

# SAN FRANCISCO PANORAMA

We at McSweeney’s love newspapers. We love the internet, too. But we believe that print newspapers are an invaluable part of the journalistic landscape. So we’ve spent five months collaborating with dozens of reporters, designers, photographers, and authors on a 21st-century newspaper prototype.

## THE RESULTS:

- Over 380 pages of original content
- A 112-page broadsheet (15" × 22"), printed in full color throughout
  - Including a 32-page news section, 24 pages of arts, 24 pages of sports, 16 pages of comics, and a 16-page food section
- A 112-page magazine
- A 116-page books section
- A pocket-sized weekend guide
- Three pull-out posters

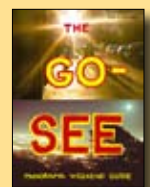
full-color broadsheet



books section



weekend guide



magazine



NOTE: These are mockups. Final layouts may vary.

**WITH ORIGINAL  
CONTRIBUTIONS FROM  
OVER 150 WRITERS, ARTISTS,  
AND PHOTOGRAPHERS**

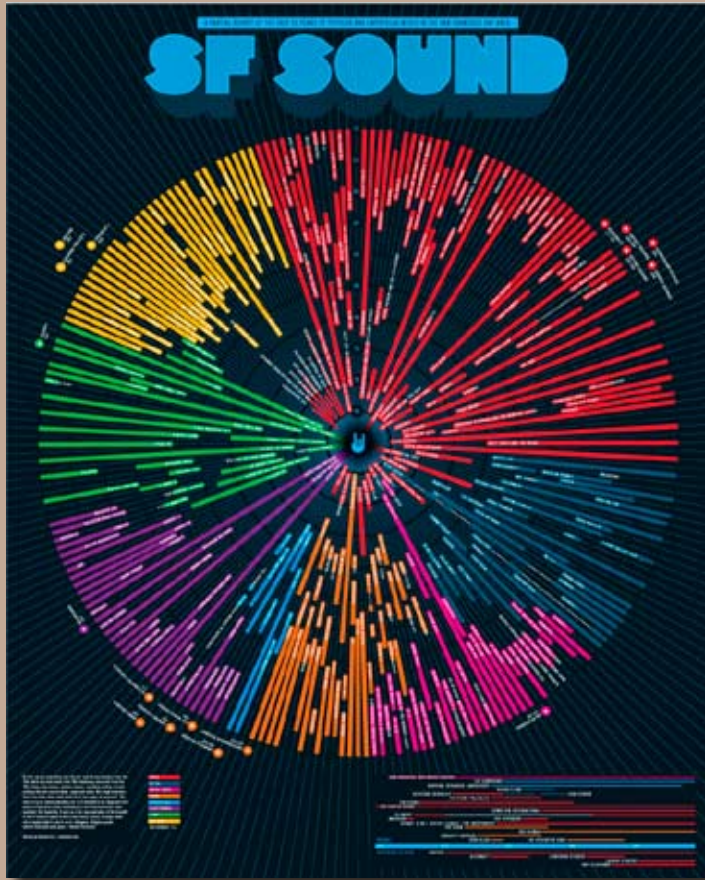
- Michael Chabon  
Stephen King  
Bob Porterfield  
Andrew Sean Greer  
Nicholson Baker  
William T. Vollmann  
Miranda July  
Roddy Doyle  
Michelle Tea  
George Saunders  
David Thomson  
Chimamanda Adichie  
Art Spiegelman  
Chris Ware  
Daniel Clowes  
Daniel Alarcón  
Jessica Abel  
David Chang  
Stephen Elliott  
Matt Klam  
Don Novello  
Jon Mooallem  
Alison Bechdel  
John Ashbery  
Junot Díaz**

- Gideon Lewis-Kraus  
Tom Bissell  
Robert Hass  
Tucker Nichols  
Joe Loya  
Chinaka Hodge**

- John Curley  
Reyhan Harmanci  
Peter Orner  
Wajahat Ali  
... and dozens more**



# SAMPLE PAGES



Reyhan Harmanci and Eric Heiman's extraordinary visual history of Bay Area music.

## THE STRANGE SCIENCE OF AN AFGHAN ELECTION

J. Malcolm Garcia in Kabul

**AUGUST 8**

Why do all of these... (text continues in columns)

J. Malcolm Garcia on the ground in Kabul, documenting the chaos of Afghanistan's election.

## LIVING WITH A YELLOW DWARF

WE LIVE BY THE SUN

THE RESEARCH APPROACHES

EARTH

A gorgeous two-page introduction to NASA's Living With a Star space-weather research program, which will launch its first satellites later this year.



**Could it be that the best chance to save a young family from foreclosure is a 28-year-old Pakistani-American playwright-slash-attorney who learned bankruptcy law on the internet?**

Wells Fargo, you never know what hit you.

**I** you know I have not my phone, the I didn't really just I changed their names) contain my office. It was very like. I remember I was late. I felt like an impostor. Maybe I was an impostor. I had thought as professionally as I could, a sophisticated and quite polite, skilled and polished lawyer, elegant lawyer. My professional posture, around the charitable confidence of a seasoned attorney. In my mind at least. I remember a hand and a moment as well. It's a feeling that was almost to have them from behind for the steps. I know we were both getting toward a bit of lack.

Above: The hilarious and infuriating story of Wajahat Ali, a self-taught foreclosure lawyer, and his battle to save a Sacramento family's home.

Right: A breathtaking full-page comic by Adrian Tomine.

Below: An unprecedented visual guide to making the perfect bowl of ramen by Momofuku's celebrated chef David Chang.



**DO IT YOURSELF: CHICKEN SOUP INTO MOMOFUKU RAMEN**

A proper bowl of ramen is an achievement with many steps—probably too many steps to be worth the trouble for a home cook. With that in mind, David Chang and Evan Han have developed this recipe for a simple chicken soup. However, they're also proud of detailed garnishes, items we can't decide to go for the gusto.

**WATER INTO DASHI**  
Dashi is the backbone of Japanese cuisine. It's a clear, light-colored stock made from kombu (dried kelp) and bonito flakes (dried fish flakes). In this recipe, we use chicken stock as a base and add kombu and bonito flakes to create a dashi-like flavor.

**FRIENDS FOR YOUR CHICKEN**  
Adding the chicken to the dashi is a key step. We use a combination of chicken thighs and breasts to ensure a mix of textures and flavors.

**SUB SACON**  
This is a simple but essential garnish. It's made from a combination of soy sauce, rice vinegar, and sesame oil, providing a tangy and savory flavor.

**ON OVERCOOKING VEGGIES**  
Vegetables like scallions and mushrooms should be added at the end of the cooking process to maintain their texture and freshness.

**CRISPY SCALLOPS**  
Crispy scallops are a popular garnish for ramen. They are pan-fried until golden brown and then served on top of the bowl.

**THE WILD DASHI**  
This is a more complex version of dashi, incorporating various ingredients like kombu, bonito, and chicken to create a rich and layered flavor.

**RAMEN TONY**  
The ramen itself is a combination of soft-boiled eggs, tender chicken, and a rich, flavorful broth.

**AMBITIOUS ACCESSORIZING**  
This section provides ideas for various garnishes and toppings that can be added to the ramen to customize it to your taste.

**MINIATURE BOWL HELP**  
This is a helpful tip for those who prefer smaller portions or want to try different combinations of ingredients.



**RAMEN, DECIPHERED**

With help from chef David Chang and great food writer Evan Han—the authors of the Momofuku cookbook—we simplify the sometimes-rat-dish, sometimes-it-sings, then tell you where to go if that all sounds like soup for snark snark for a bowl of wonder.

**HAVE SOMEONE ELSE DO IT FOR YOU**



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With help from chef David Chang and great food writer Evan Han—the authors of the Momofuku cookbook—we simplify the sometimes-rat-dish, sometimes-it-sings, then tell you where to go if that all sounds like soup for snark snark for a bowl of wonder.

**ACCOMPLISHMENTS**  
This section discusses the various techniques and ingredients used in the recipe, such as the use of kombu and bonito flakes.

**THE RIGHT HOODLE**  
This section provides information about the different types of ramen noodles and how to choose the right one for the dish.

**TRY THIS**  
This section offers suggestions for how to serve the ramen, including the use of chopsticks and the addition of extra garnishes.



An investigation into Mendocino's huge, environmentally destructive marijuana farms.

## HARD-HITTING INVESTIGATIVE JOURNALISM

### AWARD-WINNING REPORTER BOB PORTERFIELD

on the wild cost overruns and questionable practices behind the rebuilding of the Bay Bridge.

### WILLIAM T. VOLLMANN

on gold-mining battles in Imperial County, California.

### J. MALCOLM GARCIA

on the ground in Afghanistan, covering the elections (and getting assaulted by Afghan soldiers).

### RICHARD PARKS

on the Lembi Group, one of San Francisco's most powerful property owners, which owns over 300 residential buildings in the city and is teetering on the edge of insolvency.

### JESSE NATHAN

on the devastating effects of massive, unregulated commercial marijuana farms in Mendocino County.

... and many more investigative stories



Lisa Hamilton on the California Aqueduct and the water crisis in the Central Valley.

## INCREDIBLE FEATURE WRITING FROM FANTASTIC WRITERS

### STEPHEN KING AND DAVID THOMSON

cover the World Series in luxurious detail.

### ANDREW SEAN GREER

takes a trip to a NASCAR race in Michigan and finds the soul of America.

### MATT KLAM

has his eyes opened and his assumptions overturned when he spends time with his Hasidic cousin in Israel.

### NICHOLSON BAKER

weighs the environmental effects of newsprint versus the internet.

... and many more

## STUNNING FULL-COLOR COMICS FROM THE WORLD'S GREAT COMICS ARTISTS

### FULL-PAGE ORIGINAL COMICS

by Art Spiegelman, Chris Ware, Dan Clowes, Seth, Jessica Abel, Adrian Tomine, Kim Dietch, and Image Comics' Erik Larsen, and shorter work by Ivan Brunetti, Gene Yang, Alison Bechdel, and others.

### KIDS' GAMES PAGE

featuring Mac Barnett and Jon Scieszka.

## 112-PAGE MAGAZINE PRINTED ON HIGH-QUALITY PAPER

### EXCELLENT COLUMNS

Michael Chabon on music, Chip Kidd on design, Richard Parks on behavior, and more.

### GREAT LONG-FORM FEATURES

by Andrew Sean Greer, Matt Klam, Gideon Lewis-Kraus, Mary Williams, and more.

## 116-PAGE BOOKS SECTION

### REVIEWS AND ESSAYS

plus poetry by John Ashbery, Robert Hass, and Rae Armantrout.

### NEW SHORT STORIES

by Roddy Doyle, George Saunders, and others.

### JUNOT DÍAZ & DAVE EGGERS

in conversation.

### ACTOR-WRITERS MIRANDA JULY & JAMES FRANCO

on writing film, writing prose, and running away from home.

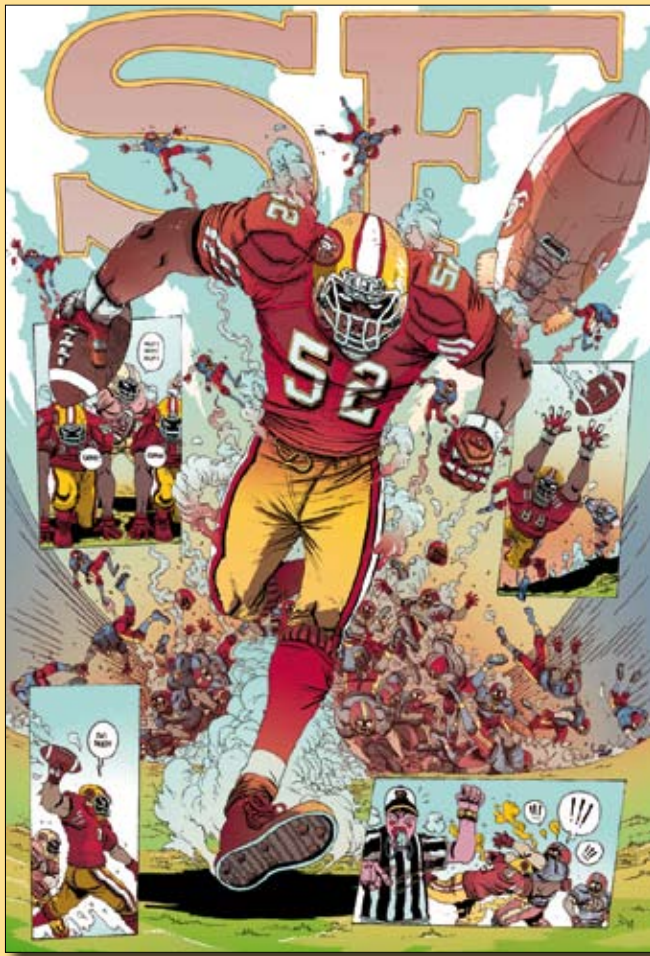
... plus Chimamanda Adichie, Peter Orner, Sean Wilentz, Anthony Doerr, and more



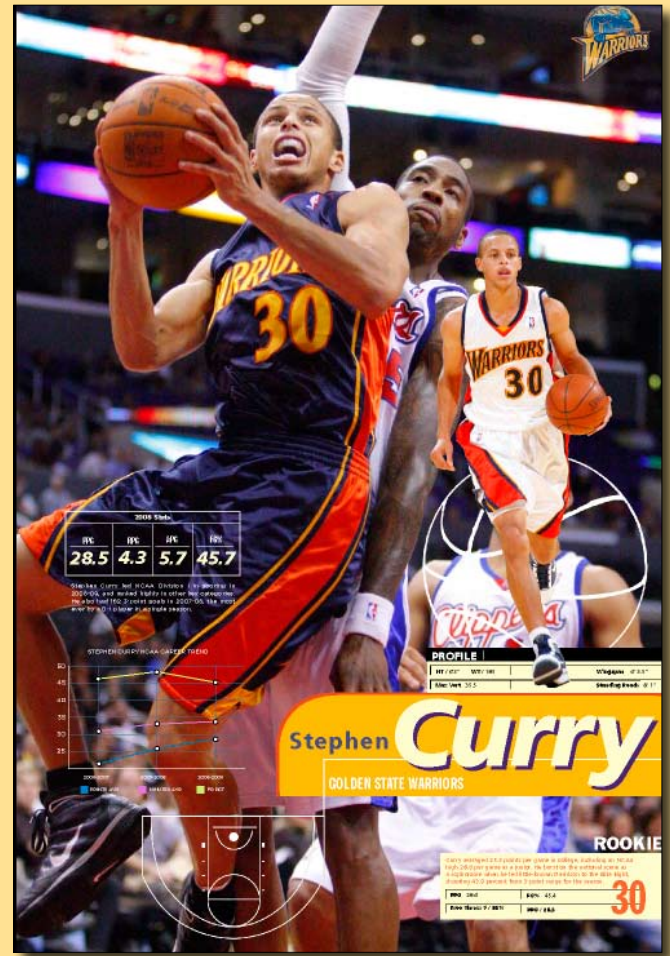
Full-page comic by Art Spiegelman.



The magazine and book supplements—each full color and over 100 pages.



A dazzling poster, illustrated by Image Comics' James Stokoe, showcasing 49ers star linebacker Patrick Willis.



Side two: A second poster, highlighting Golden State Warriors rookie sensation Stephen Curry.

## LOTS OF EXTRAS

### A 15" × 22" DOUBLE-SIDED SPORTS POSTER

celebrating the Warriors and the 49ers.

### A POCKET-SIZED WEEKEND GUIDE

with 48 pages of listings, recommendations—  
even tips from kids.

... and many more

## OTHER FACTS AND NOTES ABOUT THE PANORAMA

- *McSweeney's worked with over 150 freelance writers, designers, and artists from around the city and the world.*
- *The Bay Bridge investigation was a collaboration with the Public Press, a nonprofit investigative journalism project based in downtown San Francisco.*
- *We collaborated with dozens of working and laid-off Bay Area journalists from the San Francisco Chronicle, the San Jose Mercury News, the Oakland Tribune, and the LA Times, as well as with students from San Francisco State and the Academy of Art College.*

## FREQUENTLY ASKED QUESTIONS ABOUT THE PANORAMA

**Q: Will this be a regular daily newspaper?**

A: No. The Panorama is a one-shot deal.

**Q: Why broadsheet?**

A: We think that the best chance for newspapers' survival is to do what the internet can't: namely, use and explore the large-paper format as thoroughly as possible. To that end, we opted for a huge and luxurious broadsheet—15" × 22". Then we unleashed artists and designers to show exactly how much the format can do.

**Q: How will the Panorama be distributed?**

A: It will go to subscribers of McSweeney's, and will be sold in bookstores around the country. It will also be available all over San Francisco on the day of publication—in stores, on the street, and straight from us—and it's available for preorder now at [store.mcsweeneys.net](http://store.mcsweeneys.net). There will be many more ways to get the Panorama, too—more information soon.

**Q: When will the Panorama be released?**

A: It will appear in San Francisco the first week of December. It will be available all over the country soon thereafter.

**Q: Why call it the San Francisco Panorama?**

A: Because that's where we work: San Francisco. So it made sense to create a newspaper based in the Bay Area, but with a good mix of national and international stories and writers. It's specific to San Francisco the same way the *Times* is to New York. It's from here, but it's for everybody.





Ad space is available.

Many sections are closing soon. For rates, call:

**LAURA HOWARD**

[laura@mcsweeneys.net](mailto:laura@mcsweeneys.net)

415.642.5609

Press inquiries:

**ANGELA PETRELLA**

[angela@mcsweeneys.net](mailto:angela@mcsweeneys.net)

415.642.5684

To carry the Panorama in your store, on your newsstand,  
or for any circulation questions:

**ADAM KREFMAN**

[adam@mcsweeneys.net](mailto:adam@mcsweeneys.net)

415.642.5609