

Enterprise Observes 110th Year Of Publication

The Stapleton Enterprise observed its 110th year of publication in 2022 without fanfare, as the date of July 25th marking the anniversary of the first published issue, came and went without recognition. What goes into the making of a newspaper that has been published every week for 110 years? It means never missing a deadline – ever. Working through holidays and late into the night. Plowing through snowdrifts to get to the office. It takes fortitude, commitment, and dedication. It takes a special kind of person. And it's not for everyone. But if you're looking to make a difference in your community and being the keepers of the history, this is for you.

The U.S. has lost a quarter of its newspapers since 2005 and is losing two a week (almost all weekly papers) on average. In all 2,500 U.S. papers have disappeared since 2005 in a report put out in June 2022 by NiemanLab.

That report also showed weekly newspapers serving communities ranging in size from a few hundred people to tens of thousands were going by the wayside. The U.S. now has 6,377 surviving papers: 1,230 dailies and 5,147 weeklies. The report also shows that dailies are becoming more like weeklies.

Surviving newspapers have cut staff. Others are using innovative ways to make a profit due to increasing postal and printing costs that have evaporated most papers chance of even making a slim profit.

Marcia Hora, present Enterprise publisher has seen the ups and downs in the newspaper business since she started working 46 years ago at Creative Printers. With no journalism experience except the “school of hard knocks” and a willingness to learn, she took the job with no thought of hours

or pay. She just needed a paycheck.

“From day one I loved this job and I enjoyed ad sales and every aspect about the newspaper,” Hora said. “When you are in the newspaper business you either love it or you hate it. You have to have what it takes and you had better be organized. That publication date is always looming no matter what is going on in your own personal world and the newspaper takes precedent over almost everything.”

Hora purchased Creative Printers in 2016 when the corporation that was formed in 1987 dissolved. She and Kendra Cutler, who serves as editor and just about everything else thrown her way, have continued the job printing shop going under the Creative Printers name, and publishing The Stapleton Enterprise-McPherson County News and Thomas County Herald.

Cutler came up with an innovative revenue stream when COVID hit and Herbie's Speakeasy was born. The newspaper office is now the only one in the United States to carry off-sale alcohol. That portion of the business has really taken off and the duo has obtained their catering license to cater events.

“The support for our newspapers, printing services and now Herbie's Speakeasy has been tremendous and I can't say enough about our community and area residents who have patronized us. Our subscription list is increasing and that's unheard of these days. We have more and more people contacting us because they want local printing and I feel there is a surge in shopping local and supporting your hometown community,” Hora said. “I couldn't have done any of this without Kendra. We are a team and she goes above

and beyond every single day to get whatever needs to get done. She grew up on a ranch and she knows hard work and what it takes. I guess we both do.”

There has certainly been many changes in the newspaper industry and The Enterprise since the first issue on July 25, 1912.

H.E. Roush published the first known issue, although it is believed some issues were published prior to that date. The Lewis Stock Company was in town with a big tent that was erected in Stapleton. The company arrived via special train and inaugurated the amusement world in town with the opening play of the company, “The Cowboy Soldier.”

The company assisted Roush in publishing this first edition in their tent. The issue is filled with the building of the new town. Businesses were springing up and the Lexington Elevator Company was rushing their elevator here to be ready for the new crop of grain. It was evident that Stapleton was an up and coming town filled with excitement and business people were eager to set up shop.

The Enterprise continues to be a publication documenting the history of the area. Bound newspaper books contain stories of the fortitude of residents who started Stapleton and those living in and around Logan County.

The Enterprise took on a major task of publishing a “Booster Issue” in 1913. It is filled with numerous pictures and ads from businesses and features biographical sketches of those who were major players in the first two years of Stapleton.

Enterprise publishers have been:
H.E. Roush - 1912
Carl Rankin - 1914
Harold Dunn
Earl Glandon - 1923
Hazel Roten Pogson - 1929

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Post Drought Meeting For The Sandhills In Arthur, January 9

A Post Drought meeting for the Sandhills will be held at the Arthur County Fairgrounds, January 9th with a social beginning at 5:30 p.m., meal at 6:00 p.m. and the program starting at 6:30 p.m. The program is being sponsored by Zoetis, Nebraska Cattlemen, and Nebraska Extension. There is no cost to attend the program, but you must register by January 7th to make sure we have enough food. You may register by calling (308) 532-2683 or emailing

rsaner2@unl.edu.

The program topics and speakers are:

Tax Management During Drought by Randy Saner, Beef Systems Nebraska Extension Educator

Pasture and Range Management During and After Drought by Mitch Stephenson, UNL Range and Forage Specialist

Nutrition During and After Drought by Randy Saner, Beef Systems Nebraska Extension Educator

Three Nebraska big game meetings rescheduled

Three big game public information meetings planned by the Nebraska Game and Parks Commission have been postponed.

These meetings, originally scheduled in December, now are set for January. The schedule for those three:

Jan. 9 - Gordon, Gordon City Auditorium, 311 N. Oak St.

Jan. 11 - Norfolk, Northeast Community College Life-long Learning Center, 801 E. Benjamin Ave.

Jan. 11 - Oshkosh, Oshkosh Auditorium, 602 W. 2nd St.

Hunters and landowners are encouraged to offer their feedback on big game issues during these three-hour meetings. Each of the three-hour meetings begins at 5 p.m.

View the complete schedule of big game meetings around the state, or register for one of two virtual meetings, at Outdoornebraska.gov/fishandgamemeetings/.



COURTESY

September 25, 1913 special booster issue of The Enterprise featured portraits and biographical sketches of those who've made Stapleton.



Winners Named In Art Contest



COURTESY

The Thedford Service Club once again sponsored the Thedford elementary Christmas art contest for students in the preschool through the fifth grade at Thedford Public Schools. The theme this year was: “All I want for Christmas is....”

Pictured above are the winners from each class, back row, l-r: Katelyn Blackford, fourth grade; Emerson Pettit, fifth grade; Mary Licking, fifth grade (Emerson and Mary tied in fifth grade); and Grit Licking, third grade. Front row, l-r: Ariata Scott, second grade; Bryndal Greeley, kindergarten and Noah Werner, first grade.