

LAMORINDA

WEEKLY

Delivered weekly to all Lamorinda households

Volume 01; Issue 04

visit us online: www.lamorindaweekly.com

Wednesday, April 04, 2007



"Sunset Over the Reservoir"

Representational Artist Brings Local Area to Life

Artist Andrew Denman

By Jennifer Wake

Mountain Lions. Red-tailed Hawks. California Quail. It's just part of the menagerie of wildlife found in one of the area's favorite recreation spots: the Lafayette Reservoir. For Orinda resident and award-winning wildlife artist Andrew Denman, however, the recreational area is not only a jewel of the East Bay Parks system, but a locale with an abundant source of subject matter for his paintings.

Over the past 15 years, Denman has found sources for his intricate representational paintings in various locations throughout the Bay Area. Whether it is in the hills surrounding his Orinda home, on walks in Mount Diablo State Park, or

at the Reservoir, Denman looks for ways to connect people with nature.

"The living element in my paintings allows us to place ourselves in the setting," he said. "If we can relate to a painting, it can elicit from us a genuine emotional response."

But mountain lions?

"Despite the fact that I've never seen one, mountain lions are frequent visitors [to the reservoir]," said Denman. "We also have a resident bald eagle which I have seen once or twice.

continued on page 5

Reach Out to Everybody

By Andy Scheck, Publisher

"Are you serious?" "Why are you doing this?" "Do you really believe you can do this?" I had to answer question after question from friends, family and others after I announced my plan to start a local newspaper.

Well, we did it! You're holding issue #4 of the Lamorinda Weekly in your hands. "It's so much different..."; "It's the paper I really read..."; "I love it..."; "Keep up the good work..."; "It's what this community needed most!" These are just some of the comments we've received from our readers.

The vision to start a free local weekly newspaper, with a 1:1 online edition, began last year. The challenge was to find an editorial team to write about schools, sports, Saint Mary's College and the three towns that make up our extended community. This team has done a great job writing stories, interviewing people and filling our pages with lots of interesting articles.

We know that there are many active residents in the three communities and many things happen over the course of a week. To report about these events, it is necessary for us to connect with existing networks. Our editorial philosophy is, "The more you like it, the more we hear from you." We write to reach you. It's your paper as much as it is ours.

Writing about the people in the towns is writing about you... and us, as a community. Because it is all about us, we print all 16 pages

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NEW LISTINGS - COMING SOON

Orinda - Private wooded 4BR home
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Moraga - 275 Paseo Bernal - 3BR/2.5BA
Moraga - C.P. area 4BR w/ Pool
MCC - 784 Country Club - 2BR+ Loft
Lafayette - 3BR rental begin mid-May

in full color. Life in Lamorinda is very colorful, and changes with the seasons. Part of our mission is to capture and preserve this mosaic, these moments in our lives. As the Lamorinda Weekly is archived online, all of our stories and pictures will remain as a chronicle, a keepsake, to be enjoyed and shared. We believe that a newspaper, in representing the spirit of a community, will fulfill its role of being an informative, neutral and helpful medium for everyone it reaches. If you have friends, family or colleagues outside of Lamorinda, please feel free to invite them to read online. You may even choose to send single pages to them by email.

When we first started to deliver our newspaper, we learned that it is too hard for a small organization to reach every single driveway. We decided to change from hand-delivery to mail as our method of distribution. The Lamorinda Weekly should arrive in your mailbox on Thursdays.

Yes, it was a lot of work for us to make the Lamorinda Weekly happen. As the Publisher,

I'm very proud of my team. Great reporting, great communication with the community, well balanced editorial and very nice writing. This is what we want to continue. To achieve this I pushed the team very hard; too hard. So I have decided to go on a bi-weekly cycle to make the workload more manageable and also to balance our financials in this start-up period. This means issue #5 of the Lamorinda Weekly will come out on Wednesday, April 18th. Before we go back to a weekly cycle, we're planning to increase the page count first.

Enjoy reading #4 of the Lamorinda Weekly. Reach me at andy@lamorindaweekly.com

Some facts:

Lamorinda Weekly reaches more than 60,000 people in Lafayette, Moraga and Orinda, as 24,300 copies are mailed to homes and another 1,200 copies are delivered to businesses, schools, libraries and municipal offices. We report only on local topics and issues. Advertising space is sold primarily to companies located in Lamorinda. More than 2,500 complete copies and 5,000 single pages from our first three issues have been downloaded from our web site.

LAMORINDA WEEKLY this week

Town news
Life in Lamorinda
School news

page 2, 3, 4
page 5, 6, 7
page 8, 9

Sports news
Saint Mary's College
Classified

page 12, 13
page 14, 15
page 16