

Bulletin
Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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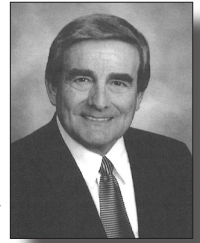
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Former NPA Executive Director, Phil Berkebile dies at 83

Phil Berkebile, Sr., 83, died May 1, 2020, in Lincoln, NE, with family by his side.



Phil retired as Executive Vice President of the Texas Daily Newspaper Association in 2004 after serving 22 years in Austin, TX. He was Executive Director of the Nebraska Press Association in Lincoln from 1973-1985. Prior to these positions Phil worked as General Manager of the Hastings, NE and Dodge City, KS Chambers of Commerce; Executive Assistant to Kansas U.S. Congressman Robert E. Ellsworth. He also held positions with the Kansas City, KS Chamber of Commerce; Great Plains Wheat Corporation; and the Abilene, KS Reflector-Chronicle newspaper.

He served as President of the Newspaper Association Managers of America, President of American Newspaper Representatives, Director of the National Newspaper Association, Director of the American Newspaper Publishers Association, Director of the Texas Tech University School of Journalism, President of the Society of Professional Journalists, Sigma Delta Chi, and President of the Organization of Newspaper Advertising Directors.

Phil is survived by his wife of 63 years, Judy Berkebile, of Lincoln, NE and seven children, 16 grandchildren and four great-grandchildren. A celebration of Phil's life coordinated by Roper & Sons of Lincoln, NE will be announced and held at a later date. Burial will be in Wellington, KS. Memorials may be directed to the Wellington, KS Humane Society, PO Box 494, Wellington, KS 67152.

Pitzer Digital, LLC is new owner of Stanton Register

The Stanton Register is under new ownership as of May 7, 2020, continuing its more than 140 years of publication.

While it had been announced in late April that The Register would be cease publication after its May 6 edition, Carrie and Wade Pitzer, owners of Pitzer Digital, LLC purchased the paper from Dani and Brian Hadcock.

The Pitzer family lived south of Stanton from 2000-2005. Carrie Pitzer, who earned her journalism degree from Midland Lutheran College, spent 15 years at the Norfolk Daily News before launching Pitzer Digital, which is based in Neligh. The company also owns two other newspapers, the Antelope Co. News, which includes the Neligh News & Leader, Orchard News and Clearwater Record-Ewing News; and the Knox Co. News, which includes the Bloomfield Monitor and Creighton News.

For now, the Stanton Register will keep the same location, phone number, email and mailing addresses. Kelly Murbach will continue working for the newspaper. Carrie Pitzer will serve as publisher of The Register, while Wade Pitzer will handle the printing - for the actual newspaper and the commercial printing - which will eliminate a significant portion of the printing costs. The Register will continued to be mailed from the Stanton Post Office, keeping local postage dollars in Stanton.

Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner at:

Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.

Bank Building, Lincoln, NE 68508, 402-474-6900,

srenner@clinewilliams.com



"Great things are done by a series of small things brought together."

- Vincent van Gogh, Painter

Digital - from pg. 1

year. Multiple copies will be mailed to each newspaper and will be scheduled to arrive just after the release date of the video. The printing this year is being donated by the Scottsbluff Star-Herald.

CONTEST CERTIFICATES

Certificates for individual category winners will also be mailed to each newspaper and scheduled to arrive just after the release date of the video.

WEBINARS

The sessions and speakers are also important components of the annual convention. Some of the planned sessions will be made available to all members in a series of webinars, all at no cost to members. Each webinar will be scheduled for approximately 45-50 minutes and presented on a Zoom format, or similar. Dates and times of the webinars will be announced; each webinar will also be recorded and made available for members to view at a time of their convenience.

Actual session programs and presenters are being finalized. However, the session topics will include: Legal Hotline Q&A, postal issues and Q&A, newswriting 101, print and digital advertising, Great Idea Exchange. Other topics will include recommendations received from members in a recent survey.

The annual convention is about celebration, recognition, learning, comradery...and fun! **Watch for more details to come and plan to take advantage of NPA's first "digital convention."**

Service pending for Chloe Reutzel, former Norfolk Daily News Editor

Chloe Reutzel, 97, of Coronado, CA, and Norfolk died May 7, 2020, in Coronado. Private graveside services will be held at a later date.

Chloe was born and raised in Aberdeen, SD, graduated from high school in 1940, and then attended Northwestern University where she majored in chemistry.



She met her husband-to-be, Emil W. Reutzel, Jr. when he was among a number of University of Nebraska students who had joined the Marine Corps Reserve and were sent to Northwestern's Evanston, IL, campus for training. The two were married in 1944.

They purchased a weekly newspaper in her husband's hometown of Neligh, when he was discharged from the Navy, but delayed their return long enough for him to obtain a degree from Northwestern and its Medill School of Journalism in 1946.

The Reutzel family left Neligh in 1954 and spent seven years in Washington, D.C., where Mr. Reutzel was an assistant to

the director of the Office of Civil and Defense Mobilization in the Executive Office of the President. The Reutzel family left the Capital City shortly after the change of administration in 1961, returning to Norfolk, where Mr. Reutzel became editor of the Daily News and was also involved in the ownership of several weekly newspapers.

Chloe is survived by her husband, Emil; two daughters, Romney Olson (William) of Lincoln, Sarah Travis Lee (Michael) of Laguna Hills, CA, and their families.

Doane University Journalism Professor, Swartzlander, to retire

Crete News, John Celesky, May 13, 2020

Doane University Journalism Professor David Swartzlander is retiring at the end of this term after 22 years of teaching at Doane. Swartzlander, a Seward native, has taught journalism classes and has been the faculty advisor for Doane Student Media, which includes the student newspaper, The Doane Owl, 1014 Magazine and Doaneline.

In January, Swartzlander's students started a fundraiser for the journalism department to honor him. Senior Caitlyn Nelson started the campaign to bring in money and support for the journalism program since Swartzlander has done so much for this department for the past 20-plus years. Money raised will go towards future trips and training for Doane Student Media.

Part of the campaign included a Zoom reunion with journalism and Doane Student Media alumni, to share memories of him and celebrate his retirement.

In 2006, the Nebraska Press Association presented Swartzlander with the Leadership Nebraska Award, which recognized him for leadership in his community, region or state by taking his students to cover presidential inaugurations in Washington, D.C. He was also inducted into the College Media Association Hall of Fame in 2019.

OnePress Network Ad Sales Incentives available through June!

Details included in the attached PDF.

***Please share this information with your
advertising staff/co-workers.***

***Questions can be sent to Violet Spader,
vs@nebpress.com or 402-992-2394.***

Classified Advertising Exchange

May 18, 2020

MANAGING EDITOR: Enterprise Media Group, a progressive regional publishing company headquartered in Blair, Neb., is seeking a Managing Editor for our community newspaper group based out of Seward, NE. Duties will include managing an editorial staff, story assignments, reporting, photography and oversight of our online digital products. If you're an experienced journalist, with good management skills, this could be a great opportunity for you. We're looking for someone who has a love of community journalism, and can bring new ideas to the table to help us better serve our communities. At Enterprise Media, you'll know your bosses. We have been a family-owned media company for six generations with 12 community newspapers in Nebraska and Iowa. We offer competitive pay, paid vacation, health insurance, retirement plan and other benefits. Let us tell you more about this great opportunity. Please send your resume and cover letter to Group Editorial Director Leeanna Ellis: editor@enterprisepub.com

NEWSPAPER FOR SALE: Central City Republican-Nonpareil for sale after 30 years with the same owners, who are retiring. Building located in heart of downtown and is in great shape, computers including server are all but new. Paper is sound, town has outstanding leadership and community support for the newspaper and its website are strong. We are ready to make a deal, so drop us a line at jensenpub@hamilton.net or write us a note at PO Box 26, Central City NE 68826, and let's make a deal.

OWNERS PLANNING TO RETIRE: Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: jim@albionnewsonline.com.

NEWSPAPER FOR SALE: Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

NEWSPAPER FOR SALE: The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact reporter@voicenewsnebraska.com, or 402-762-5352.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, OnePress Ad Sales Incentives Packages.

Updated 2020 Nebraska Open Meetings Act booklets now available

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials.

An updated 2020 version of the Nebraska Open Meetings Act booklet, (last updated in 2012) is now available.

Booklets are \$1.00 each (plus postage) and can be purchased through the NPA office.

(Copies of the booklet were mailed out to all NPA daily and weekly newspapers in early March.)

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted. Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

We're all in this together.



We know this is a difficult time to keep advertising revenue steady at your newspaper. OnePress and Nebraska Press Association have created several sales incentives to help attract new customers, retain current advertisers and reward sales team members with direct commission.

- **Get new customers**
- **Retain current advertisers**
- **Earn direct commission**

Questions?

Contact Violet Spader, OnePress Sales & Marketing Manager
Phone | 402-992-2394 • Email | vs@nebpress.com

SMALL BUSINESS STIMULUS PACKAGE

Give your advertisers more advertising space for statewide placements!

- 2x6 ad for the price of a 2x4 - \$1,950.
 - Statewide only (not regional).
 - Effective April-June 2020.
 - Not intended for political candidates or advocacy – focus would be on selling to home services, businesses with multiple locations statewide, employment (trucking, manufacturing, etc.).
-

FREQUENCY SPECIALS

Help your advertisers be Top of Mind with these frequency specials!

- Buy 3 weeks, get the 4th week free.
 - Buy 2 weeks, get the 3rd week 50% off.
 - Effective April-June, 2020.
 - Does NOT need to be new business; can be offered to existing clients.
 - Stipulations: Must be the same ad, no copy changes, all ads run in consecutive weeks.
-

SALES COMMISSIONS

Sell network ads and earn a direct commission from OnePress/NPA!

- For every network ad (regional or statewide) sold, the sales person will receive a direct commission from OnePress/NPA.
- Effective April-June 2020.
- Commission checks will be made out to the sales person and mailed to their newspaper's office.
- Commission amounts:
 - Regional 2x2 - \$15/ad**
 - Regional 2x4 - \$30/ad**
 - Statewide 2x2 - \$50/ad**
 - Statewide 2x4 - \$100/ad**
 - Regional NCAN - \$8/ad**
 - Statewide NCAN - \$12/ad**