

A logical Coastside newspaper acquisition

It appears to make logical sense, even during a period of much print media uncertainty and justifiable angst.

The local ownership of the Half Moon Bay Review, with the backing of new investors from Pacifica to the north, has purchased the Pacifica Tribune and intends to maintain those news/advertising operations to serve customers along the full length of the San Mateo County Highway 1 corridor all the way south to the Santa Cruz County border.

In a statement announcing last week's purchase, the Review's ownership, the Coastside News Group, Inc., noted that layoffs were not anticipated at either publication. A sale price was not made public.

Both newspapers are paid print weeklies; the Review adds a helpful online version but the Tribune's weak web presence is in dire need of an upgrade. The Review was founded in 1898; at 122, it is the oldest newspaper in San Mateo County. The Tribune is nearly 90.

The Tribune has gone through several owners since the late 1990s. Arguably, the period of its most significant growth, profitability and influence occurred during the tenure of the late editor/publisher — and tireless civic booster — Bill Drake from 1959 to 1989.

Most recently, it has been the property of Sherman R. Fredrick and his Battle Born Media which also owns newspapers in Marin County and Nevada.

The Review was purchased by Coastside private investors from Wick Communications, an Arizona-based chain, in 2017. For the last year or so, a number of key Pacificans had been urging the Review to increase its presence in, and coverage of, their community.

Now, they are getting their wish.

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