

CONFIDENTIAL

Bulletin

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Calendar of Events

Events

October 2-8, 2016
National Newspaper Week

October 17-23, 2016
Free Speech Week

October 21, 2016
NPA/NPAS Fall Board Meetings, Lincoln, NE

October 21, 2016
Journalism Hall of Fame Banquet, NE Club, Lincoln, NE

April 21-22, 2017
NPA Annual Convention, Country Inn & Suites-North, Lincoln, NE

Webinars/Workshops

September 30, 2016
NPA Digital Marketing Hotline - Webinar, 10:30am CST (Courtside Marketing)

September 30, 2016
InDesign Efficiencies - Tips & Tricks for Using InDesign (Online Media Campus)

October 6, 2016
Election Coverage: Are You Ready? (Online Media Campus)

October 13, 2016
Tools for Live Reporting (Online Media Campus)

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October 2-8 is National Newspaper Week

This year marks the 76th anniversary of National Newspaper Week (NNW), October 2-8. This observance celebrates and emphasizes the impact of newspapers to communities large and small.

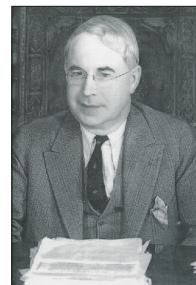
The theme of this year's National Newspaper Week is "Way to Know!" and will underscore the role newspaper media as the leading provider of news in print, online or in your palm via mobile devices.



Materials are available for download at www.nationalnewspaperweek.com. The National Newspaper Week content kit contains editorials, editorial cartoons, promotional ads and more, available for download at no charge to newspapers across North America. Newspapers are encouraged to promote National Newspaper Week and editorialize locally about how your newspaper is relevant to your community.

Four inductees to be honored at 2016 Journalism Hall of Fame banquet, October 21, in Lincoln

The 2016 Journalism Hall of Fame banquet, sponsored by the Nebraska Press Association and the UNL College of Journalism and Mass Communications, will be held Friday, October 21, at the Nebraska Club in downtown Lincoln, NE. The four 2016 inductees into the prestigious Hall of Fame are (l to r): Sharron Hollen; Woody Howe; J.P. O'Furey (posthumously); and Matt Waite.



NPA members are invited to attend the banquet to join in honoring the inductees. **Banquet invitation and dinner reservation form are attached to the Bulletin. Reservations deadline is October 10.** Seating is limited and reservations are first-come, first-served. For more information contact Susan Watson in the NPA office, nebpress@nebpress.com.

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Mueller & Robak named “Best Lawyers” the past nine years

William J. Mueller and Kim M. Robak of Mueller Robak LLC, in Lincoln, NE, have been selected for inclusion in the 2017 edition of “The Best Lawyers in America” in the field of Government Relations Law. Mueller and Robak have been named “Best Lawyers” the past nine years.

The guide, which is created from over seven million peer evaluations, is comprised of the nation’s top attorneys in key practice areas. For the past four years either Mr. Mueller or Ms. Robak has also been named the Government Relations practice “Lawyer of the Year.” Only a single lawyer in each practice area in each community is honored as “Lawyer of the Year.”

Mueller and Robak are both graduates of UNL and the University of Nebraska College of Law and are admitted to practice law in the State of Nebraska. Mueller Robak LLC is one of the premier lobbying and government relations firms in Nebraska.

The professionals of Mueller Robak LLC have an active and respected presence before the Nebraska State Legislature and all agencies of state and local government, and have been the long-time lobbying firm for the Nebraska Press Association.



**NPA Digital Marketing Hotline
FREE WEBINAR
Fri., Sept. 30, 10:30 - 11:15 a.m. (CST)**

Facebook’s News Feed: *How to combat the recent changes made to Facebook’s News Feed Algorithm*

Earlier this summer, Facebook made an announcement regarding a fairly major change to the way they serve information to their users.

As part of their ever-changing news feed algorithm, Facebook announced that they would be putting more emphasis on showing users posts and information from friends and family, over posts from businesses and news organizations. This change could hurt Facebook exposure for newspapers, and ultimately traffic back to their websites.

In this webinar, we’ll briefly discuss the recent changes made to the algorithm, and why it matters to newspapers. Then, we’ll discuss some strategies on how to combat the change, and look at some Nebraska newspapers who are doing a great job of growing their total audience on Facebook.

***Please sign up for webinar
by Tues., Sept. 27!***

***Webinar sign-up form included
with Bulletin!***

There are two types of people in this world

**People who read
newspapers.**

**And people who
blame the media
for not covering
anything.**



#newspapersthive



3 Tips for Posting on Twitter for Newspapers

Where Facebook has become the biggest social media tool, Twitter has quickly become the most powerful and influential. For some, Twitter is unknown waters, but there are ways in which you can leverage it much in the same way as Facebook to create a strong following. Here are three tips on how to do so:

Share Real Time News - The biggest difference between Facebook and Twitter is that the latter of the two is based on real-time - it's a constant stream of thoughts and information. As a newspaper, use Twitter for sending out live updates at a breaking news story, or if you're covering a sporting event. Consumers don't want to wait for information, they want it right this second, and Twitter is a great way to do so.

Images - As with Facebook, using images is a great way to gain interaction. If you can manage to tie in a "Tweet" with an accompanying image, it will only strengthen the reach to your current and potential audience through "Retweeting" and "Favorites." While at a breaking news story, or if you're covering a news story or sporting event, try "Tweeting" out some brief information and tie a picture along with it. Chances are greater that consumers will interact with that message.

Twitter Live - Twitter, like Facebook, has introduced a "Twitter Live" option in its platform. It's essentially the same as Facebook's option, allowing you to live stream whether you're at your desk, covering a breaking news story or sporting event. It's an especially great way to keep consumers interacted with your page on Twitter's never-ending stream.

Twitter for media outlets is an extremely influential tool in getting the real time news out to its consumers as it happens. Take a second to look at national media outlets, like ABC News and those in Omaha and Lincoln as examples. It's a powerful tool, one that you need to use at your expense as much as possible.

To contact the Digital Marketing Hotline, you can call us at Courtside Marketing, at 402-590-8093 ext. 702 or email us at chris@courtside-marketing.com.

New editors named for Scottsbluff Star-Herald, Gering Courier

Scottsbluff Star-Herald, Sept. 23, 2016

Brad Staman has been named the new editor of the *Scottsbluff Star-Herald*. Staman, who had been editor of the *Gering Courier* for the past eight years, replaces Bart Schaneman, who is moving to Colorado to pursue an opportunity in business journalism.

Longtime Star-Herald Sports Editor, Jeff Fielder will take over as editor of the *Gering Courier*. Fielder has been the sports editor of the Star-Herald for 17 years. Before that, he worked at the *Hastings Tribune* for seven years, including two as the assistant sports editor.

“The people of Gering have been wonderful to work with and for,” Staman said. “With Jeff taking over the Courier, the paper is in good hands and will only get better.”

Fielder said he was excited to be taking over as the *Gering Courier*’s editor. “Brad Staman has done a tremendous job as the Courier’s editor, and my goal is to make the newspaper even stronger both in print and online,” Fielder said.

Statement of Ownership deadline is October 1

It’s time to file, publish and fax your U.S. Postal Service Statement of Ownership. **The deadline for FILING your Periodicals Class Statement of Ownership with the Postal Service is October 1.**

- Get the form at your local post office or at www.usps.com. Enter “statement of ownership” in the search field and download Form 3526.
- Publish the statement in your newspaper. The deadline for PUBLISHING your notice depends on the frequency of publication. **For dailies and newspapers that publish two or more times a week, the deadline is October 10. For weeklies, the deadline is October 31.**

Questions? Please contact the NPA/NPAS office.

Watch for Digital Hotline articles twice a month in the Bulletin!



Kevin Slimp to launch Newspaper Academy - webinars, broadcasts, podcasts

InDesign guru, Kevin Slimp’s latest venture is <http://newspaperacademy.com>, an online community for newspapers. In the beginning, you’ll see webinars, live broadcasts and podcasts announced, but by the end of the year, Kevin plans to have a full blown online community created, where newspapers and individuals can pay a monthly fee to be a part of as much learning as they wish.

The project will kick off in September and October by offering a series of webinars to familiarize newspapers with his services.

This project has been in the works for a year, and will include a couple of national experts in online communities. Their research indicates a large number of newspapers will join, in part because of the trust Kevin has built in the newspaper industry over the years.

NPA members get a 40% discount on Slimp September and October webinars:

Visit <http://newspaperacademy.com> to read full descriptions. Use these links to receive the discounted price (in US dollars):

Photo Editing & Color Correction: Tools to make the images pop off the page (\$29)

Wed, Sept 28 - 3 p.m. Eastern/ 2 p.m. Central
<http://newspaperacademy.com/promo>

Photo Editing & Color Correction: Tools to make the images pop off the page (\$29)

Thur, Sept 29 - 10 a.m. Eastern/ 9 a.m. Central
<http://newspaperacademy.com/promo>

Tips to Improve Page Design in Newspapers (\$24)

Wed, Oct 19 - 12 noon Eastern / 1 p.m. Central
<http://newspaperacademy.com/promo>

Tips to Improve Page Design in Newspapers (\$24)

Fri, Oct 21 - 11 a.m Eastern / 10 a.m. Central
<http://newspaperacademy.com/promo>

Basic InDesign for New and Newer Users (\$39)

Wed, Oct 26 at 3 p.m. Eastern / 2 p.m. Central
<http://newspaperacademy.com/promo>

Setting realistic goals

By John Foust, Raleigh, NC

Derek placed more ads in the paper than anyone else on the sales team. Low volume clients suddenly increased their expenditures. And large clients started running even bigger ads. Revenue was rolling in.



Then it all fell apart. First one advertiser, then another, complained about invoicing. Quickly it became evident that Derek had been placing ads in the paper without permission. His scheme worked for a while, because some of his clients didn't check records carefully. At first, the paper rationalized that refunds were a cost of having a high-energy sales person with a poor eye for details. Then they realized that the problem was deeper than that, and eventually had to let him go. Justice prevailed, but that wasn't the end of the story.

The accounting department worked overtime to clean up the mess. And the ad department hired a replacement. But in an inexplicable act of greed and stupidity, the ad manager gave the new person a goal that was ten percent higher than the pre-refund amount generated by Derek. In other words, the new person would have to produce more revenue than a crook.

Although this is an extreme example, it illustrates the fact that some managers need a better understanding of what it takes to set realistic goals. If you are involved in the goal-setting process, here are some points to keep in mind:

1. Fairness is in the eye of the beholder. If a sales person feels a goal is unfair, it is either (1) truly unfair or (2) you need to do a better job of explaining how you arrived at the goal.

2. Goals impact morale. When a person makes progress toward a goal, morale soars and she can be self-motivated to work even harder. On the other hand, when a person finds himself falling short week after week, he can get discouraged and say, "What's the use?"

3. Morale is contagious. Although sales people spend a big part of each day working independently, they are part of a team. When there are problems, they are often likely to talk to each other than to the boss.

4. Consider multiple factors when setting goals. Across-the-board increases are common, but inherently out of touch with reality. Let's use the ten percent figure at Derek's paper to illustrate. If you're looking for an overall ten percent increase, see that figure as an average. Some accounts could project a five percent increase and others could project 15. It's like the old management saying, "If you're treating everyone the same way, you're treating most of them the wrong way."

5. Use the S.M.A.R.T. formula. This technique has been around for a long time – and it has helped a lot of ad managers set meaningful goals. It represents goals that are (1) Specific, (2) Measurable, (3) Achievable, (4) Relevant, and (5) Time-sensitive. Wise managers get each sales person's input in each area for each account.

Derek's replacement lasted less than a year. With realistic goals, the story could have had a different ending.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



Does your newspaper have a plan?

September is National Preparedness Month, a reminder that disasters and emergencies of all kinds can strike anywhere, at any time. Newspapers, as the major content providers and information sources for their communities, should also have a plan of action for their business and employees.

How prepared is your newspaper for a natural disaster or emergency? Do you have a phone and/or email tree of employee and vendor contacts to quickly distribute information? How long would it take to get publishing again if your building was damaged? What is your computer backup situation for administrative records, archives and current editions?

Check out the attached publication, "Newspaper Disaster Checklist," created by the Oklahoma Press Association, to help newspapers develop an emergency plan for their own newspapers and their communities.

Classified Advertising Exchange

Sept. 26, 2016

ADVERTISING SALES REPRESENTATIVE: The Plattsmouth Journal in southeast Nebraska is looking for an energetic, self-motivated person to help grow the business. The right person will work with local business owners to develop advertising plans that increase their business. Previous sales experience is helpful but not required.

Candidate needs reliable transportation, a valid driver's license, current auto insurance and a good driving record. Responsibilities include, but are not limited to selling and preparing ad copy for production, preparing billing summaries and aiding in the collection process. Candidate should enjoy working with people, be goal-oriented and possess an entrepreneurial spirit.

Weekly base salary plus excellent commission opportunities. The Plattsmouth Journal, a division of Lee Enterprises, offers a competitive salary, medical, dental, vision, life insurance benefits, vacation, sick leave, holiday pay and 401k retirement plan. It is a drug-free workplace and all applications must pass a post-offer drug screen prior to being employed. Email your resume to gloftus@fremonttribune.com.

REPORTER: Motivated storyteller wanted for challenging beat in progressive newsroom. Competitive pay and benefits. Send resume and PDF clips/portfolio link to Katie Rohman, editor@enterpirsepub.com. EOE

DIGITAL SALES MANAGER needed for The Fairbury Journal-News. Must have good communication and people skills, be a self motivated individual with sales experience and knowledge of digital sales. Large market of sales targets. Will train the right candidate. Competitive wages, flexible schedule. Send resumes to: Timothy Linscott, timothy.linscott1@gmail.com, or PO Box 415, Fairbury, NE, 68352.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Journalism Hall of Fame Banquet Letter/Invitation/Reservation Form, Newspaper Disaster Checklist, Husker Pre-Game Flyer.

Available through NPA:

Reporter's Guide to Media Law and Nebraska Courts (2005)

\$3.00 ea.

Nebraska Open Meetings Act Booklet (2012)

\$1.00 ea.

(plus postage)

To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or nebpress@nebpress.com

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

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.

September, 2016

Invitation

The pinnacle of success in virtually any profession is induction into a HALL OF FAME by one's peers. That is why the Nebraska Press Association and the College of Journalism and Mass Communications at the University of Nebraska, have long been partners, not only in journalism excellence, but also in the sponsorship of our HALL OF FAME.

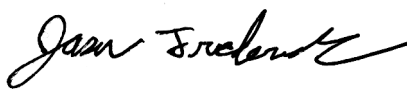
It is with great pleasure that we issue this invitation for you to join with us as we honor the most recent class to be inducted into our most prestigious HALL OF FAME. Those who will be inducted on Friday evening, October 21, 2016, are: Sharron Hollen, Woody Howe, J.P. O'Furey (posthumously) and Matt Waite.

The event this year will be held at The Nebraska Club, 233 South 13th St., 20th Floor, US Bank Building, Lincoln, NE. (Parking is available in the US Bank Bldg., on the street and other parking garages in the area.) There will be a cash bar at 6:00 p.m. and dinner will be served at 7:00 p.m. The cost of the dinner will be \$46.00 per person, featuring your choice of Roasted Chicken Breast or Panko Crusted Tilapia. Salad, dessert, coffee and tea are included.

We look forward to having you join us on this very special evening as we honor these remarkable journalists. Joining us will be Nebraska Lt. Governor Mike Foley.

Please send the enclosed reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this memorable event. If you need directions, please call us so we may assist you. Also note that this is a Husker home football weekend, so plan accordingly. Deadline for dinner reservations is October 10, 2016. Seating is limited and reservations are first-come, first-served.

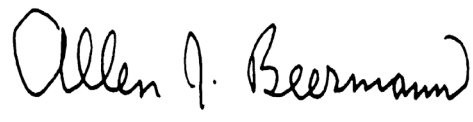
Respectfully requested,



Jason Frederick
President
Nebraska Press Association



Maria Marron
Dean
UNL College of
Journalism & Mass
Communication



Allen J. Beermann
Executive Director
Nebraska Press Association

You're Invited....

**Nebraska Journalism
Hall of Fame Banquet**

Friday, October 21, 2016
Cash Bar 6:00 p.m.
Dinner at 7:00 p.m.

The Nebraska Club
233 South 13th St., 20th Fl.
U.S. Bank Building
Lincoln, NE

2016 Honorees are:
Sharron Hollen
Woody Howe
J.P. O'Furey (*posthumously*)
Matt Waite

**This event is sponsored by the
Nebraska Press Association and the
University of Nebraska -
College of Journalism and Mass
Communications.**

Please send the enclosed dinner reservation form and your check (payable to NPAS) to the NPA/NPAS office if you would like to attend this event. **Deadline for dinner reservations is October 10, 2016. Seating is limited and reservations are first-come, first-served.** If you have any questions, please contact Susan Watson at the NPA/NPAS Office, 402-476-2851 or nebpress@nebpress.com.

**Nebraska Journalism
Hall of Fame**

Dinner Reservation Form

The Nebraska Club

October 21, 2016

Cash bar 6:00 p.m., Dinner 7:00 p.m.

Meal choices:

Roasted Chicken Breast w/Boursin Cream Sauce,
Roasted Red Potatoes & Glazed Baby Carrots
OR

Panko Crusted Tilapia w/Lemon Dill Sauce,
Rice Pilaf & Vegetable Medley
(Meals include salad, dessert, coffee and tea.)

Name: _____

Chicken Fish

Name: _____

Chicken Fish

Name: _____

Chicken Fish

Name: _____

Chicken Fish

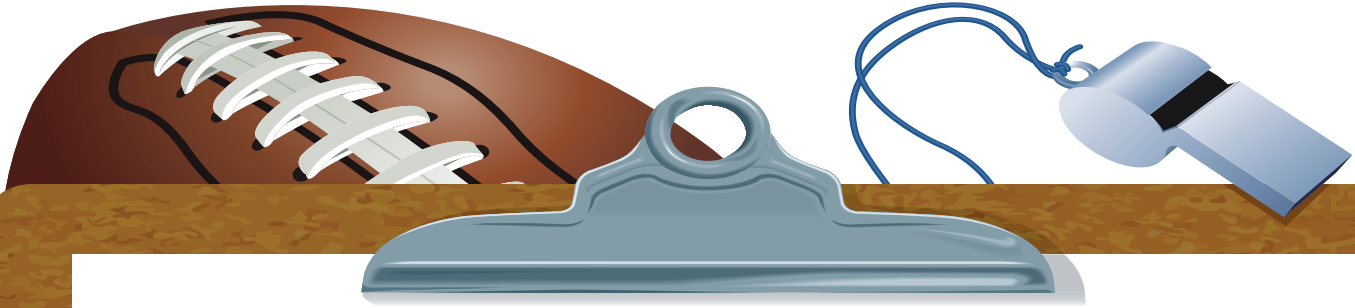
(For children's menu & price, contact NPA office).

Total Number of Meals ____ @ \$46.00 per meal = \$ ____

Please return this form, along with your check
made payable to NPAS, to

Susan Watson, Nebraska Press Association,
845 "S" Street, Lincoln, NE 68508.

**Reservation Deadline is
October 10, 2016 (Seating is limited!)**



To: NPA Members & Staff

Husker football pre-game!

Join us Saturday, October 1,
prior to the game, for food & conversation

starts at 12:30 p.m.

at the NPA office, 845 "S" St, Lincoln, NE
(no parking available in our lot)

Huskers vs. Illinois

Pre-game Sponsor:

**Nebraska
Telecommunications**

Go Big Red!

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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