Idyllwild Town Crier

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ABOUT THE TOWN CRIER

The Idyllwild Town Crier is the mountain's longest-running and most trusted news source, established in 1946 and serving the community for nearly eight decades. As a family-run, award-winning weekly newspaper, we reach both full-time locals and the many second-homeowners and visitors who make up Idyllwild's vibrant economy.

Our readership includes homeowners, local businesses, artists, nonprofits, and seasonal visitors who rely on the Town Crier for news, events, and trusted recommendations.

Weekly Reach

- 1,900+ print & online readers
- 2,000+ email subscribers through The Idyllwild Weekender
- Strong community engagement across print, digital, and email

Publication Day: Every Thursday
Advertising Deadline: Monday at 12 p.m. (Tuesday at 9 a.m. when Monday is a major holiday)

WHY ADVERTISE WITH US?

- Hyper-local exposure to a highly engaged mountain community
- Affordable small-town pricing designed for local businesses
- Print + digital + email coverage for maximum visibility
- Free basic ad design included in your purchase
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Advertising with the Town Crier keeps your business in front of the people who live, shop, dine, and invest here.

PRINT ADVERTISING RATES

Full-color display rates



On the Town

Local Dining, Arts & Entertainment

B SECTION | IDYLLWILD, CA | THURS., DEC 25TH, 2025

Idyllwild Climbers Alliance stewards climbing experience and history

By David Jerome
Correspondent

This week, the Town Crier spoke with two board members of the Idyllwild Climbers Alliance, a local all-volunteer 501(c)(3) nonprofit with the mission of preserving, protecting and enhancing the climbing experience in the San Jacinto mountains through conservation, stewardship and education of all who come to experience the unique, historic values of the area. This last year the group has been engaged in a concerted effort to build the organization and reach out to climbers and prospective climbers.

James Verhague, president, and John Jacobs, board member, told of the history and activities of the group, and their own involvement in climbing and the Alliance.

Jacobs joined the ICA two years ago, and has served on the boards of the Idyllwild-based Boojum Institute, Friends of Joshua Tree, and San Diego Mountain Rescue Team. He explained how ICA fits into the larger landscape of rock climbing. "The ICA is a local climbing org, an LCO, within climbing advocacy, one of many across country. The partnering organization is the Access Fund, we are an Access Fund affiliate. They have been around over 40 years."

Verhague told of the beginning of the organization. "ICA was started by Jim Pinter-Lucke, who, unfortunately, just passed way in September. He wanted locals to take over, the torch passed in the last five years." Pinter-Lucke was a Claremont resident who spent a lot of time on local climbs.

Jacobs said of Pinter-Lucke that "he was a long-time climber in the local area, a member of the Tahquitz/Suicide Rock climber community. He started ICA because there were issues around access and climber resources."

The Access Fund had already addressed one issue in Idyllwild. "The Access Fund was originally involved in the 1990s with the Suicide Rock climber trail. The original trail went across a creek and cut through or close to private land. Landowners did not like that. The Access Fund helped negotiate with the Forest Service to create a new trail in its current location."

Idyllwild, the two climbers tell us, is unique both for the physical quality of its rocks, ("fantastic," "Yosemite-quality") and for its role in the development of the sport. Jacobs pointed out that Idyllwild figures prominently in the history of climbing, and sharing this heritage is also part of the group's mission. "Tahquitz and Suicide Rock played a critical historical role in climbing. The rating system was developed here at Tahquitz. People call it the Yosemite system, but it was developed on Tahquitz and was originally known as the Tahquitz decimal system. The first 5.8 and 5.9 climbs were done here on Tahquitz.


Rock Climbing PHOTO BY ERINE MAXWELL

Verhague notes those were "cutting edge climbs, the most difficult at that moment," in the 40s, 50s, and 60s. Jacobs adds "because of this history we feel it is important for group like this to exist, grow, and expand."

"As climbing was developing in the US in the 30s and 40s, Tahquitz was central. Techniques now used worldwide were developed here. People think of Yosemite, but those people who made names for the ing Trail Cleanup, aka "Climbers Festival."

The website includes information on the ICA's hge the use of "legitimate commercial guide services in the area." Guides, Jacobs added, "should be properly commercial permitted with the Forest Service, insured, and accredited with the American Mountain Guides Association (AMGA) or Professional Climbing Guides Institute (PCGI.)"





Thank you to our readers, advertisers, and Town Crier members for your continued support.

Wishing our community a happy holiday season and a wonderful New Year.

-The Town Crier Team

Wet, perhaps white, Christmas

By JP Crumbrine
Correspondent



Virtually no precipitation has fallen on the Hill in the past month. However, the National Weather Service is forecasting a wet Christmas Eve and Day, and perhaps, a white Christmas in the mountains.

"An Atmospheric River will bring widespread heavy rain and mountain snow above 8000 ft late Tuesday into Thursday (Christmas Day) . . .There may be additional showers Friday through Sunday with chances lowering from around 70% on Friday to 40% on Saturday, and only around 15-20% Sunday," according to the NWS on Sunday.

On Christmas Eve and Day, the heaviest rain may fall. The NWS forecast also warns of mudslides and flooding along mountain roads.

Despite the lack of rain throughout the state this fall, the National Drought Mitigation Center reports that no drought conditions are present in California. About 11.7 percent of the State (including western Riverside County and the Hill) is abnormally dry, otherwise no drought threats are present in Southern California.

However, the Cascades in Washington were being drowned in rain. The drought information system at the National Oceanic and Atmospheric Administration reports that precipitation in the current water year (October 1, 2025–September 30, 2026) is near or above median for many parts of the West. But much warmer-than-normal temperatures caused precipitation to fall as rain instead of snow across many basins, leading to snow drought despite wetter-than-normal conditions across most of the West.

Over the past two weeks ago, Idyllwild has set additional temperature records. On Dec. 9, it reached 72 degrees. This was the first time it was this warm on Dec. 9 since 1957, nearly 70 years ago.

Then the night temperature on Dec. 17 was 44 degrees, tying the high for 1979. The next two days, Thursday and Friday, were also record setters.

On Dec. 18, it reached 73 degrees on the Hill, the highest temperature for that date since 1958. Then Friday was another balmy daytime temperature of 72 degrees, the highest for Dec. 19 since 1954

Longer term, the National Weather Service has forecast that the weak La Niña conditions will continue into early winter. By late winter or early spring, the NWS expects neutral conditions to appear and continue for several months. They predicted a 68 percent chance of neutral conditions occurring in this period.

However, the transition may take several months according to the NWS, "La Niña may still have some lingering influence through the early Northern Hemisphere spring 2026."

In the shorter term, the NWS forecast a warm Christmas week in Southern California with above average chances of precipitation.



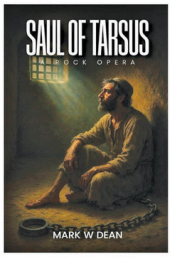
BOOK SIGNING EVENT

Local author Mark W Dean will be signing his two newly released books at the Waffleton Coffee Shop in the center of Idyllwild.

Dates:
Saturday & Sunday
December 13 and 14 &
December 20 and 21
Time:
12 to 4 p.m.
Location:
Waffleton, 54245 N Circle Dr, Idyllwild-Pine Cove, CA 92549



Columbus Book Publishers calls The Alive 5
"heartfelt, imaginative and deeply engaging."



A Great Christmas gift idea. Saul of Tarsus is more than a book. This modern rock opera places QR codes in the text to take the reader right to the original songs inside this epic story. And Waffleton is always a great stop when you're in town.



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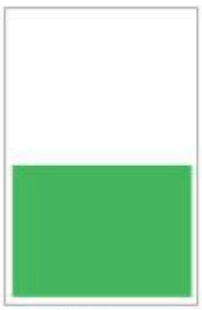
Quarter Page – $275
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Eighth Page – $150
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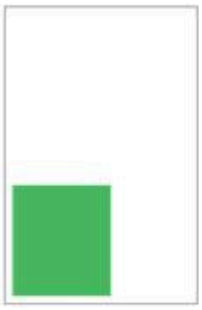
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Full Page

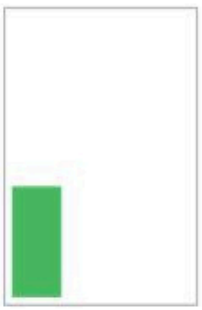

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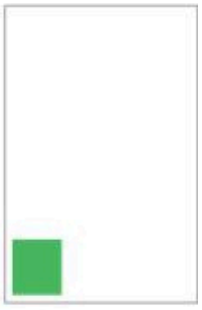

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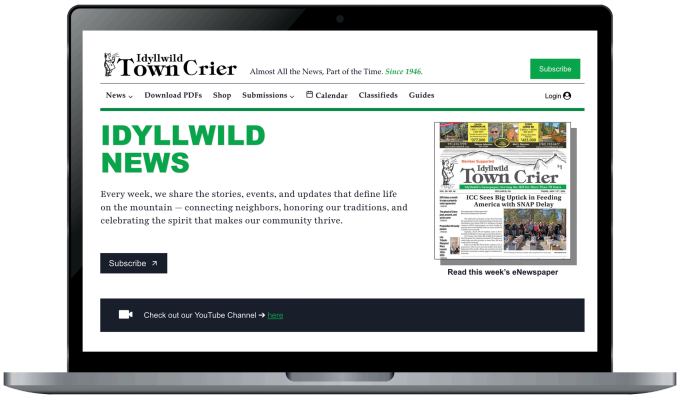

1/4 Page Vertical


1/4 Page Horizontal


1/8 Page Horizontal


1/8 Page Vertical


1/16 Page Vertical



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• Sidebar Rectangle (300x250): $100/week

Idyllwild Weekender Newsletter/Email Ads

Delivered every Thursday to 2,000+ subscribers

• Top Ad Placement: $60 per send
• Mid-Scroll Ad Placement: $40 per send
• Footer Ad Placement: $30 per send
• Sponsored Email Blast (your business only): $125 per send

Ready to get started? Contact Corey Pickett – Advertising Director
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