

Cottage Grove Sentinel

116 N. Sixth St.

Cottage Grove, Ore. 97424

Opinion

The First Amendment

Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

“I never considered a difference of opinion in politics, in religion, in philosophy, as cause for withdrawing from a friend.” — *Thomas Jefferson (1800)*

A shot in the arm for small business advertising would boost local economies

(Editor’s Note: Viewpoint submissions on this and other topics are always welcome as part of our goal to encourage community discussion and exchange of perspectives.)

A little-noticed initiative by Sen. Maria Cantwell, D-WA, Sen. Ron Wyden, D-OR and five other senators would boost local jobs, accelerate sales and improve economies. The Local Journalism Sustainability Act, S. 2434, is designed to help local news media support their newsgathering missions.

One provision goes far beyond offering aid to community newspapers, local news websites and other news-gatherers. It would help small businesses to dig out of the economic doldrums by supporting their advertising costs in local news outlets, which in turn will help publishers and broadcasters to hire journalists.

This provision would permit small businesses to claim a tax credit for a portion of their advertising purchases up to \$5,000 a year. Credits would remain, but in declining amounts, for five years.

The legislation, originally introduced in similar form by Reps. Ann Kirkpatrick, D-AZ, and Dan Newhouse, R-WA,

would also help subscribers by providing them with a refundable tax credit up to \$250 a year. It provides financial support for

by juicing activity in other businesses.

No surprise to anyone on Main Street: after the 2008 recession small businesses cut way back on their advertising campaigns, dropping from their normal 3-5 percent annual increases to a stunning 6 percent cut in 2009. It is too soon

to know what the COVID-19 pandemic has done to this spending, but it would be no great revelation to learn that the cuts equaled or exceeded those following the Great Recession. Expense cuts are what businesses do to stay afloat.

But when they are ready to climb back into the cockpit for a new takeoff, the spending needs to accelerate rapidly. Cash-strapped businesses may be in no position to fuel their journey though. That is why a little boost in the form of the Cantwell tax credit would be so timely. If the economy behaves as it usually does after

economic retraction, the new spending will generate more sales and the public coffers will refill. The bill’s benefits end after five years but the growth it generates will pay off for decades.

GUEST VIEWPOINT

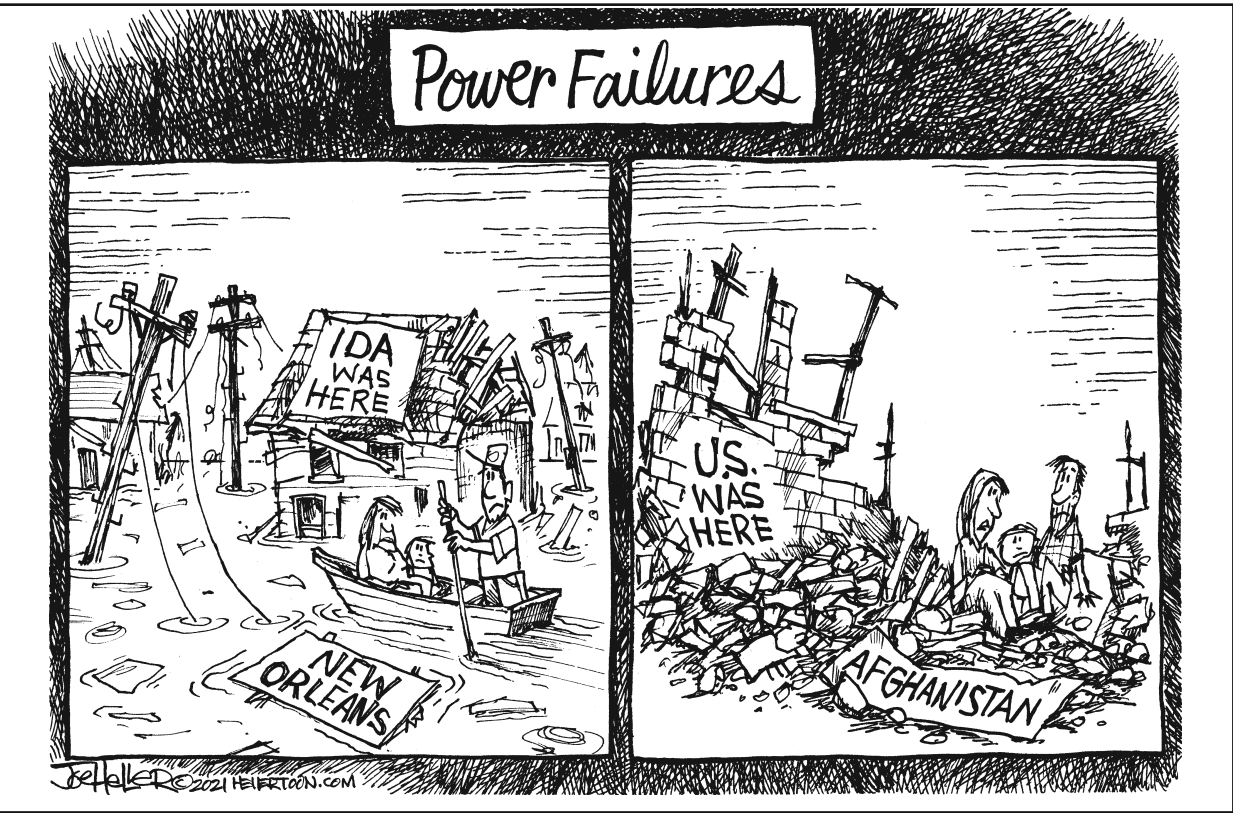
By Brett Wesner

Chair of the National Newspaper Association

hiring as well, assisting news organizations with journalists’ salaries.

It is the advertising tax credit that is the unsung hero of this legislation. Like a pebble tossed into the pond of local economies, it will show the ripple effect of benefits in local jobs, enhanced spending, revenues to run local governments and a boost to get American small businesses back in the game after a very tough couple of years.

Every dollar of advertising spending generates \$8.77 in sales, according to a 2010 study by IHS Global Insight, a firm that periodically measures advertising’s impact on economies. Advertising is directly responsible for about 20 percent of the American economy by directly generating jobs in media sales, creation of materials and collateral work but it does far more



LETTERS

WHERE DOES YOUR ALLEGIANCE LIE?

I pledge allegiance to the flag of The United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all.

I pledge allegiance to the flag that is displayed at the local Post Office.

I pledge allegiance to the flag that is hanging from the front porch of a local residence.

I page allegiance to the flag high atop a flagpole at the Oregon Statehouse in Salem.

And I pledge allegiance to the flag when it is attached to the bed of a large ¾-ton pickup driven by certain individuals during a recent Fourth of July parade in Creswell, Oregon.

I do not pledge allegiance to

Kate Brown and the Oregon Health Authority’s Covid-19 policies which are founded on poorly supported or non-existent science.

I do not pledge allegiance to well-intentioned but misinformed school district administrators that require their students to wear masks in order to attend school.

I do not pledge allegiance to Dr Tony Fauci and his ongoing litany of half-truths and misinformation regarding the origin of the Covid-19 virus, the necessity of masks and the distribution and use of experimental, poorly tested, dangerous and sometimes lethal gene-based therapies that he refers to as Covid-19 “vaccines”.

And I do not support, as per United States Senator Rand Paul’s public assertions, Dr.

Fauci’s use of American taxpayer dollars to fund the “gain of function” viral research at the Wuhan China Institute of Virology which modified common Chinese bat coronaviruses, making those viruses infectious to humans.

I do support Senator Paul’s recent statement urging the citizens of the United States to resist the ongoing incursions upon our God-given and constitutionally protected civil rights by petty tyrants and bureaucrats.

But, most importantly –

I pledge allegiance to the flag of The United States of America.

What about you?

—Steven Johnston
Creswell

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Letters to the Editor Policy

The *Sentinel* welcomes letters to the editor as part of a community discussion of issues on the local, state and national level.

Emailed letters are preferred. Handwritten or typed letters must be signed. All letters need to include full name, address and phone number; only name and city will be printed. Letters should be limited to about 300 words. Letters are subject to editing for length, grammar and clarity. Publication of any letter is not guaranteed and depends on space available and the volume of letters received.

Letters that are anonymous, libelous, argumentative, sarcastic or contain accusations that are unsourced or without documentation will not be published.

Letters containing poetry or from outside The *Sentinel* readership area will only be published at the discretion of the editor.

Political/Election Letters:

Election-related letters must address pertinent or timely issues of interest to our readers at-large.

Letters must: 1) Not be a part of letter-writing campaigns on behalf of (or by) candidates; 2) Ensure any information about a candidate is accurate, fair and not from second-hand knowledge or hearsay; and 3) explain the reasons to support candidates based on personal experience and perspective rather than partisanship and campaign-style rhetoric.

Candidates themselves may not use the letters to the editor column to outline their views and platforms or to ask for votes; this constitutes paid political advertising.

As with all letters and advertising content, the newspaper, at the sole discretion of the publisher, general manager and editor, reserves the right to reject any letter that doesn’t follow the above criteria.

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