

CONFIDENTIAL

# Bulletin

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

## Calendar of Events:

### October 2-5, 2014

National Newspaper Assn. (NNA)  
128th Annual Convention &  
Trade Show  
Grand Hyatt, San Antonio, TX

### October 24, 2014

NPA/NPAS Board Meeting  
NPA Office, 845 "S" St.  
Lincoln, NE

### October 24, 2014

Nebraska Journalism Hall of Fame  
Banquet  
Nebraska Club, Lincoln, NE

### April 17-18, 2015

Annual NPA Convention  
Holiday Inn-Downtown  
Lincoln, NE

#### CONTACT INFO:

Telephone: 800-369-2850 or  
402-476-2851

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

Web Site: <http://www.nebpress.com>

## Imperial Republican's Jan Schultz, Russ Pankonin receive Thomas C. Sorensen Award for Distinguished Nebraska Journalism

UNL's College of Journalism and Mass Communications J Days three-day celebration culminated on Friday, April 25, with a J Days Award Luncheon, honoring students, alumni and distinguished professionals.

Among those receiving awards were Jan Schultz, news editor, and Russ Pankonin, co-publisher, of the *Imperial Republican*, who each received the Thomas C. Sorensen Award for Distinguished Nebraska Journalism.

A UNL grad, Sorensen was a former Nebraska

journalist and came from a Nebraska family notable for its service in politics, education and business at the state, national and international levels. For details on the other J Day award-winners, go to <http://www.journalism.unl.edu/>.



Jan Schultz and Russ Pankonin, of the *Imperial Republican*, received the Thomas C. Sorensen Award for Distinguished Nebraska Journalism at the J Days Awards Luncheon, April 25. Also attending the luncheon was NPA Executive Director, Allen Beermann.

## Were you a Better Newspaper Contest winner?

Click on the link below for a PDF logo of the "Prize Winning Newspaper 2014" to promote your awards in your newspaper!

[http://www.nebpress.com/wp-content/uploads/2014/04/PrizeWinningNewspaperLogo\\_2014.pdf](http://www.nebpress.com/wp-content/uploads/2014/04/PrizeWinningNewspaperLogo_2014.pdf)

## "Mr. X" Convention Winner

Carole Strunk, *Fairbury Journal-News*, is \$100 richer after being the 100th person to shake hands with "Mr. X" during the NPA Convention, April 11-12, in Grand Island. Tory Duncan, editor of the *Sutton Clay Co. News*, was this year's "Mr. X."

## NPA/NPAS Staff

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## Omaha Press Club Foundation salutes C. David Kotok and Eileen Wirth at Annual Awards Ceremony

Two Nebraska journalists were honored April 25 by the Omaha Press Club Foundation.

C. David Kotok received the 2014 Career Achievement Award. Kotok has interviewed every president since Gerald Ford as a political reporter and editor for more than 30 years.

He joined the *Omaha World-Herald* in 1980 as a reporter. In that role he covered 10 national political conventions and interviewed U.S. presidents, senators and other political notables.

In 2008, the World-Herald named him managing editor, in charge of a newsroom staff of 150 and on call around the clock to consult with reporters and editors on breaking news and to make sure the policies of the newspaper were being followed. In 2012 Kotok retired, but he still pays close attention to how news is delivered in an industry where technology is changing the way journalists work.

*cont. page 5*

## Good work!

The following newspapers sold network ads. **To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:**

### Week of 4/21:

#### 2x2

Fremont Tribune — Julie Veskerna (paper made \$487.50)

Hickman Voice News — Linda Bryant (3 ads) (paper made \$475.00 + \$34.00 out of state)

Hickman Voice News — Austin Roper (2 ads) (paper made \$300.00)

Plainview News — Brook Curtiss (paper made \$487.50)

Sutherland Courier-Times — Trenda Seifer (paper made \$150.00)

Tecumseh Chieftain — Bev Puhalla (paper made \$150.00)

Wayne Herald — Melissa Urbanec (paper made \$162.50)

#### NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Hickman Voice News — Linda Bryant (3 ads) (paper made \$235.50 + 1 NCAN Special Free Ad)

North Platte Telegraph — Dixie Galaway (NCAN Special Free Ad)

### Week of 4/28:

#### 2x2

Fremont Tribune — Julie Veskerna (paper made \$975.00)

Hickman Voice News — Linda Bryant (paper made \$300.00)

Kearney Hub — Melodee Hauserman (paper made \$162.50)

Seward Co. Independent — Pat Daehling (paper made \$150.00)

Tecumseh Chieftain — Bev Puhalla (paper made \$150.00)

#### NCAN

Broken Bow Chief — Pat Jackson (paper made \$149.50)

Hickman Voice News — Linda Bryant (2 ads, both NCAN Special Free Ads)

Kearney Hub — Becky Hilsabeck (paper made \$112.50)

Nebraska City News-Press — Roxy Schutz (paper made \$112.50)

North Platte Telegraph — Dixie Galaway (paper made \$161.50)

## February 2x2 BOGO contest winner!

Congratulations to Melodee Hauserman of the *Kearney Hub*. She was the winner of the \$100 prize in the 2x2 New Customer BOGO (Buy One, Get One) Contest. Melodee won from all the sales people who sold a 2x2 Network ad to a new customer during the month of February.

## **Thomas named president, publisher of the Lincoln Journal Star**

Ava Thomas, former general manager of the *Lincoln Journal Star*, has been named publisher, succeeding Julie Bechtel, who has been promoted to a group publisher position within Lee Enterprises, which owns the Journal Star.

Thomas, who has worked at the paper for nearly 20 years, will also be responsible for Lee dailies including the *Beatrice Daily Sun*, the *Columbus Telegram* and the *Fremont Tribune*, as well as the *Plattsmouth Journal*, *David City Banner-Press*, *Schuylers Sun* and a number of other weekly, monthly and niche publications and websites.

She joined Lee in 1995 as a classified sales consultant, advancing to retail sales consultant, online sales manager, classified sales manager, classified advertising manager, advertising director, and, since 2011, general manager.

"I have had the benefit of working with Julie and a number of other community-minded publishers here at the Journal Star, and I look forward to building on their legacies," Thomas said. "I'm excited about our business and excited about our community."

Bechtel, who had been publisher in Lincoln for almost three years, will serve as president and publisher of *The Pantagraph* in Bloomington, Ill., and the *Herald & Review* in Decatur, Ill. As a group publisher, she will oversee operations at Lee's media companies in eastern Nebraska and Illinois.

## **South Sioux City Dakota Co. Star welcomes new reporter**

Alexandra Krula recently joined the *South Sioux City Dakota Co. Star* as a reporter.

A resident of Sergeant Bluff, IA, Krula received an associate degree in 2011 from Western Iowa Tech Community College, and later pursued her bachelor's degree in journalism at Wayne State College in 2013.

Until recently, she has worked as a freelance writer, and is excited for the opportunity at the Dakota Co. Star and looks forward to working in the community.

## **75% advertising rule is nagging publishers as ROP declines, advertising inserts increase**

Max Heath, National Newspaper Association (NNA) postal chair, April 11, 2014

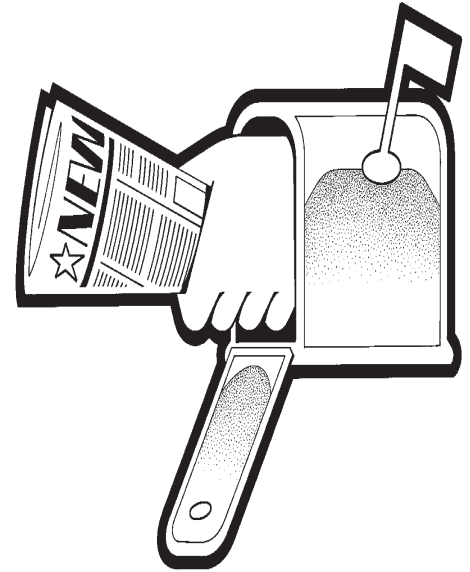
There's been an uptick in recent years of newspapers found in violation of the 75 percent advertising rule, which prohibits Periodicals from running more than 75

percent advertising percentage in more than half the issues in a 12-month period.

The exact wording of the rule is in DMM 707.6.1.3: "General publications primarily designed for advertising purposes do not qualify for Periodicals mailing privileges, including publications that: a. Contain more than 75 percent advertising in more than half of the issues published during any 12-month period."

National Newspaper Association members and others who join to get our assistance have been jarred by letters from the Pricing and Classification Service Center in NYC threatening loss of Periodicals mailing privileges for this violation.

"The loss of Periodicals privileges would mean immediate rate increases for newspapers that would then have to be mailed at Standard rates. It could also mean a day or more of delay in service, as Standard mail is supposed to be a deferrable service when mail volume is high. For many newspapers, it also



could lead to the loss of public notice advertising, because many state statutes require a Periodicals permit for official newspaper eligibility. So the consequences of losing a permit can be severe, even life-threatening," said NNA Chief Executive Officer Tonda Rush.

I asked Chuck Tricamo, veteran Periodicals specialist now managing the PCSC, if the wording and tone of the letter had been made more severe recently. It has not, he said, but it is the same as ever.

### **WILL I LOSE MY PERIODICALS PERMIT?**

Not if you take immediate and sustained action to get the advertising percentage at 75 percent or below in at least half the issues. Remember, you can be at 75 percent; you just can't be more than 75 percent.

Despite the strong language of the threat letter, PCSC staffers over the years have repeatedly assured me that they don't want to take a Periodicals permit away from anyone if they can avoid it. They are just charged with enforcing the rules that come to their attention.

But first you must immediately write a letter or e-mail (if you can discern who to send it to from the letter) to the PCSC within 15 days of receipt, as specified in the permit "revocation" letter, stating that you wish to appeal the decision and plan to take steps to get your issues in-

**cont. page 4**

### **Adv. Rule - cont. from pg. 3**

to compliance. They will then send you an agreement to that effect, which you should sign, date and return ASAP.

The key is to keep the paid advertising percentage, insofar as possible, below 75 percent for enough straight weeks to get the 12-month moving average below half of the total issues during the time period. Then maybe add a few more issues for good measure.

Once you've come back into compliance on that 12-months worth of issues rule, then you can resume smart management of the 75 percent rule. Simply, there will be some issues so heavy on preprinted advertising inserts (whose lineage is counted as 100 percent advertising), say in November and December that have no chance of staying under 75 percent. That means that in lighter months, like a February or a July, rather than cutting back pages on a low-revenue issue, it might be better to fill those pages with editorial to get the numbers up.

Then there are plenty of issues that just barely exceed 75 percent. Those provide a low-cost chance to add non-paid or editorial matter without expanding your paper by more than two pages. Those are the ideal target issues for you to keep in compliance.

### **WHY ARE MORE PAPERS BEING CAUGHT?**

There are, of course, multiple reasons, including one competitor reporting another. I'll give two more.

1. The trend toward preprinted advertising supplements, or inserts, often accompanied by declining ROP in many advertising categories. Advertisers shift from ROP to preprints to better control color, print quality, cost, etc. Newspapers must track their own compliance to avoid getting caught in violation. Despite NNA efforts, we have been unable to get this rule modified for paid publications like we did for Requester Periodicals (from 100 percent to 75 percent of issues). And because USPS does not average editions of an issue, a weight breakdown of one part of a mailing that exceeds 75 percent counts for that issue.

Also, it may not be in the best interest of Periodicals, a class that struggles to maintain its identity within USPS, to relax the editorial standards too much. Looking more like Standard mail is a road that could lead to being charged and served like Standard mail.

2. The PostalOne! business accounting system has built in checks of various functions, and the 75 percent rule is one of those. Reports of an increase in newspapers being caught via PostalOne! at the original entry office are increasing based on member calls and e-mails. It's not automatic, but postal employees can run an advertising report to see the how many issues are more than 75 percent for any 12-month period looking backwards. And they are likely audited on their diligence in running that report.

### **HOW CAN I FIND EDITORIAL MATERIAL TO ADD?**

There are many ways to increase editorial copy, and most of you know as much about this topic as I do. But because I've often been asked, I'll give this my best shot.

1. As a country editor at heart, and a group executive editor for 21 years, I have a bias for increased local news. Many times, there are community events where photos exist for a page or two of photos, but space limits cover-

age to perhaps two or three shots. Being more than 75 percent may present opportunities to open up the paper a bit more.

2. Secondly, if you are looking to add editorial matter on an ongoing basis, there may be local columnists you can recruit on subjects like gardening, health, new businesses, recipes or any number of topics that might make your paper more valuable to readers on an ongoing basis while opening up your news hole a bit.

3. Syndicated matter is also another option. I found that crossword puzzles, horoscopes, and word puzzles are particularly appealing to a large segment of readers. I still believe in TV listings because loyal readers that skew older still prefer hardcopy and not electronic listings, same reason they prefer your print newspaper in the first place. The March Pub Aux reported on the value of syndicated material and many good vendors.

As postal consultant for Athlon Media, I know that the company offers a wide variety of free content to those papers that run American Profile, Relish or Spry. It even offers a generic TV listing that can be localized by your staff each week. And I need to add that the magazines are measured on an advertising/editorial basis each issue, so they are not reported as 100 percent advertising like advertising supplements, which you are paid for.

© Max Heath 2014

*Max Heath, NNA postal chair, is a postal consultant for Athlon Media, publisher of Athlon Sports magazine, American Profile, Relish, and Spry newspaper supplements, and Landmark Community Newspapers LLC. Email: [maxheath@lcn.com](mailto:maxheath@lcn.com).*

The top technology & design instructors in the world gather together once each year for three days of incredible training at the

# INSTITUTE

OF NEWSPAPER TECHNOLOGY

October 16-18, 2014

University of Tennessee • Knoxville, Tennessee

[newspaperinstitute.com](http://newspaperinstitute.com)



# IN

version 2014

INSTITUTE OF NEWSPAPER TECHNOLOGY

### OPC Awards - cont. from pg. 2

Dr. Eileen Wirth, Chair, Department of Journalism, Media & Computing at Creighton University, received the 2014 Journalism Educator Award.

Wirth worked as a reporter at the *Omaha World-Herald* for 11 years and then spent eight years in public relations at Union Pacific Railroad before joining Creighton University in 1991, where she still teaches public relations and media history.

She has written six books, including her latest book, *From Society Page to Front Page: Nebraska Women in Journalism*, published by University of Nebraska Press, featuring stories about some of the first women to work in print and broadcast journalism in Nebraska.

## Newspaper Disaster Checklist

In times of crisis, all eyes turn on the press for immediate and accurate news coverage. But what happens when the press becomes the victim of a disaster?

From flash floods, tornadoes and other natural disasters to power outages or a loss of an important staff member, trauma is almost impossible to predict. But through effective preparation, newspapers can continue to function in spite of setbacks.

Attached to this week's Bulletin is a **Newspaper Disaster Checklist**, prepared by the Ohio Newspaper Association, it covers the ins and outs of an adequately prepared staff, to help you keep operating on all platforms in times of disaster.



Thank you to Lisa Betz, publisher of the *Gering Citizen*, for sharing this 1915 photo of the Nebraska Press Association past presidents from their archives. A.B. Wood, who founded the *Gering Courier*, is pictured in the back row, far left. Wood was NPA president in 1910 and went on to found or co-found other newspapers, including the *Torrington (WY) Telegram* and the *Scottsbluff Herald*, which joined with the *Scottsbluff Star* to become today's *Scottsbluff Star-Herald*. Wood also served in the Nebraska Legislature.

# Classified Advertising Exchange

Apr. 28, 2014

## **JOURNALISM CAREER? ENTRY LEVEL OPENING!**

Full time reporter, photographer, computer graphics with Pagemaker and PhotoShop skills plus photo and newspaper layout. Some office and proofreading duties including circulation management.

In-house position. Pay commensurate w/experience and education. Benefits inc. vacation, sick time, retirement plus pleasant, fun, working environment. Challenging, fast-paced, ever-changing experience at independently owned community weekly newspaper. Send resume and writing sample now to: [voicenews@inebraska.com](mailto:voicenews@inebraska.com).

**PRODUCTION MANAGER:** Full time position available at the VOICE NEWS of southeast Nebraska in our Hickman office. Need experienced graphic designer/office manager to oversee daily operations in our busy newspaper office. Design ads, coordinate printing projects, create PDF's, update our website, handle accounts receivable, payroll, provide technical support to staff, assist customers on the phone and in person.

Experience in Quickbooks, Microsoft Office, PhotoShop, PageMaker, InDesign preferred. IT experience helpful - Windows Server 2003, Windows 7, network hardware, etc. We offer competitive wages, benefits, Simple IRA retirement plan, and a pleasant working environment. Send resume to: [voicenews@inebraska.com](mailto:voicenews@inebraska.com).

**EXPERIENCED PRESSMAN:** to work with 4 unit Goss Press at a weekly newspaper in Northeast Nebraska. The work includes process color and black and white runs. This is a full time position. Call 1-800-672-3418. Melissa Urbanec, General Manager, Wayne Herald/Morning Shopper.

**REPORTING POSITION WANTED:** Kassaundra Hartley of Spalding, NE, is seeking a reporting position. Recent Creighton University graduate in journalism with a double track in news and public relations. Contact her at [kassi.hartley@gmail.com](mailto:kassi.hartley@gmail.com).

**FOR SALE:** ECRM VRL 36 Script Setter. Handles 15" Film; Glunz & Jensen MultiLine 15 Film Processor; and G4 Mac Computer loaded with the Harlequin Rip. Also have 2 backup G4 Towers for the system. If interested call Kendall at 402-274-8386.

**PLATE PROCESSOR WANTED:** The Holdrege Citizen needs a new plate processor, or a good used one. We have an Iconics Model ICM-25 made by Iconics Control, Inc. of Troy, OH. If you know of one, or Iconics' address, call Bob King, Publisher, at 308-995-4441.

**ATTACHED TO THIS WEEK'S BULLETIN:** Classified Advertising Exchange, Newspaper Disaster Checklist.

## **FOR SALE:**

Luggage Tags:	\$1.00
Credit Card Case	\$1.00

Postage for mailing extra.  
Contact NPA for more information.

## **Reporter's Handbooks For Sale**

Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage.  
1-800-369-2850.

The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

**Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which 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.**

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

# THE DISASTER CHECKLIST for Newspapers



Courtesy of The Ohio Newspaper Association and The Oklahoma Press Association



Media Credit: The Toledo Blade

A comprehensive checklist to help  
newsrooms prepare for the worst

# THE DISASTER CHECKLIST FOR NEWSPAPERS

The newspaper has a very unique and important responsibility to the community in times of disaster and must plan to operate in a crisis. Developing a checklist of items leads to the development of a disaster plan, which will provide the publisher and staff confidence that they are prepared to fulfill their obligation to their community, neighbors, family and friends. In times of crisis you are needed more than ever!

## PREPLANNING

Preplanning is the most important step in avoiding or knowing what to do in case of a disaster. Setting a calendar date each year to update the plan, review the list, make a new inventory tape, talk to employees, have a disaster training exercise, and other related matters is the easiest way to ensure this important item doesn't slip through the cracks in the hectic schedule of a newspaper.

### CHECKLIST 1

#### Pick a disaster – any disaster

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of all possible disasters that might affect my paper. (Include tornado, flood, bomb, fire, sabotage, lawsuit, computer system failure, key employee death or disability, other types.) |
| <input type="checkbox"/> | <input type="checkbox"/> | I have ranked the list of disasters from most likely to least likely.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have evaluated what areas of my operation would need to be restored first if a disaster strikes my whole paper, or just a portion of my business.   |

### CHECKLIST 2

#### We're OK here – How about YOU?

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made decisions on what to do if the paper avoids a direct disaster, but the disaster involves my town, subscribers, advertisers, employees, a family member, independent contractors, or our key suppliers. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of steps to take (for all areas including news, advertising, legal notices, circulation, accounting, business operations, etc.) if one of these "contingent" disasters affects my newspaper.    |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of key employees we depend on for the basic newspaper function and what the key responsibilities of those employees are in order to get the newspaper published.                                |
| <input type="checkbox"/> | <input type="checkbox"/> | Employees know what to do if the newspaper is spared, but disaster strikes their own homes or families.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Employees know whether they can take vacation or sick leave for disaster-related absences.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about what to do if any employee or a family member is killed or disabled by a disaster.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have set priorities on what additional lines of business (i.e. print shop, office supplies, book store, tag agency, etc.) the newspaper might operate, and how they will be affected by the disaster.            |

### CHECKLIST 3

#### I'll get by with a little help from my friends

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of which newspapers or businesses I will call on to help with critical newspaper functions.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of their names, numbers, and critical functions they are to perform.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have documented my newspaper's technical configurations.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of the software that is critical to publishing the paper.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of other "non-publishing" software, such as accounting and circulation, that would be necessary to complete other functions of the newspaper. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of the exact number and type of machines I need.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of alternate phone numbers to use in case of a disaster.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know where to get Internet access and email for me and my staff.  |
| <input type="checkbox"/> | <input type="checkbox"/> | The staff knows where to assemble if the newspaper equipment or offices are unusable.   |
| <input type="checkbox"/> | <input type="checkbox"/> | If I print other newspapers, I know where I would send my customers.  |
| <input type="checkbox"/> | <input type="checkbox"/> | If I print other papers, I have a list of other printers and know what to tell them so they help my customers immediately.                                  |



- If I am printed elsewhere and my printer has the disaster, we have discussed where to go and what to do.
- We know what to tell carriers, post office workers, convenience store distributors and others in case there are changes in the method of delivery of the newspaper.
- The local police, fire and medical personnel know us, will vouch for us, and won't panic and shut us out when the TV stations and helicopters arrive on the scene.

### CHECKLIST 4

#### My insurance policy doesn't cover WHAT?!!

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | My insurance agent has been out to my paper in the last year to see my operation.                             |
| <input type="checkbox"/> | <input type="checkbox"/> | My policy is tailored to specific needs of my newspaper; not a general policy.                                |
| <input type="checkbox"/> | <input type="checkbox"/> | I know where my insurance policies are located, and keep them in a safe place.                                |
| <input type="checkbox"/> | <input type="checkbox"/> | I have reviewed my policies in the past year with my agent.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have reviewed the list of my equipment and clearly understand what is covered by insurance and what is not. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have replacement cost insurance, including incidental costs.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have business interruption coverage, and know the length and limits of that coverage.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | I am certain my insurance policy covers all the risks that I listed above.                                    |

### CHECKLIST 5

#### But it's worth more than that to ME!

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | I know the true value of each piece of property.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I know the true business interruption costs if I could not publish as usual.                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | I can explain and justify these values to a claims adjuster.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have determined some items are minor and not worth covering.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have determined that some risks are unavoidable and not covered them with insurance.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | I have decided it is not economically feasible to cover some property/risks.                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | I have determined there are other factors influencing my decision to cover or not cover some property/risks. |



The aftermath of a devastating tornado that struck the Toledo area on June 5, 2010. Photo courtesy of The Toledo Blade

### CHECKLIST 6

#### Let me show you around

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Local fire personnel have toured my paper in the past year to familiarize their personnel with our building, hazards, exits, etc.                          |
| <input type="checkbox"/> | <input type="checkbox"/> | Local medical personnel have toured my paper in the past year to make sure they know how to get in and out of the building in case of a medical emergency. |
| <input type="checkbox"/> | <input type="checkbox"/> | Local police personnel have toured my paper in the past year to make sure they know about my property and can protect my paper in case of a                |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made changes to my building, hazards, etc. since the last visit of my local fire, medical and police personnel.                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a copy of the layout of my paper, and a listing of addresses and phone numbers of key personnel.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a listing of alternate addresses and phone numbers for key personnel.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have the paper layout and personnel lists in a secure, accessible place in case of a disaster.   |

### CHECKLIST 7

#### If I had to do it over again...

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about what parts of my business I would change if I had to restart, from the ground up, the newspaper or any other businesses I operate. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about what new offices and/or equipment would be required if my paper becomes damaged beyond repair.                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a calculation about how much income I would need to keep the paper alive while waiting on insurance settlements.                            |
| <input type="checkbox"/> | <input type="checkbox"/> | I know the state law on how many issues I can miss before I lose my status as a legal newspaper.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about exactly how long it would take to restore my paper to normal operation after each type of disaster.                                |

## CHECKLIST 8

### Didn't we have something over there?

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a detailed, room-by-room inventory list of everything at the newspaper.           |
| <input type="checkbox"/> | <input type="checkbox"/> | My inventory also has descriptions and model numbers of all pieces of equipment and software. |
| <input type="checkbox"/> | <input type="checkbox"/> | In the past year, I have made a videotape of my entire operation.                             |
| <input type="checkbox"/> | <input type="checkbox"/> | I have set a date each year to videotape everything in the operation.                         |
| <input type="checkbox"/> | <input type="checkbox"/> | I know if there is any "third party property" at my newspaper office.                         |
| <input type="checkbox"/> | <input type="checkbox"/> | I have included "third party property" in my inventory list.                                  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know if "third party property" is included in my insurance coverage.                        |
| <input type="checkbox"/> | <input type="checkbox"/> | All employees understand whether their personal property would be covered by insurance.       |
| <input type="checkbox"/> | <input type="checkbox"/> | I have stored my paper's detailed inventory list and videotape in a safe and secure place.    |
| <input type="checkbox"/> | <input type="checkbox"/> | We know the location of all racks and how we would distribute papers if they were destroyed.  |

## CHECKLIST 9

### I thought you knew how important that stuff was!!!

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have a written list of all vital records pertaining to my newspaper.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | I have backed up all my computer information.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a regularly scheduled plan to back up all computer information.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | I store the back up information and copy of all vital records in a safe and secure place. |

## CHECKLIST 10

### What would we do without you?

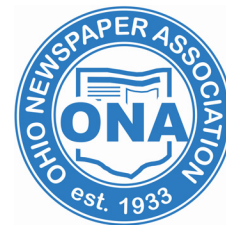
- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | If the publisher does not serve as the disaster manager, the staff knows who will be in charge.      |
| <input type="checkbox"/> | <input type="checkbox"/> | I am emotionally and physically ready, willing and able to be the disaster manager for my newspaper. |

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Our paper is prepared to be the hub of information for townspeople, before, during and after the broadcast media have left the area. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of immediate actions to take and which staff people are responsible for what items in the event of a disaster.    |
| <input type="checkbox"/> | <input type="checkbox"/> | I have the list stored in an easily accessible and secure place, and staff knows where it is.  |

## CHECKLIST 11

### Quiet on the set! And ... ACTION!

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Our newspaper staff knows the basics of our action plan in case of a disaster.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Our basic action plan includes important names and phone numbers.  |
| <input type="checkbox"/> | <input type="checkbox"/> | In the past year, we have had a fire drill or other disaster training exercise.  |
| <input type="checkbox"/> | <input type="checkbox"/> | We set a specific date each year to have a disaster training exercise.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Our staff knows what to do if the disaster happens during working hours.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Our staff knows what to do if the disaster happens when the office is closed.  |
| <input type="checkbox"/> | <input type="checkbox"/> | A copy of basic staff actions are posted in the building as a quick employee guide.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Employees have a copy of the basic action plan and their responsibilities at their home.   |
| <input type="checkbox"/> | <input type="checkbox"/> | The employees know what records to safeguard.  |
| <input type="checkbox"/> | <input type="checkbox"/> | The employees know to minimize physical damage, such as location of fire extinguishers.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know which employees are trained for First Aid and CPR.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know which employees will be called away if the National Guard is called upon, or if they are volunteer fire, ambulance, police personnel. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made contingency plans for the absence of those employees.  |



**OHIO NEWSPAPER ASSOCIATION**  
 1335 DUBLIN ROAD, SUITE 216-B  
 COLUMBUS, OHIO 43215-1000  
 614-486-6677  
 WWW.OHIONEWS.ORG