

## **THE CONCORD BRIDGE** [www.theconcordbridge.org](http://www.theconcordbridge.org)

The Town of Concord sorely lacks comprehensive coverage of important local issues, as the Concord Journal has undergone regular resale to corporate news outlets. Concord has a critical need for a local newspaper, providing coverage of important issues and events that are no longer covered in a timely and accurate manner by the Journal. Recent examples of inadequate coverage include:

- The recent evaluation and subsequent retirement of the Concord Town Manager
- The proposed zoning change to Thoreau Depot, resulting in significant misinformation and community confusion
- The lack of awareness of the Special Town Meeting for the Middle School, given Omicron's rapid spread, resulting in low attendance for the largest capital project undertaken in town history

To address this critical need, a group of Concordians formed a Board to establish a weekly non-profit local newspaper, THE CONCORD BRIDGE. It is envisioned initially as a 16-20 page tab-sized (i.e. The Carlisle Mosquito) print and digital news source covering significant local issues. THE CONCORD BRIDGE will be available online for free to everyone, regardless of location. The print version of the paper will be mailed for free to all 8700 Concord households and businesses. It will also be available for free at several distribution points throughout Concord.

### **Content**

During its initial phase, content in THE CONCORD BRIDGE will include:

- Coverage of major, pressing issues facing the Concord community
- Editorials
- One column devoted to summary coverage of Town departments and related government meetings
- Calendar of community events
- Letters to the editor
- Space permitting, a featured local personality/ photographs
- Advertising

Ultimately, the paper will expand to include:

- Additional calendar listings
- Logs (police, fire, etc.)
- Local sports and recreational coverage
- Expanded coverage of local cultural, environmental, and historical events
- A Bulletin Board
- A column exploring aspects of Concord's unique cultural and literary heritage
- A column written by high school students in Concord
- Additional local personalities/photographs

### **Staffing and Production**

Staffing of THE CONCORD BRIDGE will include an editor-in-chief; an editor; a stable of experienced and talented freelance writers and photographers; and editorial, production, and advertising sales staff (production manager, copy editors, proofreaders, layout, etc.).

The paper will also include community-generated content. Some experienced editors and writers living in Concord have expressed interest in working on the project.

The Board of THE CONCORD BRIDGE has completed a 3-year business plan and operating budget, including costs for start-up; staffing; printing, production, and distribution; office space; and related items. It is estimated that the annual operating budget for the CONCORD BRIDGE in 2023, its first full year of operation, will be \$356,500.

### **Next Steps**

The Board's ambitious goal is to begin weekly production of THE CONCORD BRIDGE in Fall 2022. To do so, it must raise funding to support start-up and operating costs through 2025 and create a small cash reserve – an estimated \$1.13M. Accordingly, the Board has launched a local fundraising campaign focused upon individuals, businesses, and foundations to support the start-up period.

A Massachusetts chapter 180 charitable foundation has been organized and has received 501 (c) (3) status from the IRS.

Following the 2022-2025 period, the Board will seek annual support from the Concord community to fund operations. Based upon preliminary conversations, there is substantial community interest in the paper and its ability to address a critical and recognized community need. Advertising revenues will also be sought to underwrite operating costs.

To expand community outreach, the Board has launched a pilot website – [www.theconcordbridge.org](http://www.theconcordbridge.org) -- to provide additional information and updates, solicit community input, and generate support. The Board also has initiated a series of community forums and focus groups to stimulate ideas, invite community participation, and provide opportunities for donations.

It is our expectation that, by the fall of 2025, THE CONCORD BRIDGE will be self-sustaining through annual donations and advertising revenues.

### **Who We Are**

The Foundations Board is currently comprised of a small group of Concordians: Peggy Burke, Executive Director Emerita, Concord Museum; Jack Clymer, retired attorney, former board member of the Lawrence Eagle Tribune and its associated weeklies, and former member of the Concord Select Board; Alice Kaufman, environmental planner and former member of the Concord Select Board; Alan Lightman, novelist, essayist, physicist, and educator; Dinny McIntyre, former member of the Concord Select Board; Andrew Peddar, a global fintech executive; and Kate Stout, founder, editor, and publisher, [Nantucket Map & Legend](#), an arts and issues newspaper.