

Jeff Around Town – February 17th, 2026

Jeff: It's Jeff Around Town and I'm speaking with Terri Sanders, publisher, soon to turn the publishing role over to one of her daughters here at the Omaha Star on North 24th Street. Terri, thanks for being here.

Terri: Wonderful.

Jeff: So, what do you have going? So, we're here and there's a little construction going on.

Terri: So, there's a lot of construction, a lot of hammering and drilling going on. We are converting the Omaha Star offices, which is in a historic landmark building.

Jeff: Okay, can we go through here?

Terri: Yes, we can go through here. I go through here all the time. It's wet on my feet. We are converting the offices to a museum. Mrs. Brown lived behind the offices, so that will become a house museum.

Jeff: Okay, so right now we're just to let our listeners...

Terri: Right now we're in the Omaha Star Park and Walk of Fame.

Jeff: Okay, okay.

Terri: There's a bust here of Mrs. Brown that is bronze.

Jeff: Oh, wow.

Terri: And the bricks around the bust will be personalized. People have been purchasing them.

Jeff: Oh.

Terri: And then we'll also have stars in this area.

Jeff: Okay.

Terri: And people have purchased those. We have permanent cement seating. We will have a pergola here, which is a stage with lights and electricity. And then you're looking at a new structure that has been built. It is going to be a workroom.

Jeff: Wow. I just want to let our listeners know, we're looking at this bust of Mildred Brown, the founder of Omaha Star. And I love the smile on her face. And who did this work?

Terri: Littleton Austin.

Jeff: Okay. All right. Awesome. Beautiful. And you were telling me about the workspace behind here, this building.

Terri: Yes. So we do a little bit more than publish a paper. We also do some B2B. We do t-shirts, mugs, tumblers. We have a printing service. We do banners.

Jeff: For private businesses?

Terri: For private businesses or people. People in the community. So that workroom is for that. Because obviously that office is not going to take all of that.

Jeff: Yeah. Well, and it's a hub for the community.

Terri: It is a community hub. A lot of people drop in to talk to us, and we love it. You and I talked about getting up early in the morning.

Jeff: Yeah, we did.

Terri: Not staying up late at night.

Jeff: That's right.

Terri: But getting up early in the morning.

Jeff: Well, I hate to tell you, I stay up late at night.

Terri: Oh, well. You're a trooper then.

Jeff: Well, I take naps.

Terri: I can't do it. I can't do it. So that is what is going on. And we expect this to be finished by the summer. Because it's almost spring.

Jeff: Yeah.

Terri: So, I don't want to say that. But it is a work. And it will cement the Omaha Star's legacy forever in North Omaha.

Jeff: So, can you talk a little bit about the Omaha Star newspaper itself?

Terri: Yes.

Jeff: You know, how is readership going? Is it mostly online these days?

Terri: So, we have a print edition, and we have an online edition. We are converting our website so it is even more user friendly. And we're going to have an app.

Jeff: Nice.

Terri: So, readership is going up. People are always interested. The one thing about the Omaha Star, we don't publish who the police chased, what's on fire, and who's dog bit a cat.

Jeff: Right, right.

Terri: We talk about the good news.

Jeff: Yeah.

Terri: And so, everybody's looking for that.

Jeff: That's wonderful. And what kind of reach do you have? Do you have folks all throughout Omaha, throughout the country?

Terri: Throughout Omaha, throughout the country. We have one subscriber that lives in Hawaii.

Jeff: Really?

Terri: Yes.

Jeff: Wow. Are they from here originally? They're from here originally. It's a great way to keep in touch.

Terri: Keep up with home.

Jeff: Yeah. Sure. And so, you are turning over the reins to one of your daughters.

Terri: One day. One day. I won't say what day, but one day. Yes. You know, it is about community. It is about knowing the people and knowing what's important to the people. And that's something that has to be learned.

Jeff: Yeah. And for you, then, what will come, what will be next?

Terri: So, I have published, I'm in an anthology book.

Jeff: Okay.

Terri: And I am always looking to speak to groups or conferences to talk about how you pivot. I am not a spring chicken. I won't say how much spring I have left. But people need to know that if you retire, it's not over.

Jeff: Of course not.

Terri: No. No.

Jeff: You are very youthful. You have that youthful spirit about you. And I don't know. I think that, I mean, I had a pivot, too.

Terri: Yeah.

Jeff: I was at the newspaper many years as a cartoonist, and I am now on the radio, of course, learning a new thing.

Terri: That's it.

Jeff: And it keeps you young at heart.

Terri: It keeps you alive.

Jeff: Yeah.

Terri: Yeah. Yeah. And I have been known as the O.M., the oldest millennial you will ever meet.

Jeff: You are the O.M.

Terri: I am the O.M.

Jeff: Terri Sanders, O.M., thank you so much for being on Jeff Around Town. It's been a delight chatting.

Terri: Thank you, Jeff.