

THOUGHTS BEHIND THE FRONT



JOSH FRIEDMAN
(Editor-in-Chief)

"There really isn't a typical *Soho News* reader. Our readers' incomes and backgrounds vary. The thing that ties them together is an independent view of life. They want to be given information rather than be told which is the fashionable way to think."

"Our readers are smart. They are also an enthusiastic bunch. They think of *Soho* as their paper, as a community property. An editor of this paper holds a public trust. We have an unusual mandate because of this relationship. We are here to conserve the artistic and social values of our readership. But because of who our readers are, this means we must do so by constantly challenging them. *Soho* has roots. But it also has guts."



ROBERT MANOFF
(Managing Editor)



ELIN VON SPRECKELSEN
(Design Director)

"The *Soho News* is about a point in history. Now, the '80s, and we write about things in a historical context. We are a newspaper about women and men, their achievements and our discoveries of their achievements. We have a great respect for not only the printed word, but for the visual image, and in both respects we start from a base where a certain political awareness and social consciousness is assumed, accepted."

"*Soho News* is the 'views-paper' of the '80s, answering the needs of New York's affluent, young adult market. It goes beyond reflecting the life-styles of that market; it sets them. *Soho News* has visuals that dwarf the efforts of all other New York publications. It's avant-garde. It's gutsy."



BETSY SANDBERG
(Advertising Director)



DOUG IRELAND
(Columnist)

"The *Soho News* is the cutting edge of a cultural attitude: youthfully irreverent, insightfully rude, consciously experimental, the paper conveys the texture of the new cultures in a quick-footed way. It is a paper of unique voices—iconoclastic, opinionated, elegant, raunchy—with a visual style to match. It is a paper that takes humor seriously, and is unafraid of serious ideas without being leaden. Its readers are active participants in the making of the new cultures, and the *Soho News* is at once their journal and their guide because it is unafraid to break new ground."

"The *Soho News* has a well-aimed emphasis on New York's art scene. *Soho* has experimental layouts, stunning photographs, and witty theoreticians."



PETER OCCHIOGROSSO
(Music Editor)

"We write about what's going to happen, and by doing so, try to reach a wide range of people. Our readers spend a lot of money on records, going to clubs, and we make an effort to service their needs to know about what's going on."



TRACY YOUNG
(Arts Editor)

"The *Soho* reader is the person who doesn't want to lose touch with the beat of the city, a doctor, lawyer, punk rocker, high school kid in Queens — and my mother when I have an article in the paper."



GERALD MARZORATI
(Art Editor)

"We are an alternative weekly that avoids the pitfalls of underground journalism — like self-indulgent, first-person writing. *Soho News* gears itself to the young, 'cultured' Manhattanite and the art world professional."

"Our readership is probably more up-to-date on what's happening than the readers of any other major publication in the city. We've committed ourselves to giving them the best listings in Manhattan. Our listings are live editorial copy; they include annotations, capsulized reviews, and picks."



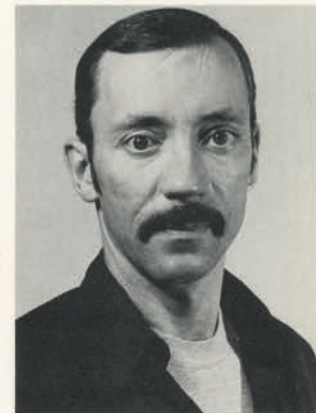
MIKE SHORE
(Music Writer)

"We're a spark plug. In music, we're three months ahead of everyone else. We're a trend spotter. Young, hip people read the *Soho News*, but also a growing element of regular folks looking for something to get into."

"When I think of the *Soho* reader, I think about attitude, not age. I think about people with lots of different kinds of lives. People with open minds, always looking for something new. Other papers gear themselves to the 'average' person. I write for the unaverage person."



DAVID HERSHKOVITS
(Asst. Managing Editor)



BOB PIERCE
(Listings Editor)



MERLE GINSBERG
(Associate Listings Editor)

"The most intriguing thing about the Soho News is that you can find a tremendous variety of conflicting viewpoints within any single issue. The result of all this leaves the reader with a sense of what the art and cultural community of New York is thinking and feeling, and yet allows the reader to find his or her own viewpoint."



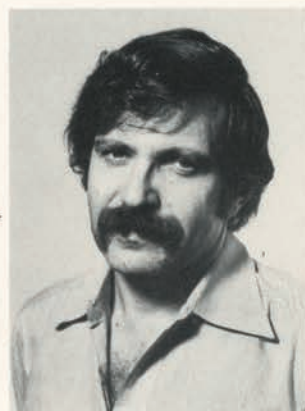
JIM SPANFELLER
(Assistant to Publisher)



LOIS DRAEGIN
(Dance Editor)

"We have a combination of top-notch dance critics and writers giving in-depth coverage to the most important dance events in New York City. Soho News dance articles are intelligent, they offer independent, outspoken, sometimes irreverent views, and they carry weight."

"The smart, quick person with a giant social consciousness reads us. Our readers are upwardly mobile. They've all had a college education or read enough to have gotten one. People read the Soho News to vent idealism; they look to it as a weapon for a just society."



ALLAN WOLPER
(Columnist)



TIM PAGE
(Classical Music Editor)

"Interestingly enough, we *are* gradually developing a house style that could be called 'Sohoese,' but this is happening spontaneously. We have wildly divergent ideas, attitudes, voices, but the voices are merging into a single, quite compelling chorus."