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## **Over \$1,100 in donations collected at NPA convention to help Curtis newspaper after fire**

At Saturday night's NPA convention awards banquet in Kearney, Nebraska Press Association members passed the hat and raised over \$1,100 to donate to Bob and Tori Willis after the devastating fire destroyed their Curtis Frontier Co. Enterprise newspaper, building and contents.

NPA Executive Director, Allen Beermann, contacted the Willises after convention to provide them with the bit of good news.

## **If you would like to make a donation to help Bob and Tori Willis...**

...make your check payable to NEBRASKA PRESS ASSOCIATION and indicate on the check that it is a donation for Bob and Tori Willis/Frontier Co. Enterprise.

Mail your check to the NPA office:  
**Nebraska Press Association**  
**845 "S" Street**  
**Lincoln, NE 68508**

*Your donation is appreciated. Thank you!*

## **Fire destroys Curtis Frontier Co. Enterprise newspaper and building**

Bob and Tori Willis were awakened early Sunday morning, April 17, after a student returning home from the Maywood high school prom spotted flames coming from the Curtis Frontier County Enterprise building.

Bob Willis drove and Tori, with her camera in hand, ran the four blocks to the newspaper office. Tori told the North Platte Telegraph, "It helped thinking that I needed to cover it. I just thought of taking photos. I was in shock and disbelief that it was my building."

The newspaper was established in 1886 and the building was completed in the early 1900s. The Willises bought the newspaper and the building 14 years ago.

The fire took everything - equipment, files, decades-old desks - and the saddest part, Tori said, was all of the newspaper archives, past editions and printed history of Frontier County were destroyed by water damage.

While the fire was still smoldering on Sunday afternoon, the Willises were already starting to rebuild the newsroom. They drove to North Platte for phones and office supplies, and borrowed computers from friends to set up a temporary office at the Curtis Mall.

"Our thought process was, we need to keep the business going for the community and the county. Now we need to get this week's paper out."

Last week's paper published two days late and was only four pages, but the fire didn't stop the presses.

The Nebraska State Fire Marshal's office is investigating the cause of the fire.

## **Thank You!**

We would like to say thank you to all the newspapers and the Nebraska Press Association. Both Bob and I are humbled by your generous gift and support. It has been a difficult time getting back on track after the fire destroyed our building, but every day gets a little easier. Thank you again from both of us.

*Bob and Tori Willis*  
*Frontier County Enterprise*

## Free online training available to NPA membership

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.



You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis.

At this time, licenses are available for a two-week period. Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week. Access the lynda.com library 24/7 from desktops, laptops, smartphones, or tablets. Use the lynda.com app for iPhone, iPad, or Android or log in via the lynda.com mobile site.

NPA has created recommended playlists including tutorials and courses on commonly-used newspaper software such as InDesign, Photoshop and Illustrator. Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. To request a license, email Violet Kirk at [vk@nebpress.com](mailto:vk@nebpress.com) or call 1-800-369-2850.

## New publisher named at Sidney Sun-Telegraph

Keith Hansen has been named the new publisher of the *Sidney Sun-Telegraph*, effective April 1. Hansen has owned and/or published newspapers in his home state of Minnesota, as well as California, Wisconsin, Oklahoma, Colorado and Texas.

## Purdie is new marketing and online media coordinator for JD Printing and Publishing

Tara Purdie has joined the staff of JD Printing and Publishing, owners of the *Creighton News*, *Neligh News & Leader* and *Clearwater Record-Ewing News*, as their marketing and online media coordinator.

A graduate of the University of Nebraska-Kearney, Purdie has a Bachelor of Science Degree in journalism, with an emphasis in public relations.

Purdie will handle online news content at [creightonnews.com](http://creightonnews.com) and [nelighnews.com](http://nelighnews.com), keep the papers' Facebook and Twitter accounts updated, and assist staffs with graphic design, web development, editing and reporting.

After graduating from UNK, Purdie joined the Grand Island Chamber of Commerce as communications and events coordinator.

## Newspaper Disaster Checklist - Are you prepared?

With the devastating fire in Curtis last week, each newspaper should be asking – are we prepared for a disaster? Newspapers are the immediate source for community news coverage – so what would happen if your newspaper became 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.

## Lincoln Journal Star, Omaha World-Herald, win Great Plains Journalism Awards

On April 18, the Tulsa (OK) Press Club announced the winners of The Great Plains Journalism Awards. This is a regional contest honoring print, web, TV and magazine journalists for outstanding stories, photography and design. The eight-state competition includes, Oklahoma, Arkansas, Iowa, Kansas, Missouri, Nebraska, North Dakota and South Dakota. More than 770 entries were received this year, with winners and finalists named in 70 professional and student categories.

Included in the top 10 overall winners:

- Great Plains Newspaper of the Year: Omaha World-Herald
- Great Plains Designer of the Year: Tim Parks, Omaha World-Herald
- Great Plains Writer of the Year: Peter Salter, Lincoln Journal Star
- Great Plains Newspaper Photographer of the Year: Francis Gardler, Lincoln Journal Star

Additional winners by publication include:

### **Omaha World-Herald**

- News Package: Alia Conley, Maggie O'Brien, Alissa Skelton, Bob Glissmann
- Narrative Story/Series: Dirk Chatelain
- Sports Column: Dirk Chatelain
- Graphics/Illustration: Matt Haney
- Business Reporting: Russell Hubbard
- Editorial Cartoon: Jeff Koterba
- Headline Portfolio: Rich Mills
- News Page Design: Tim Parks
- Business Feature: Janice Podsada
- Feature Page Design: Tammy Yttri

### **Lincoln Journal Star**

- Sports Page Design: Clark Grell
- Sports Feature: Alex Lantz

# Classified Advertising Exchange

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April 25, 2016

**REPORTER WANTED:** If you like talking to people, possess excellent written and verbal communication skills, are organized, have reliable transportation, and want to be part of a creative team, you are the person we're looking for. Send your cover letter, resume and writing samples to: The Custer County Chief, Attn: Mona Weatherly, Editor, P.O. Box 190, Broken Bow, NE 68822, or email to: [chiefnews@custercountychief.com](mailto:chiefnews@custercountychief.com), Attn: Mona Weatherly, Editor.

**SPORTS/NEWS WRITER WANTED:** The Custer County Chief is searching for a full time sports/news writer. If you love all sports, are detail orientated and organized this may be the job for you. We will train the right team player. Must have a current drivers license, high school diploma and continuing education. We offer competitive wages and benefits. For more information contact Mona Weatherly, [chiefnews@custercountychief.com](mailto:chiefnews@custercountychief.com), call 308-872-2471 or stop by the Custer County Chief office to pick up an application at 305 South 10, Broken Bow, NE 68822.

**ADVERTISING SALES PEOPLE WANTED:** The Custer County Chief in Broken Bow, NE has openings for full-time sales people to join our team. We need outgoing, self motivated, organized, team players. People who enjoy the challenge of setting and making goals. Good people skills are a must. Sales experience is preferred, but we will train the right people. We offer salary, commissions and company benefits. We are the Hometown Newspaper of Broken Bow, Custer County and Central Nebraska and We Need You! Let's Grow Together! The Chief is an award-winning, weekly newspaper that offers the sort of coverage typically found at much larger daily papers. The population of Broken Bow is 3,500, with nearby towns (covered by the paper) totaling nearly 21,000. Broken Bow is a lively community located in the center of the state and sits on the "Sandhills Journey Scenic Byway." The Custer County Chief is owned by Horizon Media, with daily newspapers throughout the U.S. There is potential for future advancement to one of our daily papers. Send resume and references to: Bill Parsons, Publisher, [publisher@custercountychief.com](mailto:publisher@custercountychief.com).

**RETAIL SALES MANAGER:** A western Nebraska daily newspaper is searching for an innovative retail sales manager to oversee day-to-day retail advertising sales operations. This position will be critical for driving sales, creative and customer service for our retail categories across print, online and niche products. Reporting to the publisher, this position will have direct supervision of our outside retail display advertising sales team and other support staff. The right candidates should possess 2+ years experience in successful outside display advertising sales. Preprint, inserts and direct marketing experience is essential. Candidates must also possess a solid understanding of media sales, including newspaper, TV, online, print sales and event marketing. Solid critical thinking skills and problem solving ability required. Qualified candidates must be detail oriented with excellent communication skills, and possess the ability to multi-task and work under tight deadlines. Bachelor's degree in advertising or marketing preferred. Reliable transportation is required. Please send resume to Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508.

**ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, Newspaper Disaster Checklist.

**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 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 for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (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.  |



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