

Jann Wenner's Refusal for "Rolling Stone" Cover Story

Date confirmed in Randy Taraborrelli's "[Michael Jackson: The Magic. The Madness. The Whole Story](#)" ("dated 27 November 1979")

Jan Wenner letter, Rolling Stone Publisher

Michael Jackson has, in fact, been on the cover of Rolling Stone, contrary to your statement in your recent letter to me. We would very much like to do a major piece on Michael Jackson, but feel it is not a cover story.

Best,

Jann S. Wenner (Editor & Publisher)

Randy Taraborrelli, biographer, "Michael Jackson: The Magic. The Madness. The Whole Story"

Michael was frustrated by what he saw as a lack of respect from the entertainment industry. For instance, he felt he deserved to be on the cover of Rolling Stone and asked his publicist, Norman Winter, to try to arrange it. 'We would very much like to do a major piece on Michael Jackson but feel it is not a cover story,' was publisher Jann Wenner's response in a letter to Winter (dated 27 November 1979).

When Michael saw that letter, he became exasperated. 'I've been told over and over again that black people on the covers of magazines don't sell copies,' he complained. 'Just wait. Someday those magazines are going to be begging me for an interview. Maybe I'll give them one. And maybe I won't.'