



Paulie Sez

Welcome to Valley Voice!

By Paulie Anderson

A What?

Welcome to Steamboat's new monthly newsgazine, Valley Voice. You read it right, a newsgazine; part magazine, part newspaper. We coined this term sometime in the last couple of months as we were trying to define what the Valley Voice truly was. This definition is an important aspect of the work when creating a new style of print media in a world of smart phone instant gratification and modern communication. How can we be unique and desirable dressed in vintage 27 pound newsprint? What will make people use this particular piece of print media to start campfires, wrap fish or swat flies over other available trash? Oh, or to read?

The answer is simple: put lipstick on that pig by giving it a glossy cover, lots of color, and a couple of staples. The end result is what you're holding in your hands: glossy on the outside, newsy on the inside, but with some meat in some of the articles that give it a more magazine type feel. The 32 pages you are currently reading (or using to pick up some doggie-doo) are just the beginning. We plan on expanding the content and creating a user-friendly modality of expression and information to entertain the local and visitor alike.

Introduction

This inaugural issue of Valley Voice consists of over 20 writers and artists. Artist bios will accompany future editions, but for now you will have the bylines to stir memories of past (and some current) publications until we get all the bios of all the contributors. I don't want to lose sleep feeling that someone is underrepresented, and that's just the kind of thing that keeps me awake. There are three key members of the contributing public who I need to introduce here, because it will be one of these three people who you will talk to when you call or email the office.

Matt Scharf is the man behind the lipstick. No, not the one wearing the lipstick; Matt is the artist who will be designing the pages, most of the ads and the fancy glossy map in the middle of each issue. You can see much of Matt's work around town from logos to car wraps to signage at some of the parks. He also created the Whiskey Chronicles Comic that ran for many years in The Local, and a number of political cartoons that ran in the Pilot and Today. You can reach him online at matt@yampavalleyvoice.com.

Scott Ford is our financial guru, esteemed "Office Dad" (even though he has his own office down the street from ours) and the man behind the statistics. He was the management ingredient that gave us the flavor we needed to create the best newsgazine bouillabaisse a lack of capitol could buy. Scott will be doing our billing, telling us if we can afford a new can of beans and guiding us through the fun world of the entrepreneur. Scott will answer your emails in order of statistical preference at scott@yampavalleyvoice.com.

And then me, Paulie Anderson. I am the glorified secretary with a column in prime real estate. I answer the phone, listen, talk and sell. I fill in the blanks, apply liberal sarcasm, adjust with humor and appreciate the word vitriol. My qualification can be summed up as simply as this: I like people and I like paper. My newest cyber address is paulie@yampavalleyvoice.com.



This random image of a flowering cactus in Moab has nothing to do with this article what-so-ever.

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