

Viewpoints

Pausing to consider how others see Junction City

Top of Utah Voices



Michael Vaughan

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Commentary

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a recreational gem in two different articles.

Given what Ogden has to offer, I wasn't surprised to see that our town was getting some much deserved national attention. However, I was a bit surprised by the sheer number of national articles featuring Ogden. I was also taken aback by the fact that Ogden is attracting a considerable amount of attention in the international press.

In a December 2007 article, the Birmingham Evening Mail, one of the largest local newspapers in the United Kingdom, praised the skiing found at Powder Mountain and Snowbasin.

The paper also complemented the availability of off-piste skiing. The British paper went on to say, "There is nightlife to rival anything

that Europe has to offer, ranging from booming bars to five star restaurants." As they might say in the U.K., the unqualified flattery of Top of Utah nightlife left me gobsmacked.

Indeed, the international press has been unexpectedly complementary of the music and arts scene in Ogden. The Times of London wrote of Ogden's Peery's Egyptian Theater in an article about Art Deco design and Egyptian motifs. The Toronto Star has written of Ogden as a host for the Sundance Film Festival.

The Dominion Post, a New Zealand newspaper located more than 7,000 miles from Ogden, described the Junction City as having a "jumping party scene." The article was

especially complimentary of the Wine Cellar, which the paper described as "a funky blues place" with "the nicest atmosphere I've seen in a bar for years."

In the past 20 months, dozens of articles in the national and international press have praised Ogden. This explains why you can't spend a day skiing at Snowbasin without hearing at least a little French, German or Italian being spoken in the lift line.

I generally agree with the assessments of the national and international media. Ogden is a great place to live.

As I read through the many articles praising Ogden, I found myself thinking of a lyric from a song by John Lennon. In the song, "Beautiful Boy,"

Lennon sang, "Life is

what happens to you while you're busy making other plans."

Many people in Ogden keep waiting for things to get really good. They seem to think that Ogden needs one or two or three remarkable projects to make the city a nice place to live.

It is necessary to make plans for the future. Yet, making plans shouldn't prevent Ogden residents from enjoying what we already have.

Things in Ogden are pretty good right now. The national and international media have recognized that fact. Residents of Ogden need to take a moment to pause and enjoy the city's many benefits that have resulted in the well-deserved praise Ogden is receiving.

Last week, I spent several hours driving around town trying to buy copies of the current issue of Outside Magazine. The August issue ranked the city of Ogden as the third-best city for those seeking an active and healthy lifestyle.

One aspect of my job is recruiting employees from out of state. I wanted to buy copies of the magazine to pass along to prospective employees. Apparently other people had similar ideas because copies of the magazine are hard to find.

When I finished my quest for copies of Outside magazine, I decided to spend a little time and see how much positive press Ogden had received in other national media over the course of the past few months. For my research, I used the subscription information service, Lexis/Nexis, which is

much better for this sort of research than Google. I also limited my search to articles that appeared in 2007 and 2008.

My research uncovered an abundance of articles in the national media touting Ogden as an outdoor recreation hotspot. Since 2007, The New York Times has published six articles praising Ogden's ski resorts, back country skiing and rock climbing. The Wall Street Journal also has featured Ogden as

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