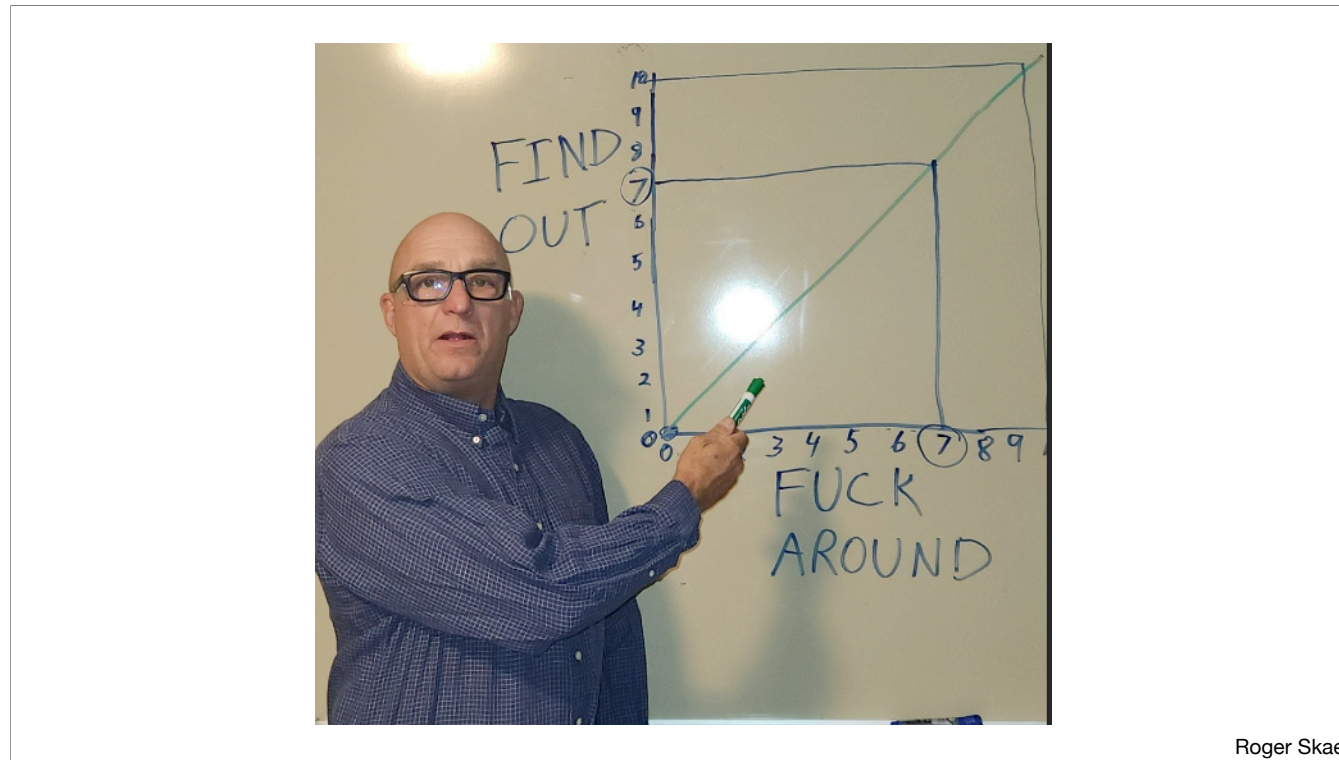
This segment is about –



drafts: writing before its written, writing when it's thinking ... not yet thoughts – as well as how the weird, permeable boundary between thinking and writing, in-progress and finished has caused a kind of ... widespread confusion, around what happens on the internet. And maybe even a widespread confusion about what the internet, and writing on it, is for.

[pause - cue]

A draft occupies a special territory, in the universe of communicative experience. It is both the



fucking around, and the finding out, all rolled into one. What are we finding out, though, by writing a draft? Usually just ....



## Drafts

@FreyaHolmer

having feline children instead of human ones is kinda rough, because I'll eventually have to live through watching them pass away as they get old

guys murder has already been invented, the only way to fight murder is to fund our murder programmes so that we win the murder race against for example china

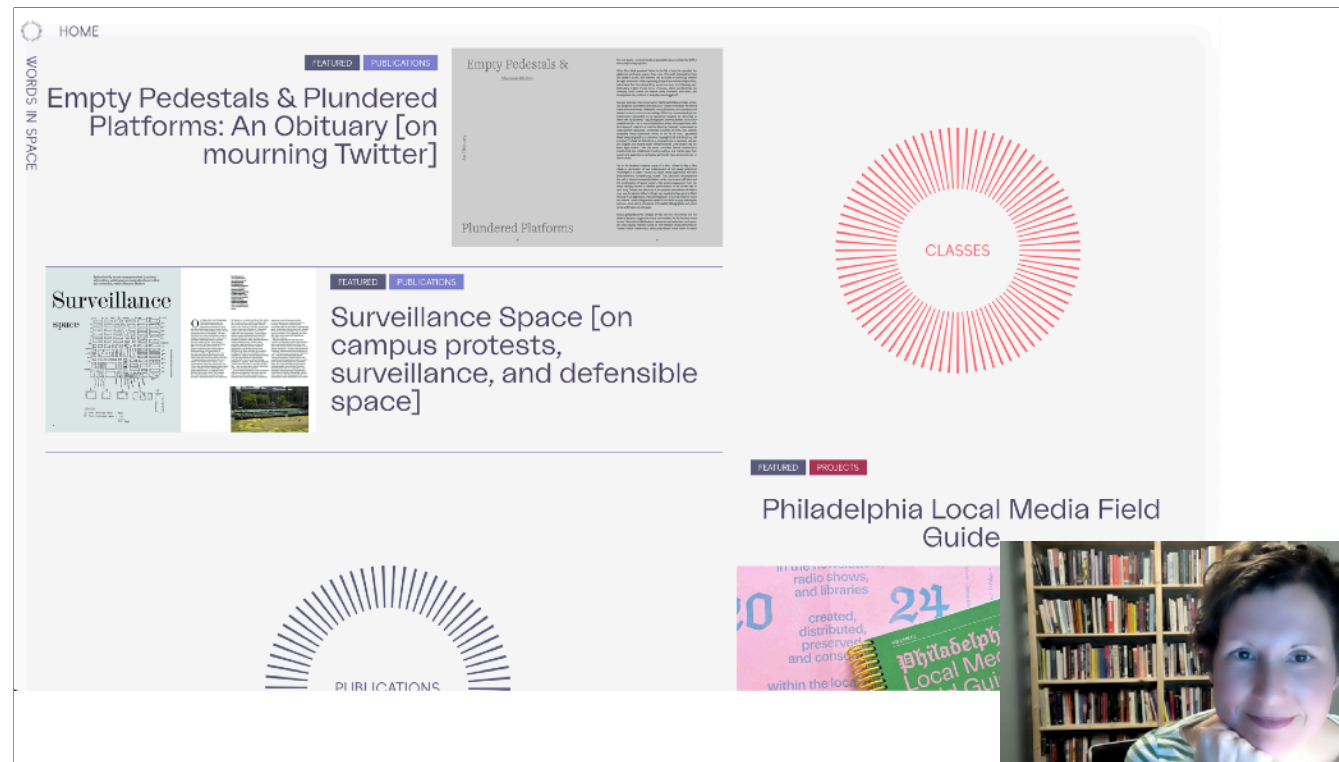
what we think.

[pause 2 counts]

“

*It's the drafting process, the iterative, I wouldn't even say perfection, but development of your ideas through multiple drafts that allows you to work out what you think about something. The thinking comes through the drafting.*

I talked to



Shannon Mattern – professor of media studies at the New School and the University of Pennsylvania, and director of creative research and practice at the Metropolitan New York Library Council. I asked her about drafts, and their purpose.

She mentioned the contradictions that arise only once one sets out to do the work of writing in earnest, BY WRITING... you often realize how little sense your thoughts actually make:



“

*There will inevitably be discontinuities, non sequiturs, um, contradictions in a first draft. And you have to figure out what, which of those need to be resolved and which of them need to be kind of celebrated and elevated.*

It's not that – before a draft –

Draft pass 5: Final Complete Readthrough (emphasizing how the start and end feel)

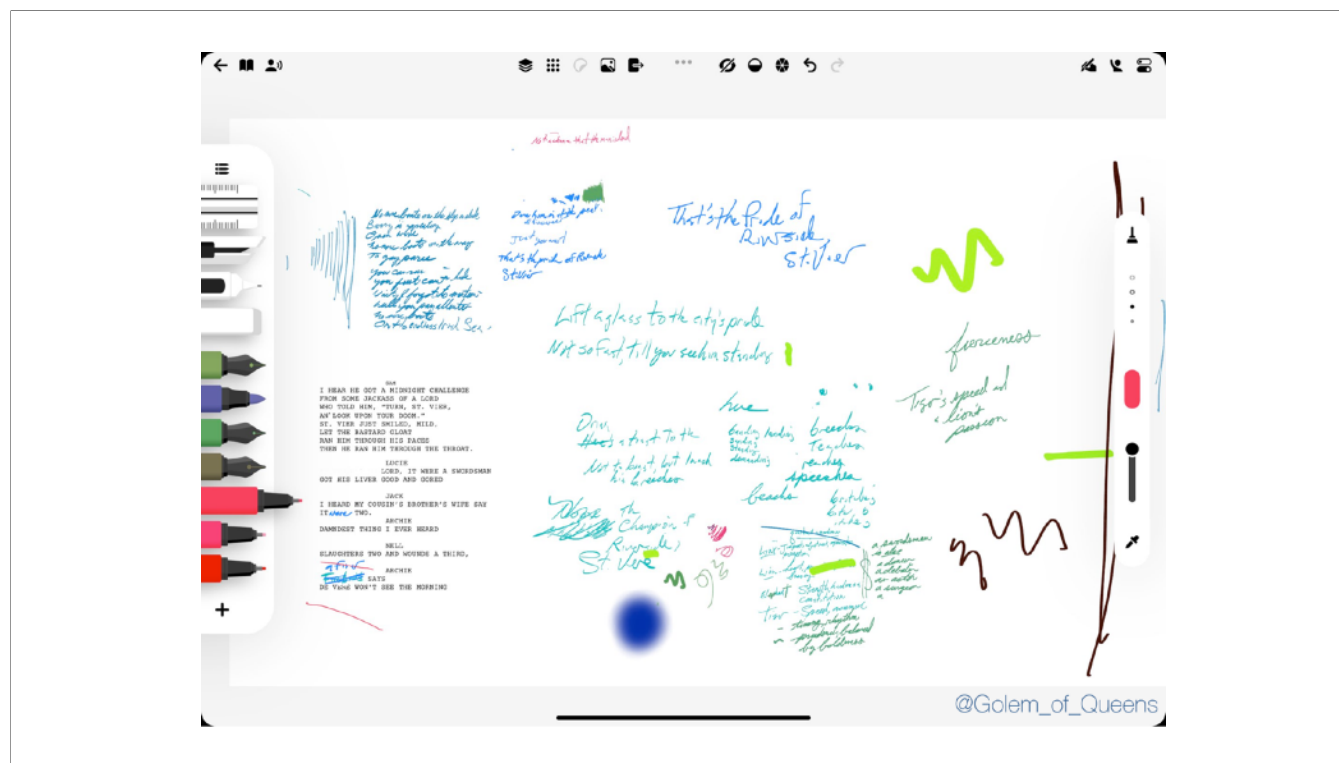
- Ready for recording when others' commentary is addressed and the final script is self-approved.

[record WHILE listening to chikai in FL to get the timing right. I've done a test for these first three paragraphs and it's tricky editing without having done this. Spend time with the recording-timing for this first part] [Begin playing "CHIKAI (-KINGDOM Orchestra Instrumental Version-), and make sure you add the chyron in the edit!]] [0:00-0:09] Have you ever listened to a soundtrack and thought to yourself: what is the music doing here? ["Huh? Of course I have." scene. Cut out the bg music and edit in the voice line separately] [0:18] Right, of course you have. And I don't mean this in a negative way: sometimes it's purely the music that's pulling most of the weight in a scene and hyping up the player to click start [0:29] [Jim tollin pictorial title screen], to emphasize with some moment of respite [snake eater], or to simply beat the boss [coligera]! But sometimes, music can also call attention to itself in a way that can make the audience feel a little silly for wanting to engage with the game [Mansion basement resident evil]. [begin playing from 0:18. Take time reading the next bit] To think this way about the role of music in media, and to put yourself in the headspace of the composer to ask: "why does the track sound like this, or what does this music add to the scene – and was it more effective than just not having anything play at all?" – I think this is a valuable exercise. Although it may seem a little strange to put so much focus on such a small part of the overall game design, to me, this is why going through the *Kingdom Hearts* soundtracks has been so rewarding. [0:52] Lead composer Yoko Shimomura has rarely failed to accompany the plot narrative with an equally compelling musical narrative, and this melding of Story-and-Music always felt like it gave the game universe a sense of depth and earnestness that I think is almost unmatched by any other continuous media franchise I've ever experienced. [1:14]

@DavidRussell323

one has not thought. It is that the thoughts have not yet been assembled into some rhetorical edifice.

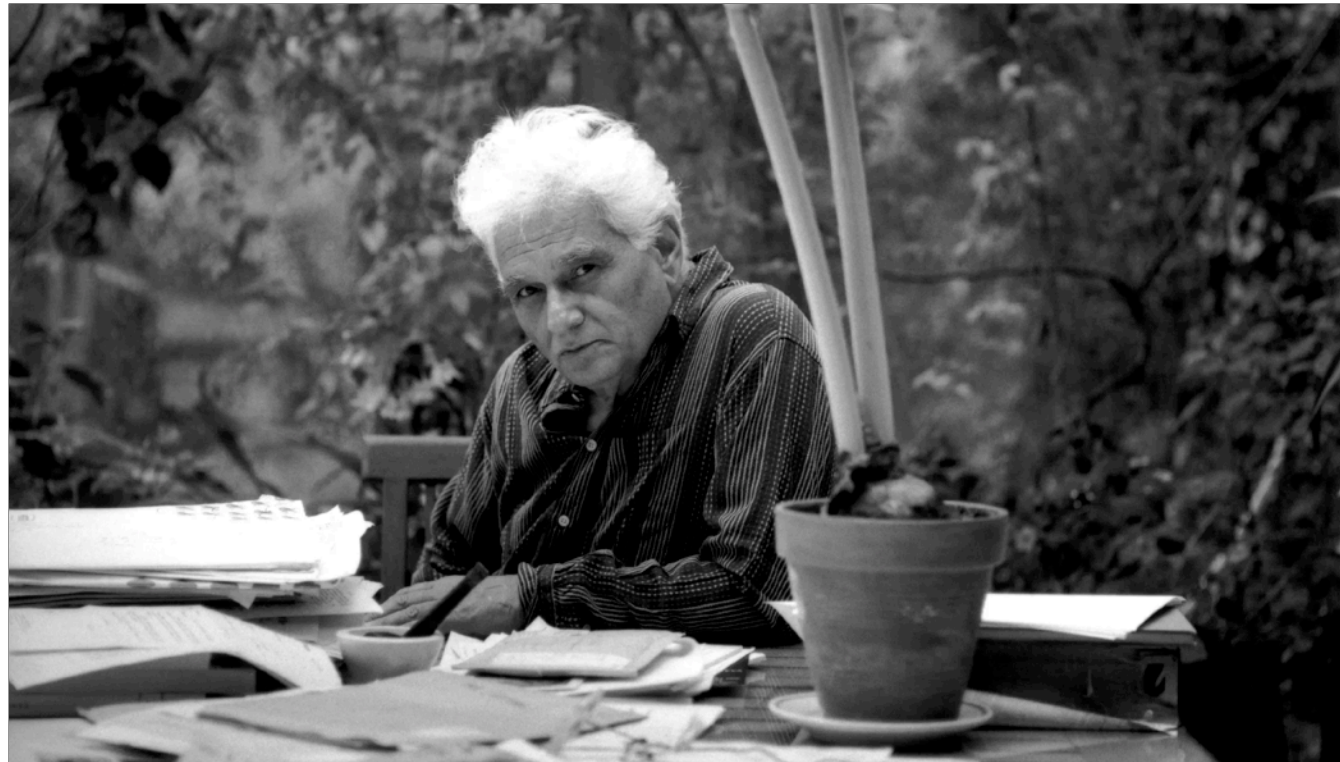




Provisional writing, drafting, makes those thoughts material, gives the ideas shape, which can then be fit together. Drafting transforms vaporous concepts to hardened substance; editing then chisels that material into something ... sensible. Hopefully.

(aside)

True story: I worked with an editor once, whose co-worker was allegedly Derrida's last editor. He, again, allegedly, described that process as ... "constipated." I think about that a lot. Anyway!



Derrida – whose work I have

Derrida – to whom I am sorry to say we must return, says – or, writes? but we'll soon learn there may be no *real* difference – Derrida says Plato and Phaedrus and Ammon get it all wrong.

Speech isn't such an exemplar of *knowledge* – with its immediacy, reliance on memory, and pathos. It is, after all, itself secondary to thought – guilty of exactly the thing writing is charged with. Speech is also, itself, full of ambiguities – disfluencies, inaccuracies, obscurities. It is, after all, a second-order reference for meaning otherwise caught – ultimately, unreachably – inside the mind of whoever is speaking. There is ALWAYS a translation that must occur.

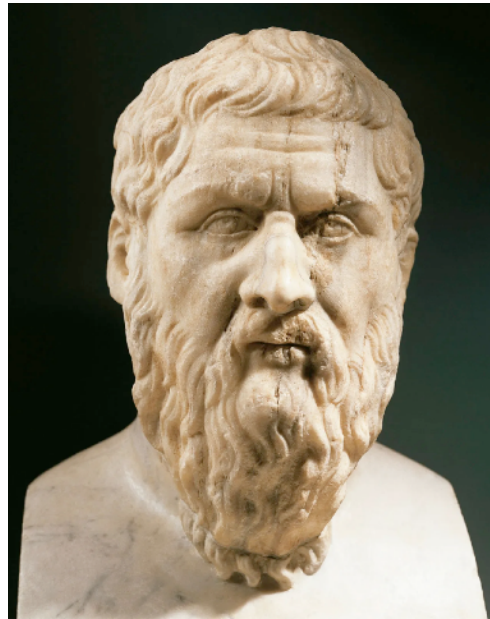
The characteristics which make writing the so-called "imitator of knowing" ... can just as easily be pinned on speech. The two – so opposed at the time of the ancients – are more similar, much more similar, than they may at first seem.

Derrida, somewhat famously, doesn't resolve this ambivalence conflict in *Plato's Pharmacy* – coming either to writing's defense and establishing its primacy or admitting that speech's agility gives it some edge or another in the production of ideas. In fact, in *Plato's Pharmacy*, he makes a big deal of the polysemy of the word PHARMAKON – which can be translated from the greek a number of ways, coloring AMMON's pronouncements. Is it a remedy? An elixir? A poison? All suitable sense of the word depending upon context. Writing inherits this confusion from Plato's written down account of Socrates' conversation with Phaedrus. Instead, he builds a case on the polysemy of the word PHARMAKON – translatable as REMEDY, as POISON, even as SCAPEGOAT –

To argue saying that which – arguing one or the other – speech or writing – is a greater pretender to the sits rightfully on the throne of knowing... is to miss the point that *language*, as a whole, and the whatever communicative acts which depend on it, ... they're always are always more than a bit ... opaque. There is ALWAYS a translation that must occur.

Speaking, writing – the two – so opposed at the time of the ancients, and even now – are more similar, much more similar, than they may at first seem.

tried to make sense of on more than one occasion – says... or, writes? ... but we'll soon learn there may be no difference – Derrida says

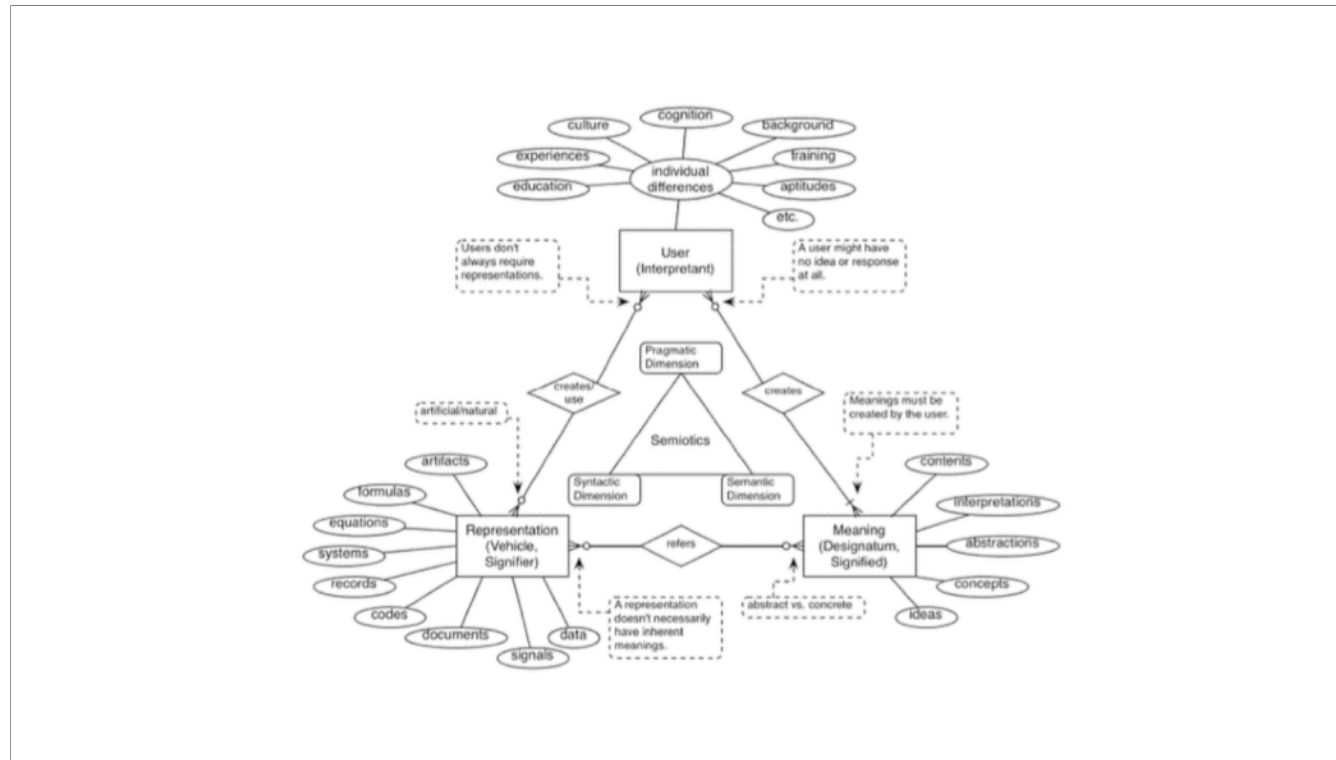


ד (ש) ד



Plato and Phaedrus and Ammon get it all wrong.

Speech isn't this exemplar of knowledge – with its immediacy, and pathos. It is, after all, itself secondary to thought – guilty of exactly the thing writing is charged with. Speech is also full of ambiguities.



It's a second-order reference for meaning otherwise caught inside the mind of an interlocutor. There is ALWAYS a translation that must occur.

Derrida doesn't resolve the conflict of



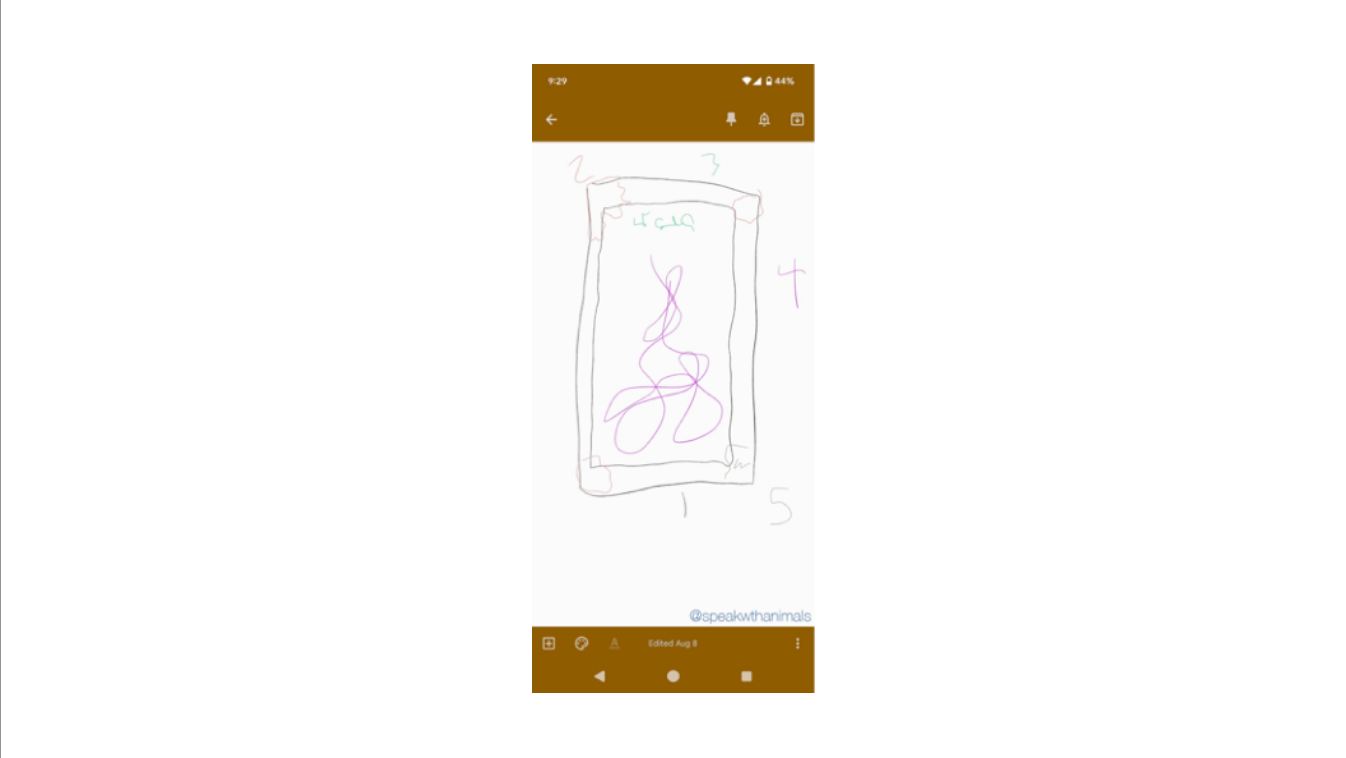


Plato's Pharmacy – coming either to writing's defense and insisting on its primacy or admitting that speech has some edge in the production of ideas. Rather, it seems he says that arguing one or the other – speech or writing – sits rightfully on the

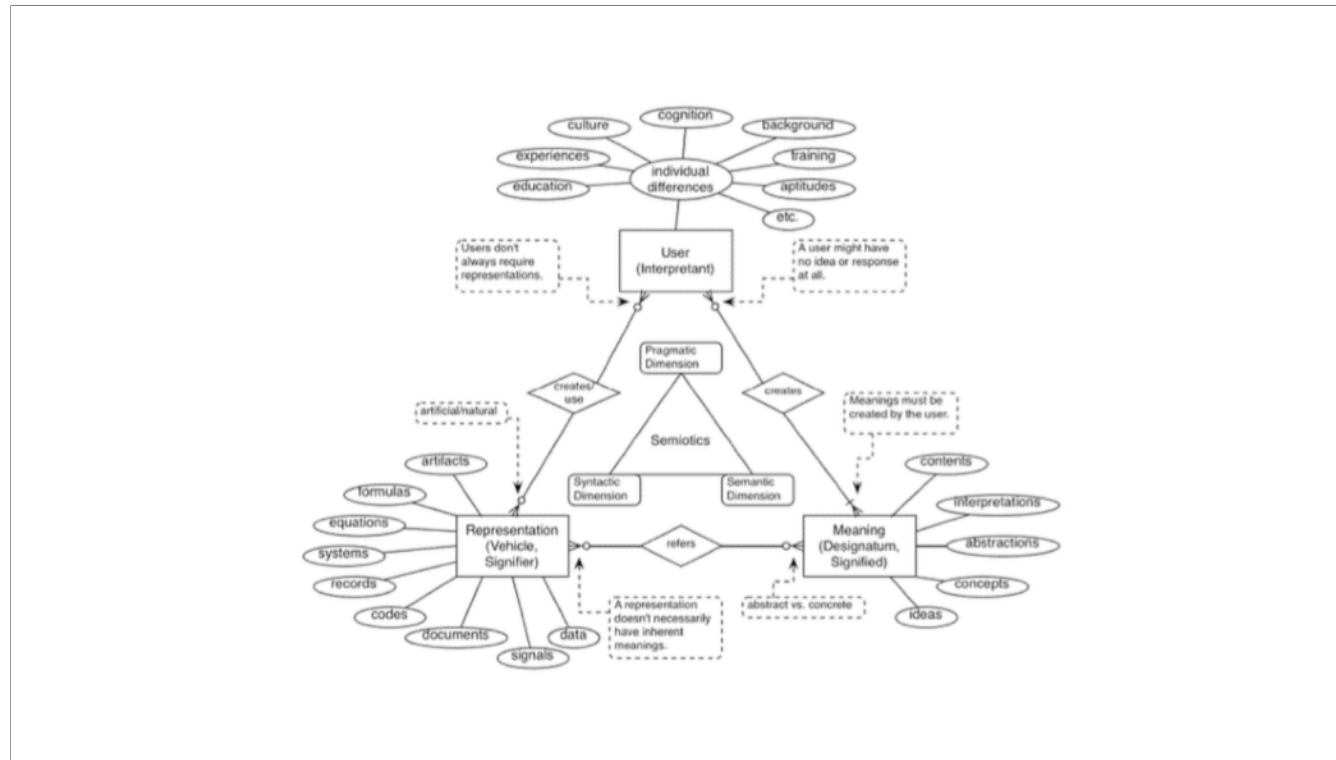


throne of knowing... is to miss the point that language, as a whole – and all the communicative acts that depend on it – it's all always...





opaque. There is ALWAYS a



translation that must occur.

Speaking, writing – the two so opposed at the time of the ancients, and opposed even now – are more similar, much more similar, than they may at first seem.

[wait for cue]

Still: writing has unequivocally become our



defacto repository of knowledge. Contrary to the ancients insistence that the nimbleness of speech makes it the most suitable for transmitting an understanding of the world ... writing, with its relative permanence, inflexibility, and portability has become the foundation of expertise, insight and education.

This is ... a bit of a trap.

[CUE - DRUMS OUT]

There's a consistency illusion to the written word: that what is written is, and has been, and should continue to be committed to. This isn't necessarily the case. Here's Shannon, again:



“

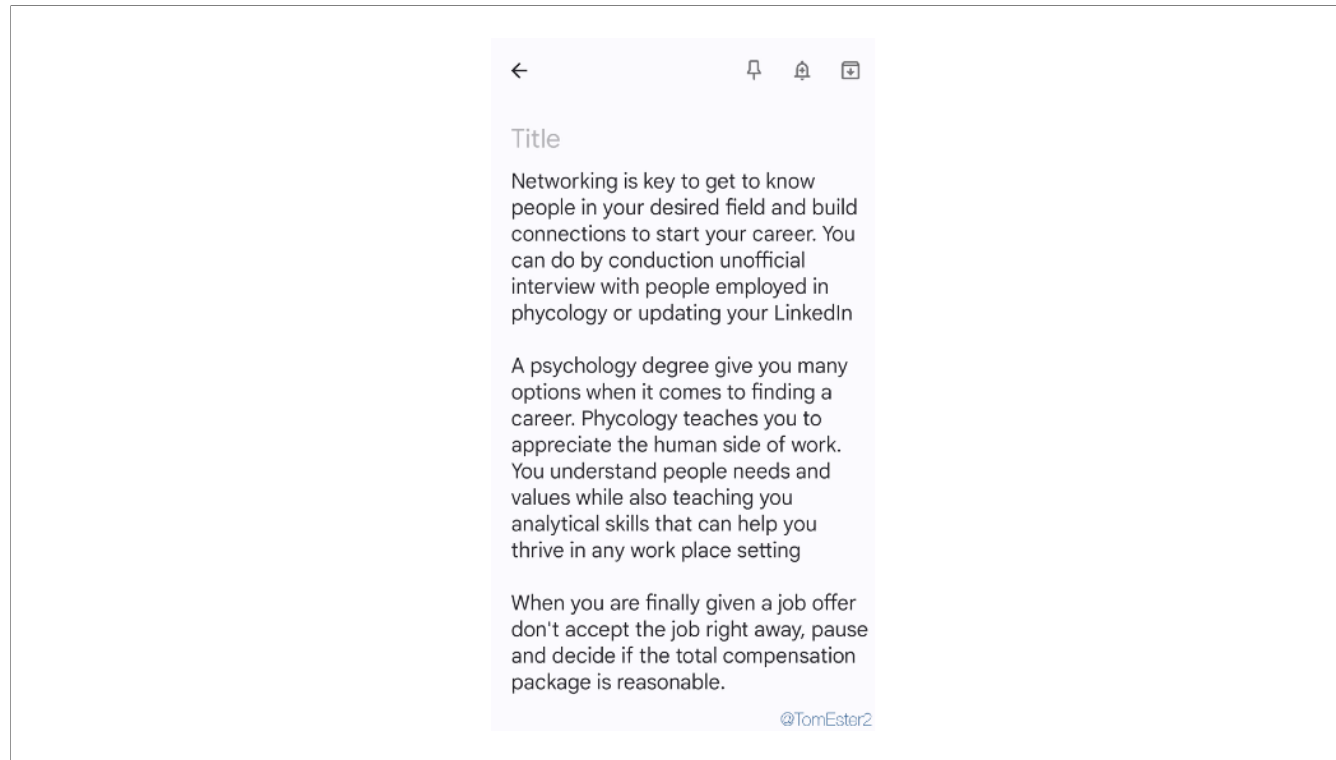
*I think there's an assumption that in academia and publishing and so many realms of practice and professional, kind of professional practice, that the, um, that things have to reach a state of completion, that you have finalized, fully tied together your thoughts.*

*You have reached a. Complete and kind of terminal conclusion. And then you're ready to share it with the world. Whereas I think the way thought really works in a healthier way to think about the evolution of thought again, regardless of what realm it's in, whether it's policy or scientific understanding, or kind of humanities kind of analysis.*

*I think it's much more healthy to realize that our thoughts, if we are continually taking in new knowledge, having conversations with people, our thoughts should be changing.*

*[music entrance and then a few notes]*

The Draft, then, can be two things:



a textual artifact of allegedly unfinished work. But also a kind of mode, framework or perspective for appreciating otherwise





seemingly fixed things out in the world, and considering that much more than obviously appears so ... may be provisional. There are drafts, and there is viewing things AS DRAFTS...

[hold for cue]



“

*So just because we have cut off our thinking about something at a particular time, uh, cemented it in print, and sent that book out into the world, That is still in a way a draft because there's lots of stuff I published in my first book that I would not say today, 15 years later, so that book feels final, but it is still a draft to the way in regards to the way I think about that subject matter.*

This is uncomfortable. The



consistency illusion surrounding writing – that what is written remains committed to – derives, in part, from a consistency bias we hold: ours is a culture that values inflexibility

**[pause cue]**

the confidence of rigidity.





We don't like to imagine that our knowledge about the world is provisional. We don't like to imagine our perspective, captured as it is, may soon change. We don't like CHANGE. We like to imagine what is fixed in type, is fixed in fact – because that's safe, and clear, and convenient and oohhh we LOVE convenience.

This is at the heart of the ancients charge against writing:

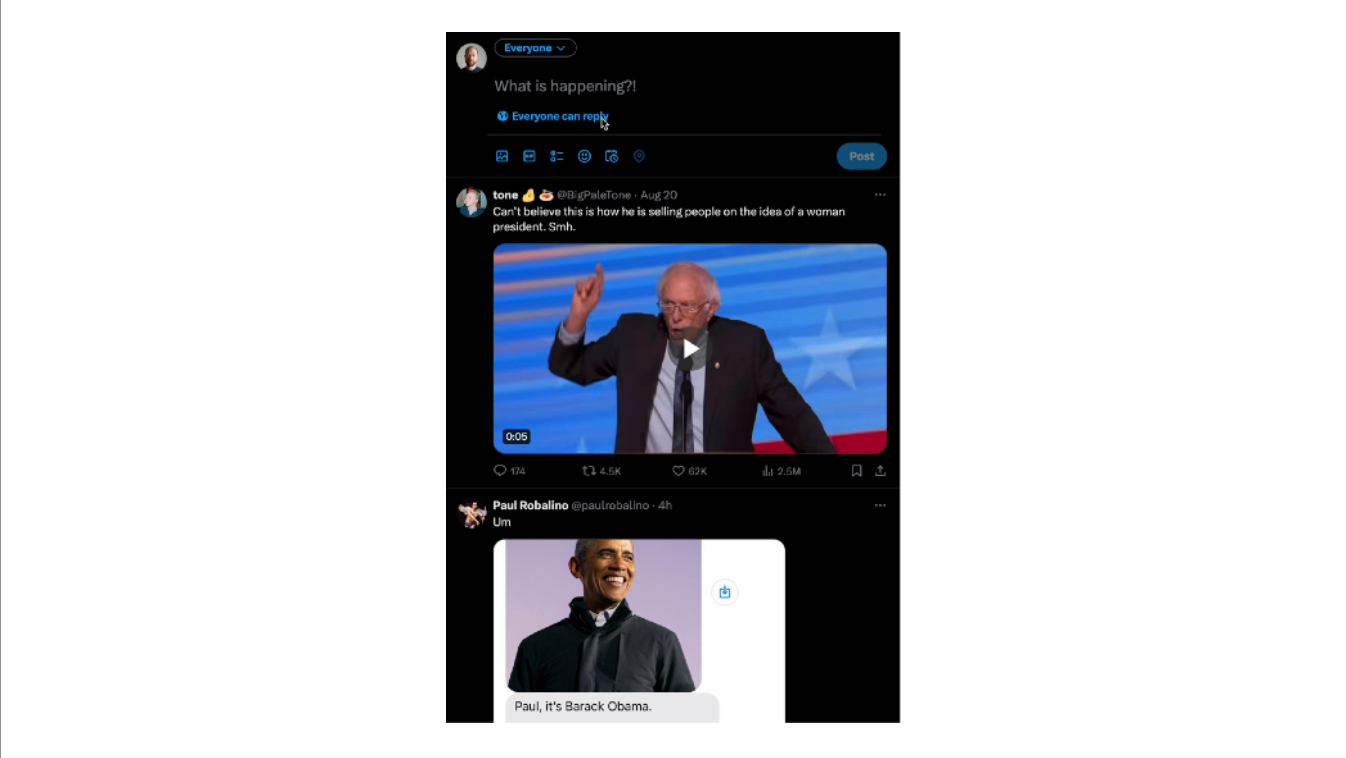


saying is preferable, knowing it will address and then evaporate in the moment – writing will persist, adamant. Herein lies a fundamental tension, too, of



posting: **[music entrance]**

which has all the aesthetic markers of a fixed text, but which functions – rhetorically, formally, even, as the feed



ushers everything by – like speech: posts are provisional, ephemeral, living.

[cue, bell tone]

There is a lot of talk of





DEATH, around writing. For sure because writers are a dramatic bunch – but also because death is our central metaphor for leaving and being left behind... in a way that denotes permanent loss.

Quiller-Couch



wrote of killing your darlings; Helene Cixous

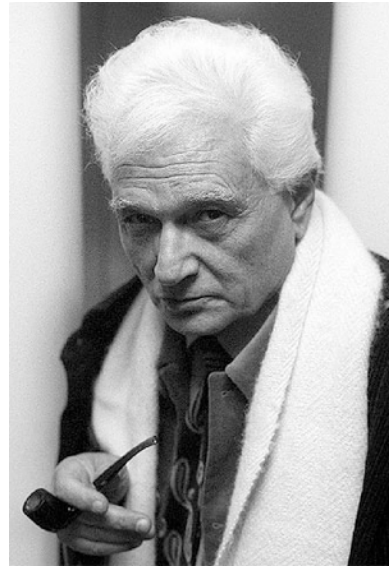


said that for writing to begin someone – most likely the author – must die in one regard or another; Roland Barthes





called the process of writing a gaze, an action, a murder, and an absence.



Derrida, and all the ancients, wrote of the living animal of logic, and the deadening effect ... of the written word. I'm realizing now most of these people are



FRENCH so that probably has something to do with the dramatics, too...

...

Writing requires SO MUCH

## Garb

The drafted is like... listening at the door. It is looking over the precipice, with a hand on the railing. It is a away to imagine fixing thought, to test a commitment by imagining an audience perceiving that commitment. It is ... a little dangerous... the post button, right there, ready to be pressed. A commitment, ready to be made.

The internet has made writing provisional, but we have ceded no ground – in return – in our preoccupation with commitment. We treat these spaces like vernacular but each post like a statement, a commitment ... a promise.

—

Being able to save a draft suggests one should WORK, but the messages are mixed  
twitter: cannot save threads  
bsky: NO DRAFTS, ITS A PARTY

My drafts – my twitter drafts, x... drafts, sorry – my instagram drafts – at one point my tumblr drafts [rip] – resemble and resembled, respectively, Shannons: the thing I was not for some reason brave enough to post.

Posting is very speech-like writing. Like letter writing, like texting, its vernacular is informal, popularly at least. You can do whatever you want; MOST people choose to post in a way that resembles talking. And yet! Unlike letter writing, unlike texting ... its forum is effectively *public*; *platforms behave like public spaces*. To post is to speak, with writing, to whoever would care to listen... and some people who don't.

self-restraint – focus, antipathy towards indulgence, empathy for a not-yet-existent audience, clarity of purpose – that the author may feel as though they are constantly leaving versions of themselves and their work behind. Permanently. Break after break after break – creating new futures without what's present. The written word, especially when it must be finished to be

8:30PM

Never Post

**Never Post** is a member-supported, employee-owned podcast about and for the internet, hosted by XOXO 2013 alum Mike Rugnetta. Co-producers Georgia Hampton, Jason Oberholtzer, and Hans Buetow join Mike at XOXO for their first live episode ever.

released ... has what Shannon calls a

*“definitiveness”*

“definitiveness” ... that definitiveness is absent in so much of the rest of our lives.

...

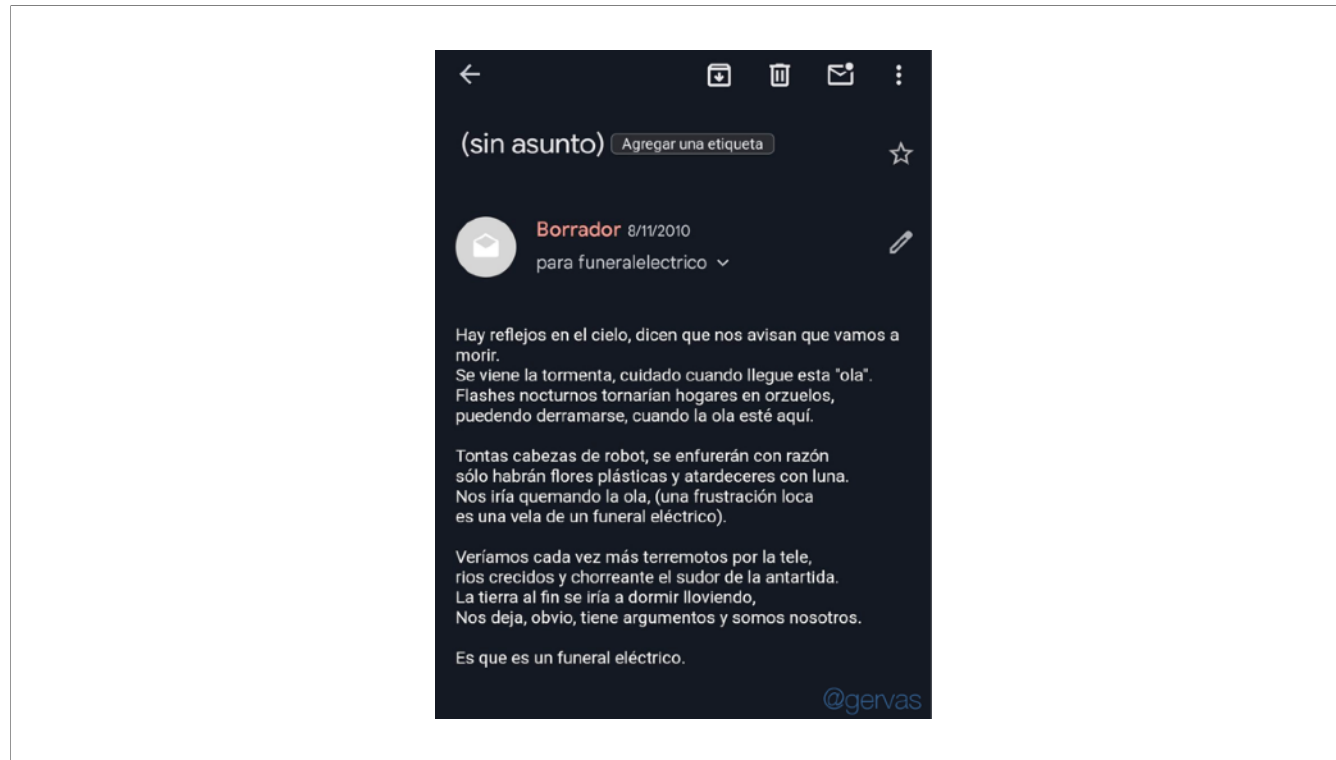
And then we



LOG ON

**[CUE]**

A draft... is not death – though it may precede it. If anything, it may be



the rush of truly living: the representation of discovery, and even of excess, if one so chooses. In Drafts we can, often do, and occasionally MUST... LET IT ALL OUT. Usually, principally, because drafts are private.

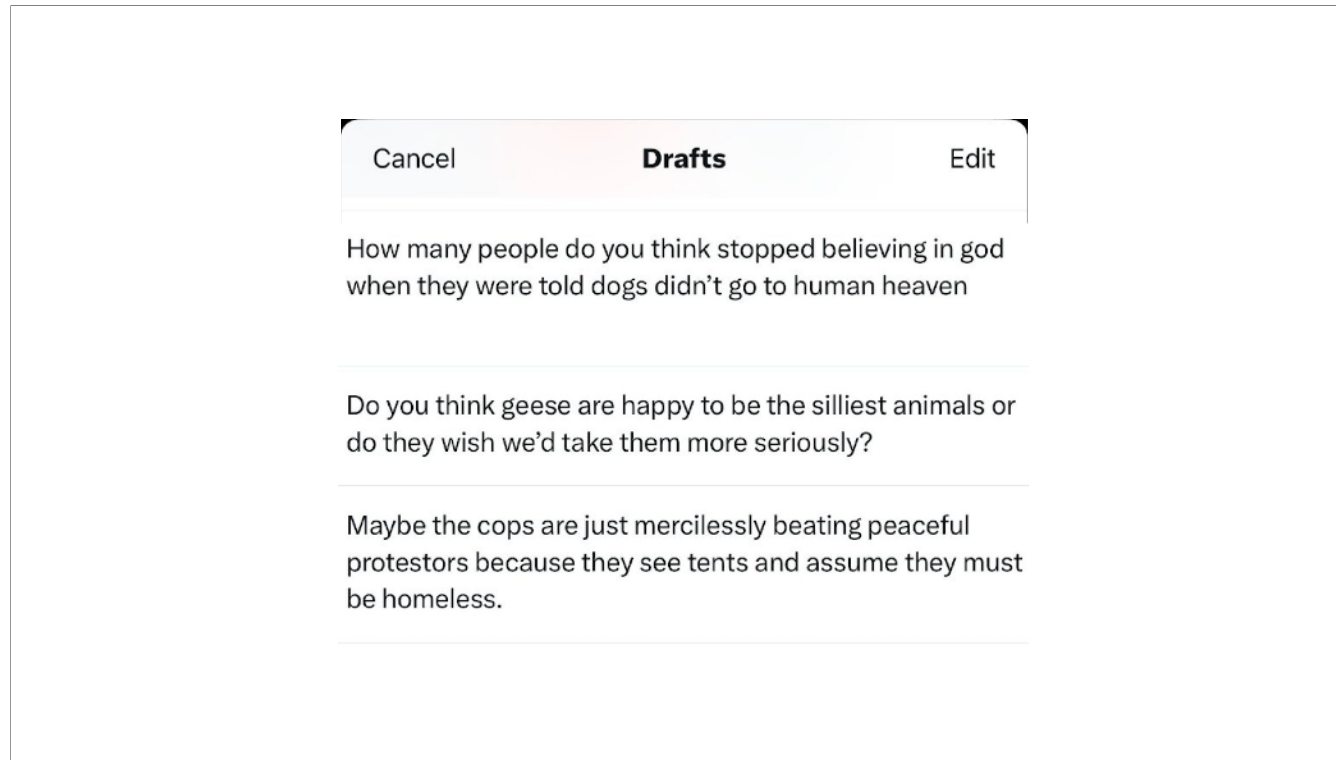




“

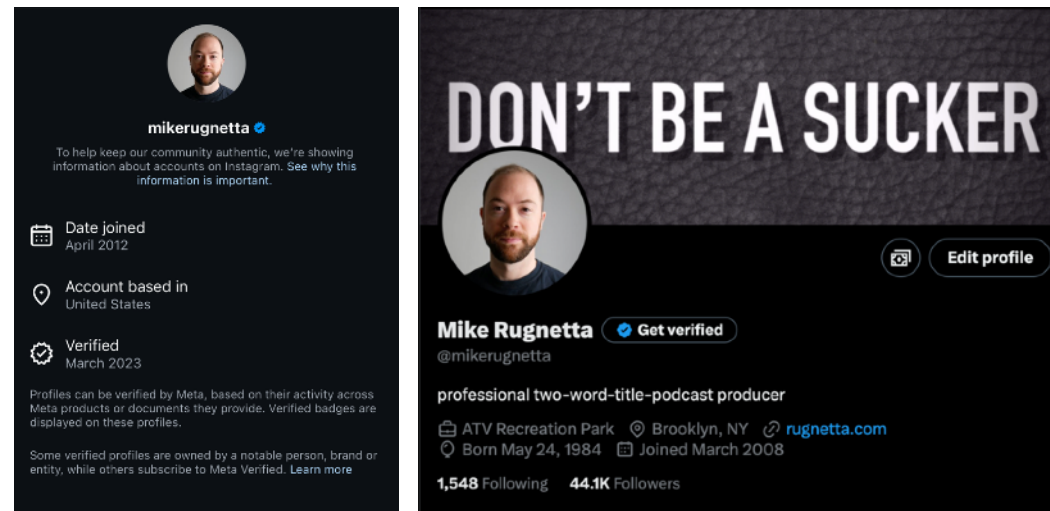
*I don't think everyone shares their drafts. Some people keep them in draft files, or back in the days of Twitter, there were draft tweets. I drafted many of those. As a cathartic experience, you know, wanting to tell off somebody or share some controversial take that I was a little bit too scared to actually hit send, uh, blue sky does not have that feature, which I know a lot of people have asked for*

And so we return, in our last few moments together – to



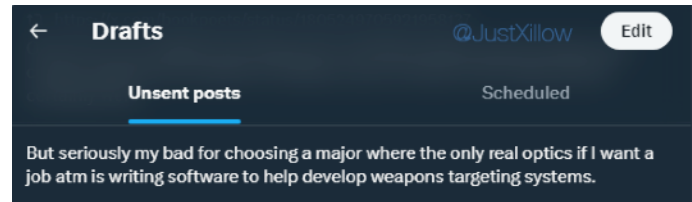
posting. The most common approach is to treat the feed as speech: to tell off, to exclaim, to enjoin, to protest, and to have those thoughts taken with a level of seriousness comparable to if they had been said the dispersive medium of AIR, not a fixed patch of pixels. **[drums entrance]**

But the feed is is a



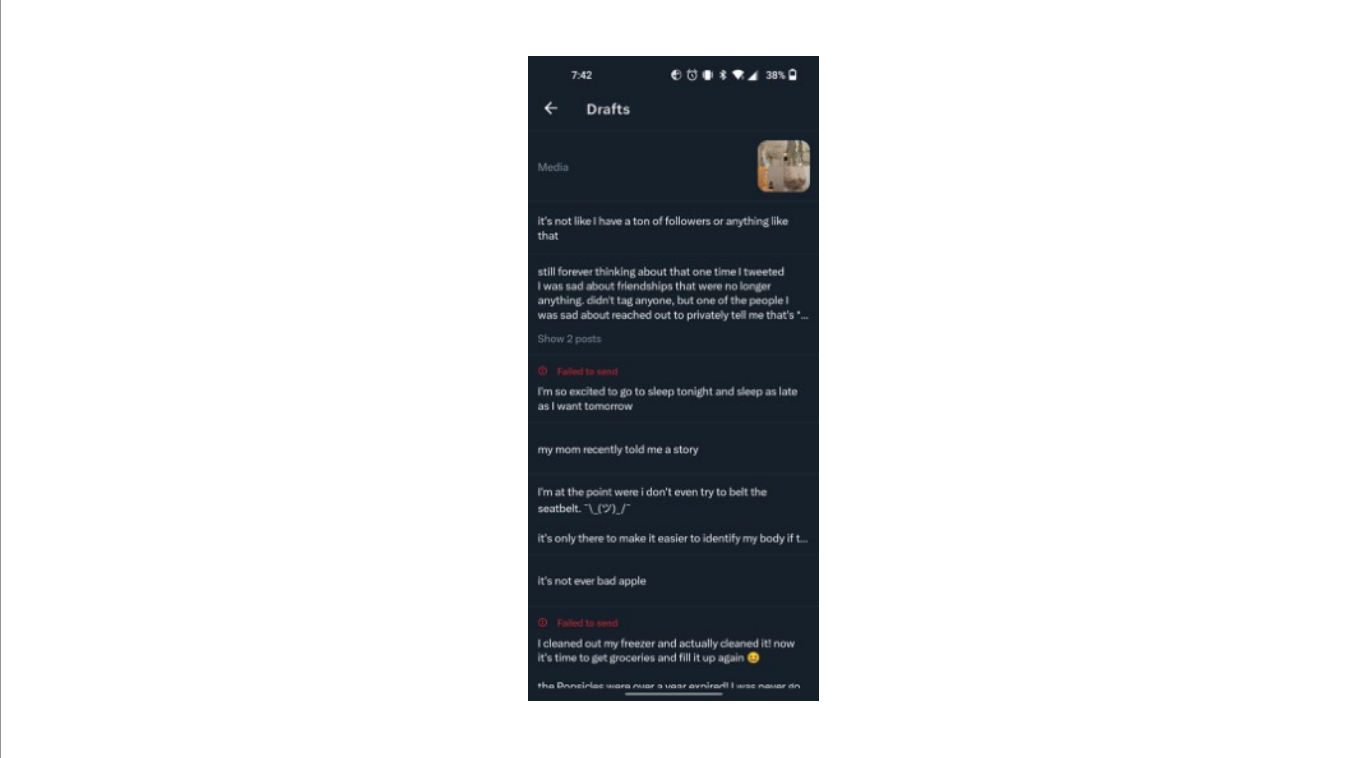
functionally stable record for many of us – a minute-by-minute document of passing feelings and reactions and interjections and sudden observations... fixed in its state, even sometimes, after YEARS have passed. My Twitter account is OLD ENOUGH TO DRIVE.

And we -

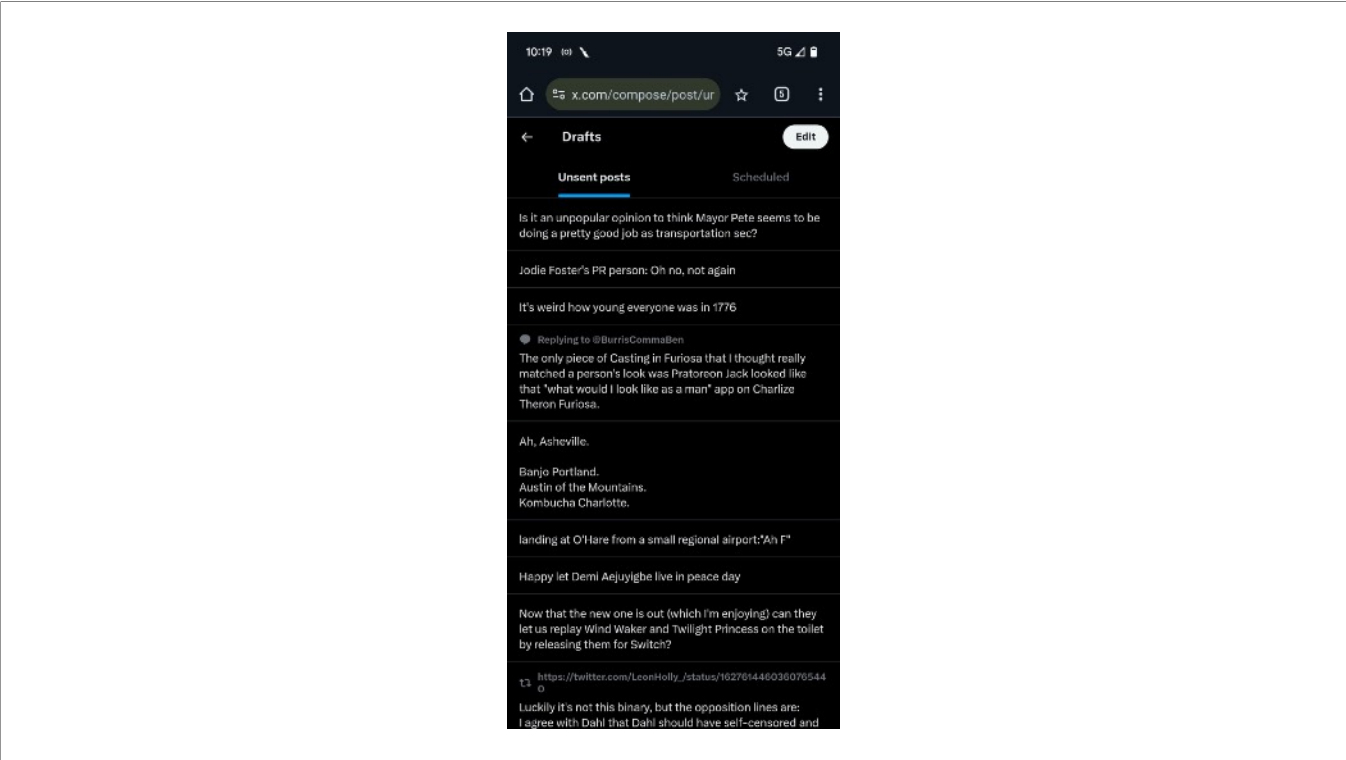


hesitate – as Shannon did. As I have done hundreds of times; probably more.

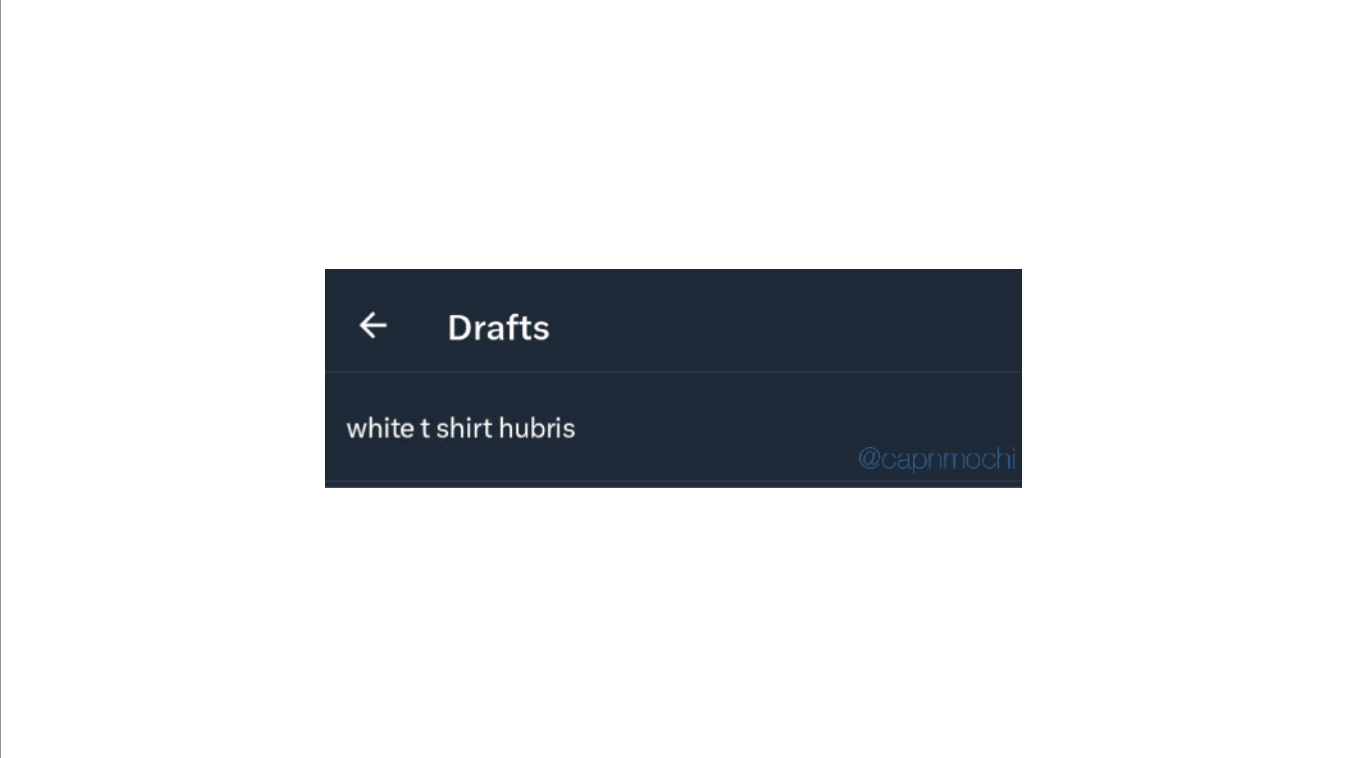
These facts – our rhetorical reflex and impulse towards



textual commitment – are in conflict and so then too is our understanding: we do not – and I mean this “we” as broadly as is possible – WE do not know, really, what



the FEED is for... are these



disposable musings or are they serious commitments? It's



Schroedingers Rhetoric: both, and neither, until circumstances require them to be one, or the other and the circumstances online are ... shall we say...

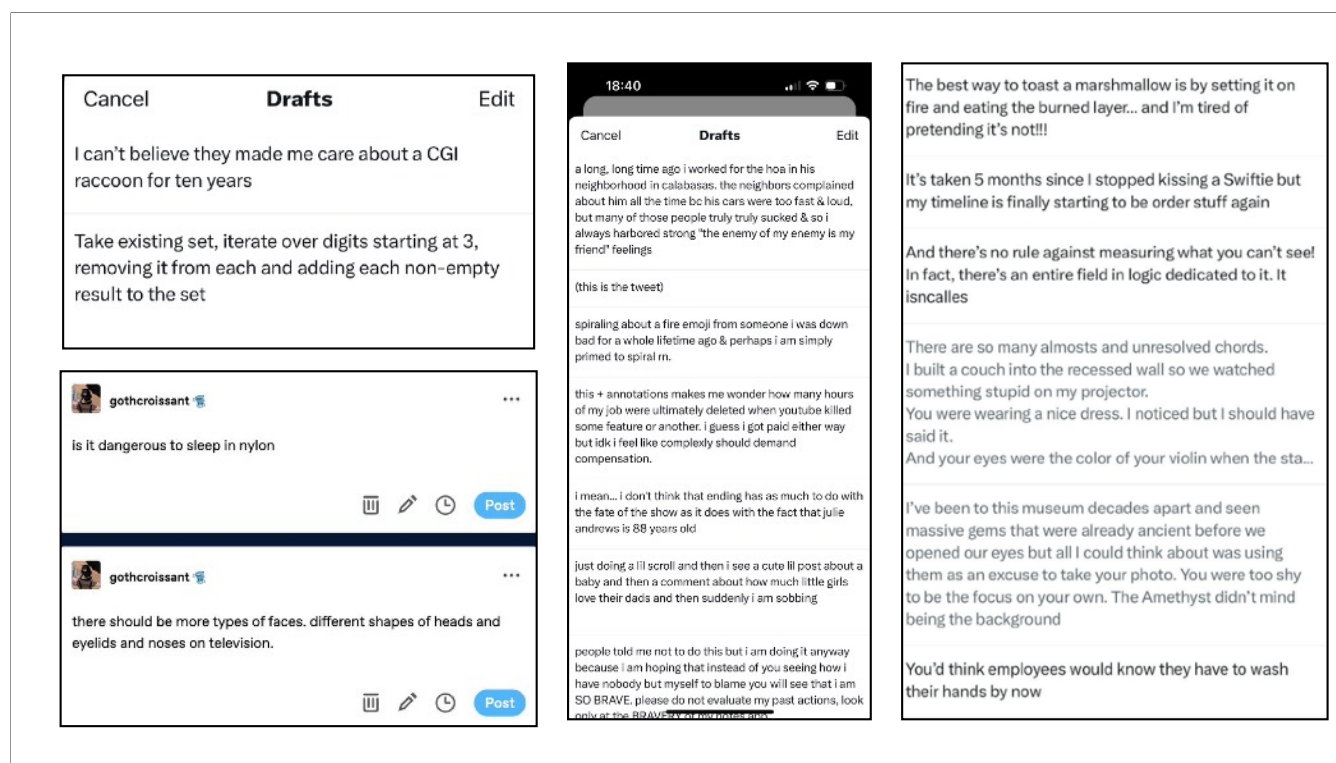




rarely in one's favor.

**[drums out]**

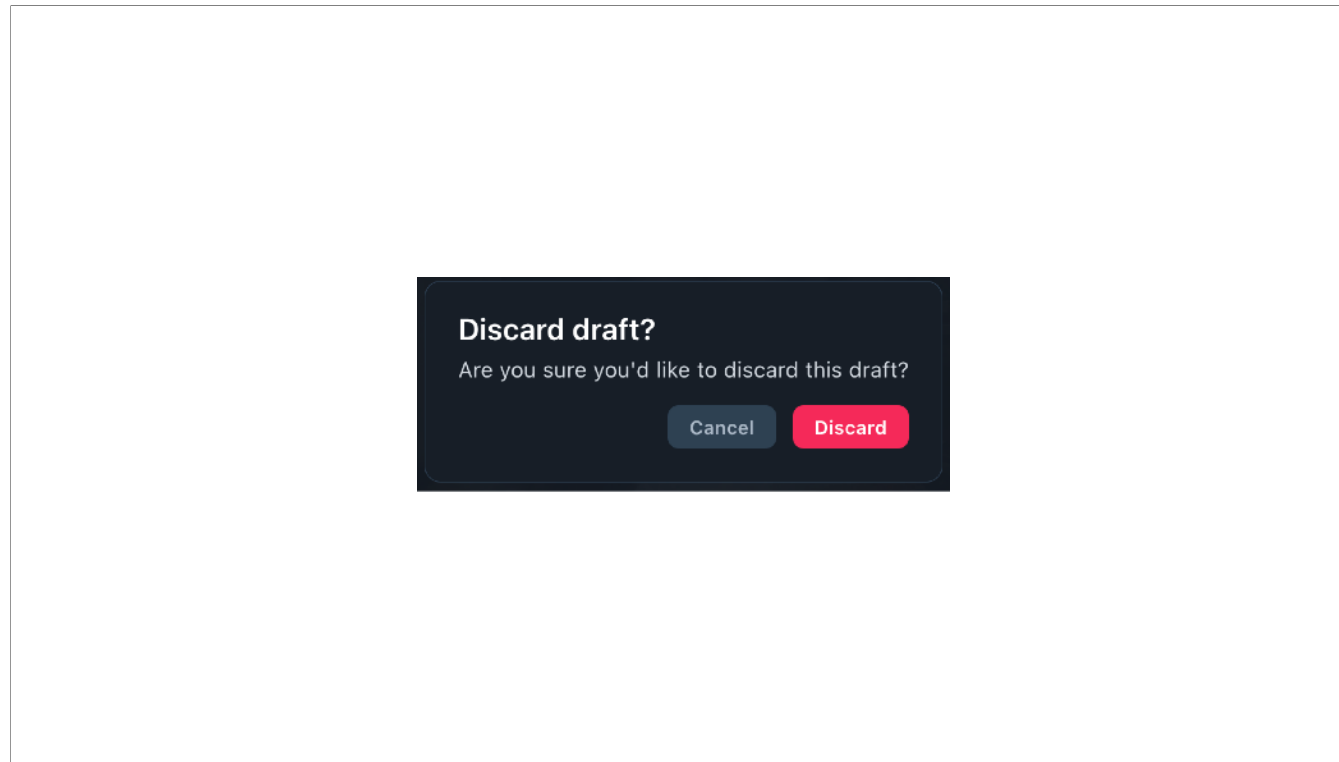
The fact twitter-x has



drafts suggests these are thoughts to labor on, to which you may return to get just right. The drafts are a place where you can audition the idea of an audience, estimate the cost of textual commitment. Instagram, too, and



tumblr – say: here is a place you can THINK about what you post. Here, you can DRAFT. Bluesky



– takes perhaps an ethically draftless stance: announcing itself as a place of fleeting conjecture. Do not labor, so not preconsider. Dash, and go. Draft and go.

## **[DRUMS IN]**

An insistence that all of this – while it is writing, may in fact be more like speech – and should be considered provisional, in progress. You are not posting – we never post



– we are only ever drafting. In the feed, we are speaking, through writing – the two, so opposed, much more similar, than they may at first seem. Posting: both a

# REMEDY

[PHARMAKON], for aiding life and living, as well as a



# POISON

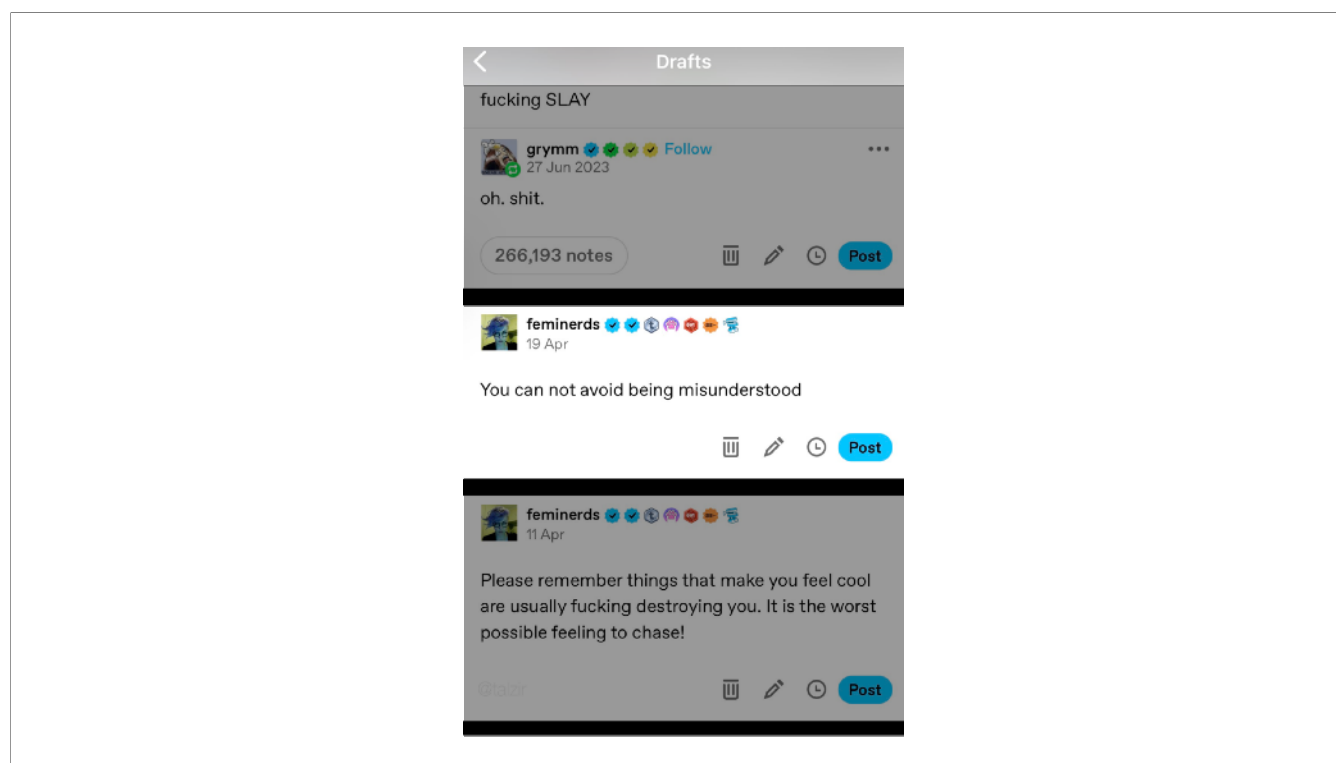
[PHARMAKON] which harms, and has the capacity to halt thought ...



“

*So there there's, it's opening yourself up to, um, a collaboration with sometimes an anonymous, um, unruly public who will have thoughts about what you share, depending upon how widely you share your drafts. [...] Um, but putting something out there in a more public forum does require a lot of openness and acceptance of vulnerability.*





[hold for 8 or so]

Thanks to Shannon Mattern – whose work you can and DEFINITELY should find at [wordsinspace.net](https://wordsinspace.net) – and also to everyone who shared their drafts with me for this segment. I hope you all experienced the rush... of truly living.

[beat]

That ...



... is the show we have for you this week.

### **[MUSIC CUE]**

Thank you so so so much to XOXO and Rev Hall and the Andys and Neal and Al and Clara and the rest of the tech team and everyone here in the audience – this is OUR FIRST EVER LIVE SHOW so this has been very fun and weird and exciting for us.

At the top of the show, we handed out small boxes – if you have no use for yours, please give it back and we will recycle it. At the top of the show we ALSO said we'd announce RICIPIENTS OF TIKTOK SHOP ITEMS AND WE WILL DO THAT RIGHT NOW. When we call your name, raise your hand and we'll deliver your item to you, free shipping... in this room.

- Nocciola Giggle Puff Sticks
- Lucky Lunar New Year Dragon 2024
- BUBBLE MACHINE GUN WITH 69 HOLES
- THE OBJECT

Never Post's producers are Audrey Evans  
Georgia Hampton  
and The Mysterious Dr. Firstname Lastname.

Our senior producer is Hans Buetow.  
Our executive producer is Jason Oberholtzer.

I'm your host ... Mike Rugnetta.

—

It's slow writing  
on re-admission of the abyss  
so if this body is sleepy-tired  
please walk around

Suddenly there's nothing  
in the laws of the alphabet  
that breaks open revealing  
what buoyancy am I.

Excerpt of Puberty of Puck, by Mark Hyatt

We'll be back in the MAIN FEED on August 28TH WITH... THIS EPISODE THAT YOU JUST HEARD. If you're interested in helping us continue to make the show ... head on over to [neverpo.st](https://neverpo.st) to become a member.

Never Post is a production of Charts & Leisure.