

Smells Like Yukon

“Hip Check”

Production Script

[~485 words; 170 seconds]

[CLIP: White Stripes song]

Once upon a time, a band called the White Stripes played a concert in Whitehorse.

If anyone can wear the label “hip”, it’s the indie band’s brother-sister / former husband-wife duo Jack and Meg White.

For some giddy locals, the fact that they chose *us* provided ironclad proof that Whitehorse exudes a worldly hipness.

Mark and I weren’t convinced. But who were *we* to judge?

If there’s one thing I know, it’s that Mark is NOT hip. He was proud of his wardrobe until he found out Yves Martin was French for “Sears.” His idea of a good coffee is in the Enviro-lube waiting room. And when he goes to Vancouver, the only place he wants to eat is, ugh, the White Spot. As for me, my own lack of hipness can be summed up in three boring words: career government worker.

So, neither of us is the best judge of whether Whitehorse is hip. Which is why we sought an expert opinion from our friend Tony Zedda. He’s a local architect who designs slick condos with names like “Bling” and “Judy.” He also co-owns the YXY martini bar and a trendy coffee shop on Main Street.

If anyone in this town is hip, we figured it’s Tony. He even owned a SAAB, which we think is some kind of car.

[CLIP: “Is Whitehorse hip? Well, I think Whitehorse is getting hip. And what does that mean, by the way, Mark—hip?” SLY 2, TRACK 22: 01:04-01:13 = 9 seconds]

Man, were we ever wrong about Tony. Turns out, he didn't even know the definition of the word "hip". We looked it up. And, apparently, it means "fashionably current."

But now, we needed to find another expert.

Fortunately, Mark's mom is always telling him she's not as "square" as he thinks, so we caught up to her at the tail end of an all-night rave.

[CLIP: SLY: "How hip his Whitehorse?" "Well, you're asking a woman who's a little older, but I think the young people are pretty hip. Those of us 60 or older, we're pretty action... oriented, so I think we're pretty hip, too." SLY 3, TRACK 3: 00:07-00:22 = 15 seconds]

Somehow, we weren't convinced...

But, as luck would have it, CBC's ultra-hip Saturday morning show *Go!* was in town last summer for a taping. So we crashed their BBQ in search of an objective Outsider's point-of-view from the show's cast and crew.

When we learned that *Go!*'s host, Brent Bambury, had once lived in some kind of double-wide trailer called "The Brenthouse," we needed to make sure they really were as hip as we assumed..

[CLIP: Mark asks "Do any of you ever hang out with Gian Gomeshi?" Brent says "We're not allowed to look him in the eye backstage.... If that counts as hanging out with him, then, yeah, I hang out with him all the time (laughter)." SLY 2, TRACK 12: 00:50-00:53 + 01:15-01:25 = 13 seconds]

That was good enough for us. And Brent got the ball rolling....

[CLIP: "Once you start saying you're hip, you're not hip at all... not giving props at the same time." SLY 2, TRACK 12: 03:36-03:46 = 10 seconds]

Uh oh. That didn't sound so good for Whitehorse's *self-proclaimed* hipness.

But we wanted to know more about the specific qualities that might make this city hip. Go's associate producer Peter Morey had a pretty good idea.

[CLIP: Peter Morey says "I love Whitehorse. And you know why? The bars. I love the bars. The bars are the hippest bars I've ever been to." SLY 2, TRACK 12: 04:35-04:44 = 9 seconds]

At this point, we imagined Whitehorse's trendy new martini lounge was feeling pretty good about itself. But Suddenly, things took an unexpected turn...

[CLIP: Peter Morey continues "The 98 could be the hippest bar I've ever been to in my life. I've been to bars..." Marks gives definition of hip and asks if he might want to reconsider. Peter responds "Fiddle music is the future, Mark." SLY 2, TRACK 12: 04:44-05:04 = 20 seconds]

Our investigation took an even weirder turn when we turned to Go producer David Carroll.

[CLIP: Mark asks "Any other things that make Whitehorse hip?" David says "The aspen... the mighty spruce... etc" SLY 2, TRACK 12: 05:16-05:44 = 28 seconds]

Like any great host, Brent finally stepped in to nicely sum things up.

[CLIP: "The definition of hip to me is you can kayak to Wal-Mart.... " SLY 2, TRACK 12: 06:20-07:02 = 42 seconds – SHORTEN?]

So there you have it.

According to some fast-talkin' media-types from Toronto, Whitehorse actually *is* hip—but not for the reasons many residents like to believe.

Sorry, it has nothing to do with our multi-million dollar Arts Centre, stylish condos, martini bars or coffee shops. It isn't the Smart Cars and Volkswagen Beetles. It isn't our gay marriages, film festivals or the ground-breaking journalism of *What's Up, Yukon*.

And, apparently, it owes nothing to a local radio segment that tries oh-so hard to project a *sort-of* cutting edge sensibility.

[CLIP: Mark asks “You’ve listened to Smells Like Yukon, met Jesse and me. Are we as hip as we think we are?” Brent says “No..... No you’re not...” Mark says “Perfect.... I have no rebuttal...” (Laughter).” SLY 2, TRACK 12: 07:30-07:54 = 24 seconds]

So, we’ll see all you Whitehorse hipsters walking through the mighty aspens en route to the next meeting of the Breakfast Club. And if you’re wondering what that is... it’s fair warning that you might need to get just a little bit hipper.