

## 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 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](mailto: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.

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