



THE OMAHA STAR

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Nebraska's Only Black Owned Newspaper

#Omaha Star



Economic Development

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Family of the Week: The Welchens



Taylor and Angel Goulbourne, Philadelphia, PA; Tony, Tyler, Tiffany, the Hosts; Michelle and Gerald Francis, Aunt and Uncle; Tony and Donna Goulbourne, Parents of the Groom; Matthew (Celebrant) and Shawna Watley, Cousins.

Tony and Tiffany White Welchen celebrated the marriage of their daughter Taylor with family on August 2, 2020. The family came from near and far to witness the couple's nuptials in the estate of Tony and Tiffany in a tented event. For those who could not attend in person, the wedding was LIVE on Zoom. Congratulations!



Local Journalism Sustainability Act

116th Congress

Rep. Ann Kirkpatrick & Rep. Dan Newhouse

Supported by: News Media Alliance, National Newspaper Association, America's Newspapers, Report for America, Rebuild Local News Coalition

The COVID-19 pandemic has caused economic damage across virtually every sector of our economy. Local newspapers and media outlets already faced financial challenges before this crisis and have had those challenges exacerbated. In light of this, the Local Journalism Sustainability Act proposes a series of three tax credits aimed at bolstering local newspapers and media.

Credit for Local Newspaper Subscriptions

- This five-year non-refundable tax credit of up to \$250 per year would help cover the costs of subscriptions to local newspapers, defined as print and online publications which primarily produce content related to news and current events and which have a majority of their readership within the publication's state of operation or within 200 miles.
- The credit would cover **80% of subscription costs in the first year** and **50% of subscription costs in each of the subsequent four years.**
 - o If a reader spends \$200 on subscriptions in a year, they would be eligible for a \$160 credit in the first year and a \$100 credit in each of the following four years.
 - o To receive the full \$250 credit, a reader would have spent at least \$312.50 in the first year, and \$500 each of the following four years.

Payroll Credit for Compensation of Journalists

- This five-year refundable tax credit would provide local newspapers (utilizing the same definition as above) a credit to use for the compensation of journalists.
 - o The credit may be used on **compensation up to \$50,000 a year.**
- The credit would cover **50% of compensation**, up to \$50,000, in the first year and **30% of compensation**, up to \$50,000, in each of the subsequent four years.
 - o A local newspaper may claim up to \$25,000 per journalist in the first year and up to \$15,000 per journalist in each of the following four years.

Credit for Advertising in Local Newspapers and Local Media

- This five-year non-refundable tax credit would provide businesses with less than 1,000 employees up to **\$5,000 in the first year** and up to **\$2,500 in each of the subsequent four years** to spend on advertising with local newspapers and local media.
 - o Local newspaper maintains the same definition as in the other two credits.
 - o Local media is defined as radio and television stations that have at least 90% of their audience within a 50-mile radius.
- The credit would cover **80% of advertising costs in the first year** and **50% in each of the next four years.**
 - o To receive the full \$5,000 in the first year, a business would have to spend at least \$6,250 on advertising in local newspapers and local media.
 - o To receive the full \$2,500 in any of the next four years, a business would have to spend at least \$5,000 on advertising in local newspapers and local media.

Save OUR Local Newspapers

A bipartisan group of policymakers in the House of Representatives on July 16 introduced H.R. 7640, the Local Journalism Sustainability Act, which, if enacted, would provide a series of tax credits for news consumers, news organizations and local newspaper and broadcast advertisers. Specifically, the legislation provides:

A non-refundable tax credit for consumers of up to \$250 annually to incentivize individual subscriptions to local news organizations. The credit can cover 80 percent of subscription costs in the first year and 50 percent of subscription costs in the subsequent four years.

A refundable tax credit for local newspapers of up to \$25,000 in the first year for each employee or independent contractor who is a qualified journalist, and up to \$15,000 in the subsequent four years. If the tax credit is greater than taxes owed, the difference will be refunded to the news organization.

A non-refundable tax credit for small- to medium-sized businesses to advertise with local newspapers, as well as local radio and television stations. The credit can cover up to \$5,000 of advertising

costs in the first year and \$2,500 in the subsequent four years.

To qualify for the tax credits, a news organization must have 51 percent or more of its audience in a state or single area within a 200-mile radius.

Representatives Ann Kirkpatrick (D-AZ) and Dan Newhouse (R-WA) are the lead sponsors of the Local Journalism Sustainability Act and introduced the bill as a response to the disappearance of local news outlets in small market communities and rural areas across the country. Both policymakers had been talking with their local, small market news publishers about legislative avenues to sustain local journalism.

The News Media Alliance supports the legislation and believes it could be a starting point for a broader dialogue on tax incentives in support of journalism. In commenting on the legislation, Alliance President & CEO, David Chavern, said, "The legislation would help ensure local news publishers survive the current crises, and are around to cover the next ones. We applaud the introduction of the Local Journalism Sustainability Act, which would

help sustain to local journalism and prevent the growth of news deserts across the country."

At introduction, the bill received strong support from 15 members of the House of Representatives from both sides of the aisle. Joining Representatives Kirkpatrick and Newhouse as original co-sponsors are: Reps. Denny Heck (D-WA), Brian Fitzpatrick (R-PA), Thomas Suozzi (D-NY), Peter Welch (D-VT), Rodney Davis (R-IL), David McKinley (R-WV), Pete Visclosky (D-IN), Collin Peterson (D-MN), Chuck Fleischmann (R-TN), Raul Grijalva (D-AZ), Stephen Lynch (D-MA), Randy Weber (R-TX), Mark Takano (D-CA), Andre Carson (D-IN) and Josh Harder (D-CA).

The Alliance is grateful for the leadership shown by all of these representatives. In the weeks ahead, we encourage our member news publishers to educate their own congressional representatives on the challenges facing news organizations and request that they co-sponsor H.R. 7640, the Local Journalism Sustainability Act.

For more information please contact Alliance Senior VP, Public Policy, Paul Boyle.

Metropolitan Community College CARES Scholarships

Metropolitan Community College has announced the creation of the new MCC Cares Scholarship, a one-time allocation of up to \$1,100 that can be used for a short-term training program or towards an associate degree. Funded by the federal CARES Act, the scholarship is part of the Department of Economic Development and Nebraska Department of Labor's Nebraska Workforce Retraining Initiative. MCC will receive more than \$6.5 million, which will go directly to individuals looking for skills that are in high demand.

Recipients of the MCC Cares Scholarship can expect to have many different options at the College, with both credit and non-credit offerings. Credit offerings include Automotive Technology, Electrical Technology, Health Careers, IT, Welding Technology and more, all of which will put students on the path to a two-year degree. Short-term noncredit offerings include MCC Code School, Digital Marketing, Fiber Optics training and others. The scholarship will cover tuition and fees for credit and noncredit courses.

"The goal of the MCC Cares Scholarship is to train unemployed and underemployed individuals in skillsets that will create pathways to fulfilling careers in various industries," said Tammy Green, MCC Workforce Innovation Division's Director of Workforce and IT Innovation. "Our business partners are one of the key components to this, opening up doorways for people in the Omaha area."

Short-term training programs are noncredit and credit certification courses that lead to industry recognized certifications and knowledge. Typically, these training programs are specific an industry and are connected to employment opportunities. The primary goal of recipients receiving the scholarship is that they gain education, skills and tools to re-enter the workforce or up-skill into sustainable full-time employment.

For more information about the MCC Cares Scholarship, visit mccneb.edu/caresscholarship or call 531-MCC-2400.

August is Black Business Month: Support a LOCAL Black Business

Next Issue: August 21, 2020 Information submission by August 14, 2020

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