

NPA/NPAS Staff

Allen Beermann

Executive Director
email: abeermann@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper
email: jp@nebpress.com

Violet Spader Kirk

Sales Manager
email: vk@nebpress.com

Carolyn Bowman

Advertising Manager
email: cb@nebpress.com

Susan Watson

Admin. Asst./Press Release Coordinator
email: nebpress@nebpress.com

Christian Cardona

Advertising Sales Assistant
email: cc@nebpress.com



THINK F1RST campaign continues through September 30

Newspapers are encouraged to continue promoting the campaign with house print and online ads, which you can download at www.nebpress.com. Login to MEMBER LOGIN, click MEMBER DOWNLOADS, click on SPECIAL SECTIONS & THINK FIRST folder.



Learn more about the campaign by visiting www.ThinkFirstAmendment.org

I FIND THE TRUTH AND HAVE THE FREEDOM TO SHARE IT.

Understanding the First Amendment is key to protecting our free society. **Freedom of the Press** means we have the right to publish and circulate information or opinions without government censorship through print, broadcast and electronic media.

Learn more at ThinkFirstAmendment.org

Freedom of Speech • Freedom of Religion • Freedom of the Press • Freedom to Assemble Peacefully • Freedom to Petition the Government

KNOW YOUR 5 FREEDOMS

Sponsored by Media of Nebraska.

Statement of Ownership filings due October 1

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- **Publications issued more frequently than weekly should publish no later than Oct. 10. This applies to dailies, semi-weeklies and three-times-per-week publications.**
- **Publications issued weekly, or less frequently, but not less than monthly, publish by Oct. 31. This applies to weeklies.**

Download Postal Forms

- All publications except requestors:
<https://about.usps.com/forms/ps3526.pdf>
- Requester publications:
<https://about.usps.com/forms/ps3526r.pdf>
- Additional forms can be found at:
<https://about.usps.com/forms/periodicals-forms.htm>
- For more information, go to the Domestic Mail Manual on [usps.com](http://pe.usps.com):
http://pe.usps.com/text/dmm300/dmm300_landing.htm

Omaha World-Herald journalists may form union

Lincoln Journal Star, Sept. 15, 2018

The Omaha World-Herald's reporters and editors are considering forming a union at the newspaper owned by Warren Buffett's Berkshire Hathaway.

About three-quarters of the 95 journalists at the newspaper have said they want to be represented by the NewsGuild-Communications Workers of America union. The newsroom will likely vote on the move in the next 20 to 40 days.

The unionization effort was inspired partly by Berkshire Hathaway's decision earlier this year to hire Davenport, Iowa-based Lee Enterprises to manage its newspapers.

Reporter Todd Cooper says he thinks it's important that the people who produce the newspaper locally have a say in its direction.

Longtime World-Herald reporter, editor, Woody Howe, dies at 82

Michael Kelly, Omaha World-Herald

G. Woodson "Woody" Howe, an Omaha World-Herald reporter and editor who led the fight in a landmark U.S. Supreme Court case, died September 14, 2018, in hospice care in Omaha.



A Sioux City, IA, native, Howe graduated from Yale University and served in the U.S. Navy before starting his newspaper career in Lincoln. He worked for The World-Herald from 1962 to 1998.

Howe held high standards for reporting and writing, and as cofounder and chairman of Media of Nebraska, he coordinated efforts for a First Amendment legal battle in a case known as Nebraska Press Association v. Stuart.

Judge Hugh Stuart, trying to ensure that news coverage didn't influence future jurors, had prohibited reporters from publishing or broadcasting information disclosed at a pretrial hearing for a man charged in 1975 with killing six members of a family in Sutherland, NE.

Media of Nebraska attorneys contended that a judge couldn't restrain the press from reporting what happened in open court. The Nebraska Supreme Court agreed with Judge Stuart, but in 1976 the U.S. Supreme Court overturned that on a 9-0 vote.

"Prior restraints on free speech and publication," the high court ruled, "are the most serious and least tolerable infringement on First Amendment rights."

Howe became city editor, assistant to the publisher and then vice-president of The World-Herald. In 1979 he became executive editor and later assumed the title of editor.

He was inducted into the Nebraska Journalism Hall of Fame in 2016.

Howe is survived by his wife, Marilyn, of Omaha; son Evan Howe of Bozeman, MT; and daughter Marisa Howe of Golden, CO. A memorial service is scheduled for 2 p.m. on October 5 at Trinity Episcopal Cathedral, 113 N. 18th St., Omaha.



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. This year's theme is "Don't Wait. Communicate. Make Your Emergency Plan Today."

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?

Here are two great (free) publications (PDFs) to help newspapers develop an emergency plan for their own newspapers and their communities - **attached to this weeks' Bulletin:**

"Newspaper Disaster Checklist"
(compiled by Ohio Press Association)

"The Use of Social Media for Disaster Recovery"
(compiled by University of Missouri Extension Department)

Drone Workshop in Lincoln Sept. 21-23, hosted by UNL and Natl. Press Photographers Association

The National Press Photographers Association (NPPA), and the Drone Journalism Lab at the University of Nebraska continue their innovative program to train journalists in using drones, or unmanned aerial systems (UAS), for their news coverage.



The program featuring hands-on workshops and flight training is being presented with support from the John S. and James L. Knight Foundation, Democracy Fund and First Look Media. Additional funding is provided by the University of Georgia Grady College of Journalism and Mass Communication, the University of Oregon, School of Journalism and Communication, the Cox Institute for Journalism Innovation, Management and Leadership and the Syracuse University Newhouse School of Public Communications.

The September 21-23 workshop at the University of Nebraska in Lincoln, will offer training on safe drone operations and information journalists need to study for the Federal Aviation Administration's Part 107 Drone Pilot's Certificate. The program will also help those needing to go through the recertification process. In addition, the three-day workshops will focus on the ethical issues of drone journalism, community best practices and coordinated operations in a breaking news environment and explore ways drone photography can be used in innovative storytelling.

The workshop will begin at 9 a.m. Friday and will be done by noon on Sunday. During the day, the workshop will be indoors. In the early evenings, we'll be outdoors for flight training.

For more information about the drone project, go to: <https://nppa.org/news/nppa-2018-drone-workshops>

To register for the workshop and get details on lodging, go to: <https://marketplace.unl.edu/default/drone-journalism-workshop-2018.html>

Community program series "An Issue of Trust: Democracy and the Future of Journalism" begins in October across Nebraska

A series of community conversation programs across Nebraska will bring together the general public and panels of journalists and others involved with the media sector to explore the relationship between journalism, democracy, and an informed citizenry. These include challenges facing national, state, and local news media; concerns raised over "fake news" and biased news reporting; and the state of journalism in rural and urban areas.

Panelists will represent a variety of perspectives on the state of the news media in our society and how this relates to the state of American democracy, and will include local and regional/national voices.

The Nebraska Press Association is a partner in this community conversation program. Kent Warneke, editor of the Norfolk Daily News and a Humanities Nebraska board member, is the panel moderator for the first program in Norfolk on Tues., Oct. 16, from 5:30-7:00 p.m.



AN ISSUE OF TRUST
Democracy and the Future of Journalism

This program is part of the national "Democracy and the Informed Citizen" initiative involving state humanities councils throughout the country that seeks to deepen the public's knowledge and appreciation of the vital connections between democracy, the humanities, journalism, and an informed citizenry. Nebraska program sites are Omaha, Lincoln, Norfolk, Kearney, North Platte, and Scottsbluff.

"An Issue of Trust: Democracy and the Future of Journalism" is presented by Humanities Nebraska in partnership with the Federation of State Humanities Councils, the Andrew W. Mellon Foundation, and The Pulitzer Prizes. Nebraska partners include Nebraska Educational Telecommunications, the Nebraska Press Association, and the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

Mark your calendar and plan to attend "An Issue of Trust"

- Oct. 16 - Norfolk, Northeast Community College Auditorium
- Oct. 18 - Scottsbluff, Midwest Theatre
- Oct. 30 - Omaha, UNO Milo Bail Student Center
- Nov. 14 - North Platte, Prairie Arts Center
- Nov. 15 - Kearney, World Theatre
- Nov. 28 - Lincoln, Nebraska Innovation Campus

For more information and program details, go to:

<http://humanitiesnebraska.org>
and click on the banner titled "An Issue of Trust."

A strategy for organizing your advertisers' information

By John Foust, Raleigh, NC

I was talking to Greg, a veteran sales manager "Our sales team knows the importance of asking questions and gathering the right information," he said. "But the key is to write it down accurately and keep it organized. When sales people review their notes later, they need to be able to move as quickly as possible to the next step in the process, whether that's a proposal or the first ad in a new campaign."



"To deal with the challenge, I put together a simple format for note-taking," he explained. "It has evolved over time, and I'm sure it comes from a combination of ideas I've seen in training programs and books over the years. Our team likes this approach, because it saves time and gives them a track to follow."

Greg's format can be used by anyone who takes notes in a meeting where several topics are covered. Although a sales person goes through a progression of questions, a conversation sometimes veers into other areas, and an important point can get lost in a sea of notes. "Simply use a legal pad and divide it into four sections," he said. "Draw a line from top to bottom and another line from left to right. Label each quadrant with the titles you want – and you're all set. On the next page, you can continue the same four categories or use four new ones."

Here's a look at Greg's favorite quadrants:

- 1. Put audience information in the top left quadrant.** "This is for notes about the advertiser's target audience," Greg said. "Their demographics, their interests, their age ranges, and especially their buying motives. What about the similarities and differences between their existing customers and the customers they want to attract?"
- 2. Put information about products and services in the upper right quadrant.** "This tightens their focus," Greg explained. "Don't let the advertiser get away with puffed up generalities like 'fantastic' or 'incredible.' Dig for specific features and benefits. When you review the notes, you'll see some connections between audience motivators and product benefits."
- 3. Write history notes in the bottom left quadrant.** According to Greg, this is the place for the advertiser's previous marketing experiences. What worked? What didn't work? What media vehicles were used? What kind of budget did they allocate? In their opinion, what could they have done differently to generate better results?"
- 4. Put notes on ad plans in the bottom right quadrant.** This is the spot to write ideas for new ads. Do some special tactics come to mind? What about testimonials? Or tie-ins between print and digital promotions?

"The system works like a charm," Greg said. "If the advertiser mentions a product fact while history is being

discussed, there's no problem. Just put that product note in the proper section. We use this format in other meetings, too. For example, in creative strategy conversations, we may label the sections Offer, Headline, Illustration, and Schedule."

It's all about writing it down the right way. Worth a try, isn't it?

(c) Copyright 2018 by John Foust. All rights reserved.

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



Celebrate National Newspaper Week!

This 78th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North American and is sponsored by Newspaper Association Managers.

The content kit, contains editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis. Additional materials for use by newspapers promoting NNW will be posted below as they become available.

PLAN TO CELEBRATE National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

PLEASE ALSO MAKE IT LOCAL by editorializing about your newspaper's unique relevance. This can be about your government watchdog role, coverage of community events, publication of timely public notices, etc.

Thank you for supporting National Newspaper Week. You already know there is power in association. And the same principle holds when associations like ours band together to provide even greater impact — both directly to newspaper members locally and collectively to the overall industry nationwide.

The NNW content kit is available at:
<http://www.nationalnewspaperweek.com>

Classified Advertising Exchange

September 17, 2018

MANAGING EDITOR - The Lexington Clipper-Herald is seeking a full-time managing editor to join our team. Candidate will be responsible for supervising and directing the gathering of news and editorial content; production of the newspaper; responsible for all of the news department and its employees; long-range planning of future coverage and responsible for setting and communicating coverage imperatives to the news staff. Ideal candidate will have a bachelor's degree in a related area and a minimum five years of supervisory experience, or an equivalent combination of education and experience, and a high level of attention to detail. Apply online at <https://usr54.dayforcehcm.com/CandidatePortal/en-US/bhmedia>, or send letter and resume to Attn: Heather, PO Box 599, Lexington, NE.

SMALL PRINTSHOP LOOKING FOR a Hamilton wood/stone imposing table with drawers. Also looking for foot-powered corner rounder with dies. Will pickup anywhere in Nebraska. Contact Melanie at 402-443-8501, or persimmonpress@windstream.net.

LINE PRINTER FOR SALE - The Norfolk Daily News has a Printronix P7210 line printer for sale. It is about 7 years old and gently used. Nothing wrong with it, we just got new software and don't use anymore. We have 27 boxes of 14 7/8 x 11 white page to go with it. Please call Cristina at 402-371-1080.

NEWSPAPER FOR SALE - The St. Edward Advance, a weekly newspaper in St. Edward, NE, is for sale. Contact Stephanie Dawson at 402-678-2771.

NEWSPAPER FOR SALE - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email registersports@stanton.net.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; 2018 Journalism Hall of Fame Inductee Bios/Banquet Letter/Invitation/RSVP; MobileMe&You Conference flyer; Newspaper Disaster Checklist PDF; Use of Social Media for Disaster Recovery PDF.

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 217-241-1400.**

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.

Three will join Nebraska Journalism Hall of Fame on October 19, 2018

Three inductees, including the Executive Director of the Nebraska Press Association, will be inducted to the Nebraska Journalism Hall of Fame on October 19, 2018, during an evening induction program and banquet for the honorees at the Cornhusker Marriott in Lincoln, NE.

The Hall of Fame honors those distinguished persons who have made significant contributions to journalism, their communities, the state or the nation. A selection committee of NPA and CoJMC representatives select the inductees from those who have been nominated. Since the First Hall of Fame ceremony in April, 1975, 109 honorees have been inducted.

This year, The Nebraska Press Association and the UNL College of Journalism and Mass Communications will honor Allen J. Beermann, Stuart “Stu” Bohacek (posthumously), and John Gottschalk.

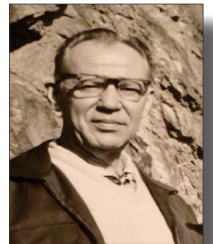


Allen J. Beermann - Allen J. Beermann’s career is synonymous with civic engagement and public service. After six terms as Secretary of State, he was named Executive Director of the Nebraska Press Association, becoming a dedicated advocate for the state’s newspapers, open government and Nebraskans’ right to know.

While Executive Director of the Nebraska Press Association, he has been a board member of the National Newspaper Association Foundation, hosted an NNA national convention in Omaha and helped establish programs for the NNA’s Fellows Program.

Stuart “Stu” Bohacek (*posthumously*) - Stu started his journalism career when he became owner, editor and columnist of the Wilber Republican in 1949 until 1956.

After his domestic newspaper career, Bohacek continued spreading global journalism with the U.S. Information Agency (USIA) while serving in the Army, stationed in Japan. During his time in the military, he was trained to speak Russian and Czech. He served in Prague as the Chief of the Czechoslovak Service for the Voice of America, which is the USIA’s radio arm. In this position, he managed multiple radio programs that were broadcast to various Czech-speaking areas to explain the problems, hopes and aims of the U.S.



John Gottschalk - Growing up in a newspaper family, John Gottschalk began his career in journalism in the back shop of the Sheridan Co. Star. He took those skills to Sidney when, in 1968 at the age of 25, he became owner and publisher of the Sidney Telegraph. In 1975 he joined the Omaha World-Herald, where he eventually became CEO and publisher. He moved the World-Herald to an industry leader in digital typesetting and offset production.

John’s philanthropy and leadership have reached nearly every corner of the country, and he’s been tireless in his work to foster education and professional journalism through scholarship programs and fellowships.

NPA and the CoJMC are pleased to honor each Hall of Fame inductee who has contributed so much to Nebraska and its journalism.

Inductees’ plaques will join the permanent display in the Nebraska Press Association office in Lincoln and in the College of Journalism and Mass Communications’ Andersen Building on the downtown campus of the University of Nebraska-Lincoln.

Members and friends of the Nebraska Press Association are invited to attend the banquet. Banquet letter, invitation and RSVP form are attached. RSVP deadline is October 8, 2018.



September, 2018

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, Lincoln, 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 19, 2018, are: Stuart Bohacek (posthumously), John Gottschalk and Allen J. Beermann.

The evening's keynote speaker will be Jon Clifton, Global Managing Partner of Gallup, with his presentation, "What in the World... are People Thinking?"

The event this year will be held at the Cornhusker Marriott, 333 South 13th St., Lincoln, NE. 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 is \$48.00 per person, featuring a choice of Grilled Center-Cut Pork Loin Chop or Stuffed Chicken Breast. Garden salad, rolls/butter, dessert, coffee/tea are included.

We look forward to having you join us on this very special evening as we honor these remarkable journalists.

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. (There are several public parking garages adjacent to and near the Cornhusker Marriott). Deadline for dinner reservations is October 8, 2018.

Respectfully requested,

Handwritten signature of Kevin Zadina in black ink.

Kevin Zadina
President
Nebraska Press Association

Handwritten signature of Amy Struthers in black ink.

Amy Struthers
Interim Dean
UNL, College of Journalism and Mass Communications

Nebraska Journalism Hall of Fame Banquet

2018 Honorees are:
Stuart Bohacek
(posthumously)
John Gottschalk
Allen J. Beermann

Friday
October

19
2018

Cornhusker Marriott
333 S 13th St
Lincoln, NE 68508

Cash Bar 6 p.m.
Dinner 7 p.m.

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 8, 2018. If you have any questions, please contact Susan Watson at NPA/NPAS office, 402-476-2851 or nebpress@nebpress.com.

Nebraska Journalism Hall of Fame Banquet

Dinner Reservation Form

Cornhusker Marriott

October 19, 2018

Cash Bar 6 p.m., Dinner 7 p.m.

Meal choices:

Grilled Center-Cut Pork Loin w/ Cajun Mustard Cream Sauce, Starch and Vegetable (Chef's Choice)

OR

Chicken Breast Stuffed w/ Roasted Tomato, Fennel and Garlic, Starch and Vegetable (Chef's Choice)

(Meal includes garden salad, rolls/butter, dessert, coffee/tea)

Name: _____

Pork Loin Chicken

Name: _____

Pork Loin Chicken

Name: _____

Pork Loin Chicken

Name: _____

Pork Loin Chicken

Total number of meals ____@ \$48.00 per meal

Check enclosed for \$_____

Please return this form, along with your check made payable to NPAS, to Susan Watson, Nebraska Press Association 845 "S" St., Lincoln, NE 68508

Reservation deadline is October 8, 2018!



Friday, Oct. 26
Saturday, Oct. 27
University of Nebraska-Lincoln

Mobile Media Tips, Tricks and Best Practices – Along With Free Hands-On Training

Top digital journalists, mobile-media innovators and researchers from news organizations and universities across the nation will lead this year's **MobileMe&You** conference on the University of Nebraska-Lincoln campus.

MobileMe&You 2018 is a journalism and technology conference focused on innovative tools and best practices for newsgathering and storytelling on mobile media. We introduce you to the latest technologies affecting the journalism industry.

Speakers from The Washington Post, Quartz, CNN, Univision and various universities will talk about how to use drones, bots, mobile multimedia newsgathering, virtual reality, 360 video, social media and audience analysis.

Nebraska Press Association members who register for the conference also are invited to a **free afternoon of hands-on training Thursday, Oct. 25, focusing on several mobile media platforms and technologies.**

Early-bird registration is \$95.
Register early and save!
bit.ly/MMY2018

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

The Use of Social Media for Disaster Recovery

*Lessons learned while creating and managing
“Joplin Tornado Info” (2011) on Facebook and further
implemented with “Branson Tornado Info” (2012)*



UNIVERSITY OF MISSOURI
 Extension

<http://extension.missouri.edu>

Guidelines written by Rebecca and Genevieve Williams of Neosho, Mo., the founders of Joplin Tornado Info. Publication edited and designed by David Burton, civic communication specialist, University of Missouri Extension.

This publication will be updated periodically. (3/7/12) Version 1.3 .

The Use of Social Media for Disaster Recovery

Lessons learned while creating and managing “Joplin Tornado Info” (2011) on Facebook and further implemented with “Branson Tornado Info” (2012)

INTRODUCTION

First and foremost, do not even attempt to set up a disaster recovery site unless you are fully prepared to devote yourself 24/7 to the effort.

Secondly, do not undertake this project unless you have reliable help. Social Media in a major disaster should not be taken on by a single individual. It is not a 9 to 5, Monday thru Friday task because these sites do not manage themselves. Collectively, the five person core team for Joplin Tornado Info was experienced in professional social media management, marketing, PR, crisis intervention, IT, journalism, copywriting, construction, logistics, nursing, and meteorology, no one person could have covered all of this effectively.

As soon as it was possible, administrators from utility companies, city officials, and other official groups were added. Social Media for disaster recovery required many hands, with one or two dedicated “supervisors” of the Facebook page. Do not undertake a project of this scope unless you are certain you can follow through as long as it takes. Chances are, you will be signing on to do this for several months. It is impossible to know at the beginning of a disaster, the scope of the situation.

First and foremost, do not even attempt to set up a disaster recovery site unless you are fully prepared to devote yourself 24/7 to the effort.



If you don't have what you need to run a site, **DON'T START ONE**. JTI was created on an iPhone and largely run using an HP mini. Do not ask your community for your supplies. If you need something you don't have to function, tap a volunteer that has the needed equipment and move on. Avoid cluttering the disaster relief effort with you own needs.

Next page

Our administrators were entirely volunteer. *Self-promotion was strictly prohibited. We endorsed no specific church, charity, organization or entity.* We encouraged JTI community members to “give of your time, talents, energy, and monetary donations to the group of your choice”.

Our mission was to be a clearing house for information, aid communication, and ‘connect the dots’ between needs and resources, not to champion any specific organization. JTI did not have any affiliations, rarely censored community posts, was unbiased, and encouraged honest dialogue within the community.

We found that faith based organizations, groups and individuals were the lifeblood of the JTI community and the recovery efforts, we linked up and cooperated with, and followed as many government agencies and entities as were available but in no way relied on them. Help with the Joplin effort came from outside the region, including help with the JTI page. Through the internet, social media disaster volunteers can do tasks effectively from hundreds of miles away.

We believe that in order for a page like this to be successful, it must be participated in by all organizations working toward disaster recovery.

We believe that in order for a page to be successful, it must be participated in by all organizations working toward disaster recovery. With one source that is dedicated to the disaster, not only is it easier to find, it is unbiased and gains user trust. This source has no other purpose than to be a “go between” from individuals (fans, followers) to organizations, this should be managed by someone that has no other purpose. No other sources for this exist, as media outlets are commercial, and all other groups are heavily tasked during this time.

There will be no calls for monetary donations to specific organizations (although general calls for donations with a list of trusted groups included in the post are acceptable and encouraged). All organizations will be treated equally, they are all part of a larger system to be treated as a whole. This page must be citizen/ volunteer run. Although many of the guidelines provided are helpful when running any page focusing on disaster relief and recovery.

BEST PRACTICES:

- **Don't be afraid to make mistakes because you will.**
- **Save contact info for everyone** you contact in a meaningful way, however it works for you. Many people will find an Excel spreadsheet works well. We found it is best to have at least two copies.
- **Always refer to an official source.** Find multiple Facebook page administrators from multiple agencies (We had around 30 at our peak). Have administrators claim ownership of their posts with an initial, first name, or group identifier.
- **Create a Facebook Group** and include all page administrators. This creates a dialogue between administrative volunteers. Monitor all administrative posts for accuracy and scandal. If correction of an administrator is necessary do it via private message, or phone call.
- **Staff the page 24/7 until rescues are complete, basic needs are met, utilities and communication are restored.** This will take about 96 hours with a typical natural disaster. Tap night owls to staff the page overnight. Disasters don't rest, neither will you.
- Remember to include **who, what, when, where, how, and why** in your posts and verify all the information you post. Call phone numbers to make sure you have the correct numbers posted.
- **Strive to do your best**, but don't be too concerned about grammar. Getting the information out there is more important than getting it out perfectly.



- **Watch the speed of your "timeline,"** you may need to repost vital information frequently so it isn't lost in the shuffle. Timelines move fast so reposting the same information during the day is a good idea. Social Media Sites dedicated with disaster recovery attract all demographics including those totally unfamiliar with the use of social media, be patient. Of course, there is such a thing as too many posts. Pace yourself when possible.

Next page

- **Check your ego at the door.** Seriously. Not everyone will understand what you are doing or want to be part of it. Move on to someone that does.
- **Never speak ill of other organizations**, even when they deserve it.
- **This is a crisis not a contest.** Don't be afraid to borrow from other groups and don't be upset when you are borrowed from. Fan all pertinent pages, repost and share. Also, follow what fans are posting. Give shout outs to groups both official and unofficial that are on the ground operating and accomplishing something. Reach out to other groups and promote their pages if they seem legitimate. Ask them to promote your page. If you sense something fishy cut ties ASAP.
- **Check every group or person offering help before posting it.** Some groups will offer resources that are idiot-loops and a waste of time. If a person is on a cell phone with a dying battery at ground zero, minutes are crucial when seeking help.
- **Use and encourage the use of common sense.** Avoid hearsay and clear up rumors; address the BS head on. Squelch know rumors. Avoid sensationalism. Refer to those affected as survivors instead of victims. Be sensitive, would you want to read that 20 bodies bags were being sent to the apartment complex your loved one lives in? Delete/ban (if necessary) inflammatory remarks, spam, self promotion, sensationalism and false or unverifiable information. We chose to hide all pages promising a monetary donation for each new like (such as \$1 per like). No flying fairies on the pages either (ie pictures of cats, cherubs, teddy bears playing guitar etc). They don't contribute to recovery and waste vital space.
- A successful page is a team effort so volunteer administrators are needed. However, **don't give administrative privileges to someone you have not at least talked with in advance.** Make sure they understand the goals of your page and guidelines in advance.
- **It is always a good idea to be thinking about this type of community page in advance of an actual disaster.** Joplin was hit suddenly and the community page developed quickly over the next 12 hours. In the case of Branson, a page was

Remember, you are a resource for those affected first, a resource for their families second, a resource for the surrounding area third .

Next page

already in place so when the tornado hit during the air morning hours, people were already using it as a way to communicate and share information.

- **Remember, you are a resource for those affected first, a resource for their families second, a resource for the surrounding area third .**

Template for first ten posts on a community disaster page:

1. Official word of disaster occurrence.
2. If searching for a loved one or if you think someone is searching for you, please register at safeandwell.org this is a valid, trusted source.
3. First word of triage centers and shelters.
4. Evacuation details.
5. Ask for reports and photos. This is useful for organizations assessing the scope of the situation. Smart phones have made it easier to gather this information from the people most impacted.
6. Emergent needs from your community ie “there are limbs blocking main street and we can’t get to the triage center”.
7. Volunteer status should be shared over and over. Is the situation stable enough to allow volunteers? Volunteers are vital and can be of most help if they arrive prepared. Encourage them not to self deploy, instruct them to be self sufficient and make plans (work opportunities and lodging) in advance. Work gloves, work clothes, masks, goggles and other PPE often need to be supplied by the volunteer.



8. Ask your community to share your link and your info so it can reach the largest number of people and do the most good. Let your community know that you are dependent on them to post, respond to needs.

9. Post a disclaimer on a regular basis. In Joplin and Branson both, we regularly posted: “JTI endorses no particular church, charity or organization. We encourage you to give of your time, tal-

Next page

ents and money to the group of your choice as you are able”. Include your contact info and intentions to be an information clearinghouse.

10. List of needs: *Sample Chronological List after the Joplin Tornado*

- Rescue and Triage
- Reuniting survivors with their loved ones
- First aid supplies; Bandages, antiseptic, etc.
- Water and Food (including infant formula, baby food, diabetic & celiac meals)
- Communication aids
- Medication
- Feminine products, diapers, toilet paper, wet wipes and hand sanitizer paper towels and bleach
- Clothing/Shoes (This is an immediate need only and tends to be met quickly)
- Pet Shelters, pet food and supply distribution points
- Tarps, tools and PPE
- Storage containers, boxes, sharpies, duct tape & packing tape
- Emotional needs
- Can openers and food storage containers.
- Personal Hygiene, laundry facilities
- Donation logistics and storage
- Food lodging and transportation for disaster workers, non profit workers and volunteers
- Mobile device charging and wifi locations
- Once basic needs are met, utilities and communication are restored needs will change. *Generally basic infrastructure is well on its way to being restored within 96 hours.*

TOOLS WE SUGGEST YOU USE:

- Create a [Gmail](#) account to be used to access the other sites you will create.
- Use [google voice](#) phone number for the page main contact number. DO NOT GIVE OUT YOUR PERSONAL NUMBER.
- Twitter-use hashtags to your advantage, employ a [crowdmap](#) type service to track needs and supplies.
- Use [google documents](#) (these can be edited by anyone). The spreadsheets we used had shelters, distribution points, triage centers, information lines, as well as what was going on at each organization, representatives from each center could access and edit this list in real time.
- Use USAF blog flowchart or a similar source. Use geolocation as much as possible, include [google places](#) links in posts for new shelters and distribution centers.
- Use Wikis and other open source applications.
- Use Flickr.com for posting, sharing and tagging photos with ease.
- Sign up for [google alerts](#), use this to keep up to speed on what is happening via traditional news sources.

BACKGROUND

JOPLIN TORNAOD INFO (JTI) was founded less than two hours after an EF-5 tornado hit Joplin on May 22, 2011. Visit JTI's website joplintornado.info for more info (donated by Joel Clark). JTI and it's affiliates are staffed entirely by volunteers and accept no donations. David Burton, with University of Missouri Extension, was among the first five administrative volunteers and provided MU Extension resources and information on a 24-hour basis. He worked with the web-site founders on additional technical and community development issues as the days unfolded and has remained an active administrator long after the storm.

When Branson was hit by a tornado on Feb. 29, 2012, it was Burton who had a page in place at the beginning and then started to enlist help from other volunteers. He turned to Rebecca and Genevieve Williams, founders of JTI, for their expertise and assistance. In the process of managing that page they agreed that the guidelines used with JTI needed to be written down and shared with others.

The guidelines for using social media for disaster recovery was written by Rebecca and Genevieve Williams, the founders of Joplin Tornado Info. Their first-hand experience caused them to keep information about lessons learned that led to this publication. This information was edited by David Burton, a community development specialist with University of Missouri Extension. If you have questions or comments please email the authors at joplintornadoinfo@gmail.com

This publication will be updated periodically. (3/4/12) Version 1.1 .

About JTI

Offshoot of JTI Community Facebook page. Follow us for updates on the relief, recovery, and rebuilding efforts in Joplin, Mo following the devastation caused by the May, 22 2011 Tornado.



UNIVERSITY OF MISSOURI
 Extension

<http://extension.missouri.edu>

The Story of JOPLIN TORNADO INFO

BY REBECCA WILLIAMS

“ST. JOHN’S HAS BEEN HIT THAT’S ALL WE KNOW FOR SURE”.

May 22, 2011 7:26 p.m.
First Joplin Tornado Info post

We heard the KSN news anchors beg people to take cover, and then take cover themselves. It was obvious Joplin was being hit by a tornado. Neosho and Joplin are close-knit communities and only 16 miles apart. How bad was it in Joplin? A friend that works at St. John's Hospital posted on Facebook it had been hit. How could we find accurate information about what was going on? We searched the internet and found virtually nothing of help. We don't remember for certain how it happened but within the hour, at my coffee table using an iPhone, Joplin Tornado Info was born. When the page was started we had no idea we had just signed on as a communication link for one of the worst natural disasters in U.S. history. By sunrise the morning of the 23rd, the breadth and scope of what had happened became clear.

Across town, unbeknownst to us, an acquaintance Joel Clark had launched joplintornado.info website. None of us can remember exactly how we connected and merged JTI Facebook with joplintornado.info but it happened within the first 48 hours.

[Next page](#)



People ask what was different about the Joplin response and what led FEMA to applaud the rescue and recovery. I would say the can-do and help-your-neighbor attitude of the people of the area, the on the spot response of area faith based organizations, the overwhelming support of the people of the region and the nation, and the presence of social media were deciding factors. This is the story of one social media outlet: Joplin Tornado Info.

The tornado hit at 5:41 p.m. At 7:36 p.m. Joplin Tornado Info Facebook page made its first post, went viral, began connecting dots between needs, resources, transportation, storage and dispersal and had become a trusted, timely news source.

The first days and even weeks after the tornado remain a blur, we have pulled out the worn legal pads that were JTI, (as it came to be called in those early days) and watched YouTube videos of the KSN tower cam footage and Red Cross volunteer Marie Colby's video among others and talked about how it was at JTI after the tornado, to remember. Almost a year has passed and there are still not words to express what happened during Joplin's early recovery. The dazed look on the faces of survivors is haunting.

We quickly reached over 49,000 fans. It all happened so fast and just as fast there were people helping us. Several groups and individuals such as the group of people that went to the computer lab at Crowder College and continuously posted critical information to JTI were unofficial administrators of the page and vital to our efforts.

From the beginning we relied on the JTI community to post and repost for the good of the Joplin effort. Jennifer and Michelle both reached out from Alabama that first night to help. David Burton from University of Missouri Extension contacted us and offered his time and resources online. Volunteer administrators signed on and others just took it upon themselves to help. JTI was a community page and early on people responded. Within hours we also had administrators and or points of contact from all of the utility companies.

Relief organizations, Churches and news sources began posting on our site as well. We made every effort to read and answer every post. JTI pages moved so fast at one time that it was necessary to repost vital information often or it became lost in the Facebook newsfeed. We monitored all available news sources and reposted to JTI.



We didn't sleep much during those first few weeks. We devoted every waking minute to JTI and coordinating efforts to connect the dots for the next two months. We were not alone in this; many people in our area put their lives and livelihoods on hold to do what they could for Joplin. There was such an overwhelming response to the need in Joplin and supplies came in so fast that FEMA the Red Cross, and other major organizations quickly became overwhelmed.

This is the story of one social media outlet: Joplin Tornado Info.

Next page

Through JTI overflow storage was coordinated by Royce at the Galena High School Football Field. Royce became a vital part of JTI as we routed donations to area storage and dispersal locations. Solace, a youth based church on the fringe of ground zero with an average age of 24 and attendance of less than that went from evening service to relief center in the blink of an eye. People of the area did what they could when they could. Back in the day, if your neighbor's barn was on fire you dropped what you were doing and ran to help your neighbor put the fire out. Joplin's barn was on fire and area people responded as they had for generations.



In the beginning many of the community posts were people searching for missing loved ones, asking about shelter and water. One memorable post was the joy we had notifying people that huge water trucks were pulling in to memorial hall, to bring containers and get what you need. Water was off throughout Joplin and these trucks were such a blessing. JTI was not about fluff. Many survivors were literally hand to mouth. As we posted, food, water, bandage, clothing locations people texted our posts to survivors at ground zero who relied on cell phones texts for all outside communication. We accepted no donations, endorsed no specific church, charity or organization. JTI is a community page with no affiliation or loyalty to any group or entity. JTI made every effort to post timely, concise, accurate, unbiased information.

My daughter, Genevieve and I came to realize that in this region none of us are more than a degree of separation from someone who lost their life in the tornado.

We all know someone who died personally or we know someone who knew someone. When locals speak of the tornado now, we don't ask "were you affected"? We have come to realize that this was a regional tragedy we were all affected.

Our mourning for those we lost will go on as long as we do. Out of our grieve and necessity the tornado aftermath has given birth to change, innovation, invention, entrepreneurship, volunteerism and philanthropy that many of us were unaware was within us. Folks in the area take the tornado and recovery in stride and continue to look for ways to help those in need.

Wouldn't it be great if every municipality and county had a Major disaster social media preparedness plan?

Joplin and area folks are reaching out today to our neighbors, Branson and the several other communities hit by the Leap Day Storm, doing what we can and lending our experience. David Burton from MU Extension, who has been an administrator on JTI since nearly the beginning, had the foresight to set up three tornado info Facebook pages in advance. One of these pages was Branson Tornado Info which by sad coincidence was put

Next page

into use in the Leap Day Storm and quickly went viral with over 16,000 fans in 48 hrs.

Genevieve, David, Joel and I are working to make the story of JTI, our operating guidelines and tips available worldwide. Wouldn't it be great if every municipality and county had a Major disaster social media preparedness plan?

As of this writing, the beginning of meteorological spring March, 1, 2012, JTI has had-----
---- 87,112,786 post views from over 20 countries and languages. After peaking at just over 49,000 9 months after the tornado JTI retains 47,754 of its original fans despite continued multiple daily posts.

Biography: Joplin Tornado Info was created and managed by 23 year old Genevieve Williams, Neosho, Mo. less than two hours after the May 22nd tornado. JTI was honored as one of seven nominees for a 2011 Mashable Award in the Social Good Cause Campaign Category.



St. John's Hospital in Joplin only hours after being hit by a tornado in 2011.

MU Extension Rushes to Respond to Branson Tornado with Facebook Community Called “Branson Tornado Info”

BY DAVID BURTON


A University of Missouri Extension storm recovery resource named “Branson Tornado Info” on Facebook grew to 14,000 followers just 12 hours after the tornado struck Branson on Feb. 28.

Actually, the page was put in place back January by David Burton, civic communication specialist for MU Extension in southwest Missouri. “I created three new pages on Facebook at that time for Branson, Springfield and Greene County that are modeled after the success we had last year with the Joplin Tornado Info and Missouri Flooding Info pages on Facebook,” Burton said. The Joplin Tornado Info page is still very active, with more than 48,000 fans.

Facebook users can “like” the Branson Tornado Info pages to find out how to help and to learn about emergency and cleanup work from the organizations and groups doing the work.

These pages are designed to be a collaboration of state, federal and local agencies and organizations involved in

[Next page](#)



UNIVERSITY OF MISSOURI
Extension

**Branson (Mo.)
Tornado Info**

Wall

Hidden Posts

- Info
- Friend Activity (1+)
- Insights
- Photos
- Welcome
- Publications

EDIT

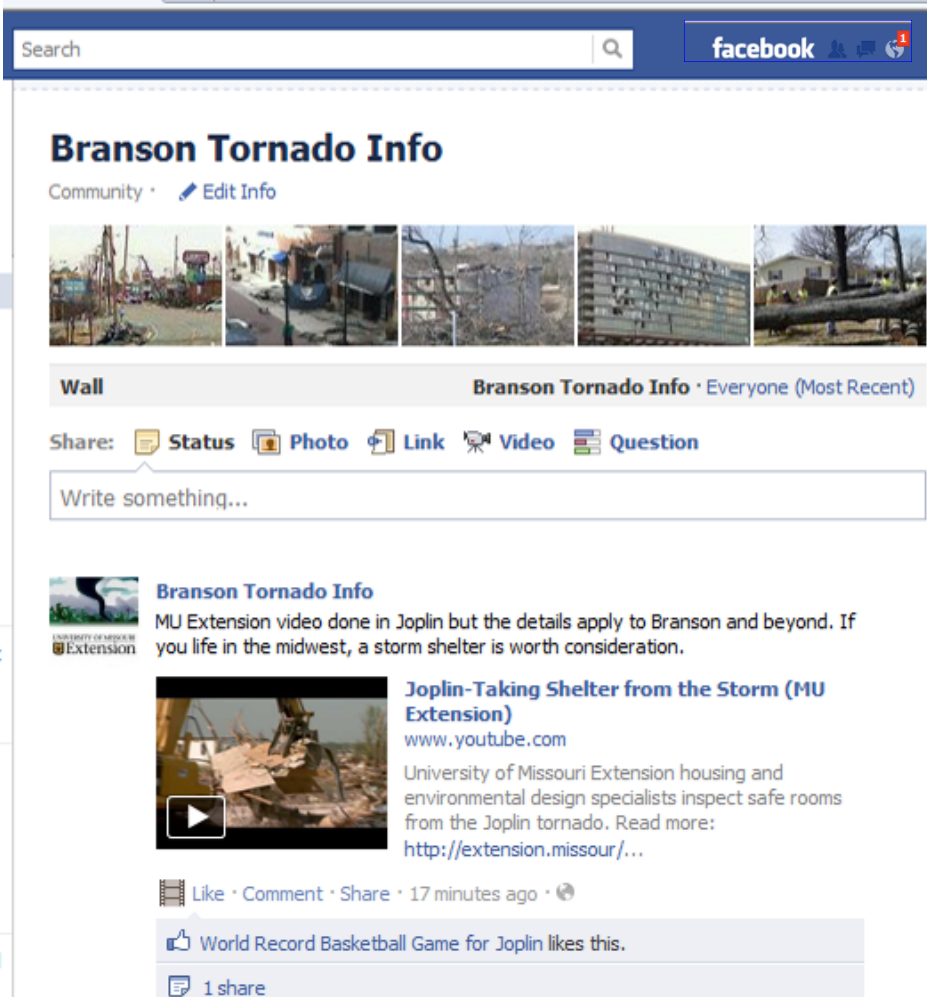
About [Edit](#)

Learn about tornado recovery and response efforts in Branson, Mo.

16,757
like this

18,537
talking about this

Likes [See All](#)




Search

facebook

Branson Tornado Info


Community · [Edit Info](#)




Wall **Branson Tornado Info** · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

 **Branson Tornado Info**
UNIVERSITY OF MISSOURI Extension
MU Extension video done in Joplin but the details apply to Branson and beyond. If you life in the midwest, a storm shelter is worth consideration.

 **Joplin-Taking Shelter from the Storm (MU Extension)**
www.youtube.com
University of Missouri Extension housing and environmental design specialists inspect safe rooms from the Joplin tornado. Read more:
<http://extension.missour/...>

[Like](#) · [Comment](#) · [Share](#) · 17 minutes ago · [Share](#)

[World Record Basketball Game for Joplin likes this.](#)

[1 share](#)

the affected areas. The pages are managed by MU Extension but public information officers from various organizations and community volunteers with media backgrounds can serve as co-administrators, following a model used after the Joplin tornado.

In fact, by March 2, the page had 11 volunteer administrators. The two most active volunteers have been Rebecca and Genevieve Williams, the mother and daughter team from Neosho, Mo. that were behind the establishment of Joplin Tornado Info.

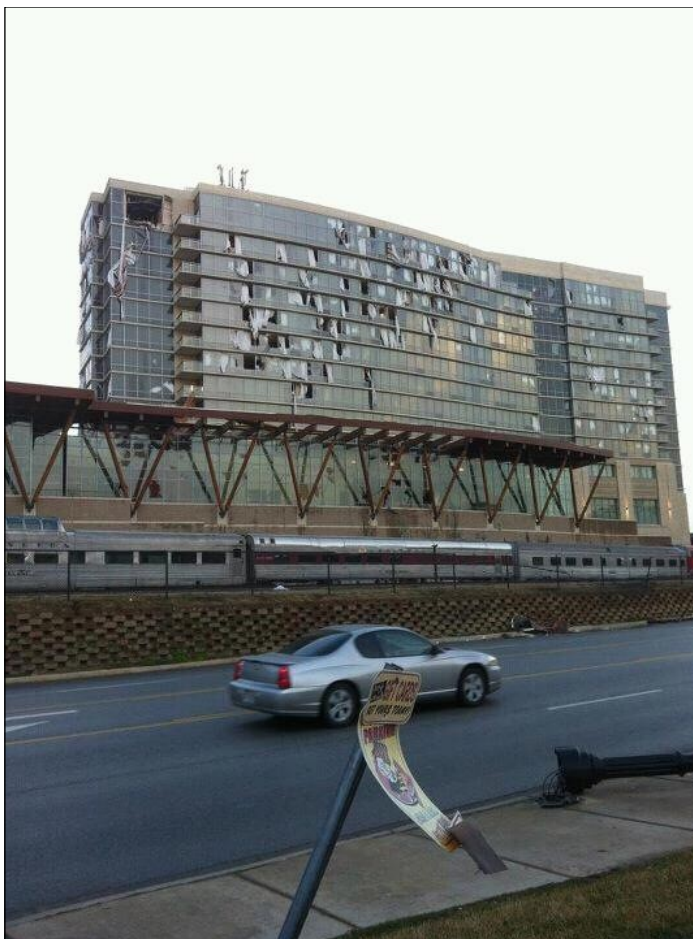
Persons willing to serve as administrators on these new pages should contact David Burton at burtond@missouri.edu after liking the Branson Tornado Info page. He will then send you the guidelines for the page and instructions on getting set up as an administrator.

Having co-administrators who post information and check facts on what others post is important and was a key to the success of the Joplin Tornado Info page according to Burton.

“I logged in to Facebook at 5 a.m. on Feb. 28 and saw that this page had jumped from two fans to 50 before I even knew there had been a tornado hit Branson,” said Burton. “I got the word out to the media via email and we got things rolling. Before the end of that first day we were up to 14,000 followers. As we saw in Joplin, social media is a great communication tool during disasters especially because of Smart phones.”

The goal of the site administrators is to make sure posts are official in nature and researched. In other words, the official information is unbiased and research based, in keeping with MU Extension’s mission.

“On Branson Tornado Info, we don't collect money for our own efforts and we shy away from organizations that are merely collecting money. We don't post links about fundraisers, or groups selling shirts, trinkets and such. Instead, we link to sites that have collected information in lists, tables or officials reports and we answer posted questions. We learned in Joplin that if we are



The Hilton Hotel at the Branson Landing, just six hours after a tornado hit Branson on Feb. 29, 2012. This photo was taken by Amanda Smigiel, a nutrition assistant with MU Extension.

posting some new every five minutes the volume of the information will drive away followers and will unsubscribe. That defeats the purpose,” said Burton.

As of March 2, the page has nearly 17,000 followers and 12 administrators who have some clear goals and guidelines. Accolades for the page, and the quick response by MU Extension, continue even today. The news media has shown a lot of interest in the Branson page. “Branson Tornado Info” was written about in an Associated Press story that was used nation wide and also featured in an Associated Press radio story. Page administrators even had calls from reporters in Canada. But the local resident who was impacted by the storm was always the primary focus of the site and local people appreciated that fact.

Posted on Facebook by Susie Davidson

“Facebook was great after the tornado for those of us without power and could only charge our cell phones while driving. I had no other source of news and was so grateful for the City and others who got info posted here.”

University of Missouri Extension has a website that containing MU Extension resources that could be helpful to homeowners, landowners, business owners, emergency responders, volunteers, partnering organizations and others with a direct or indirect interest in emergency preparedness and response. The information on emergencies and disasters from MU Extension is available online from MU Extension at <http://extension.missouri.edu>. (Screen shot below).



University of Missouri Extension has a website containing MU Extension resources that could be helpful to homeowners, landowners, business owners, emergency responders, volunteers, partnering organizations and others with a direct or indirect interest in emergency preparedness and response. <http://extension.missouri.edu>.

Answers to Some Commonly Asked Questions About the Creation and Purpose of Tornado Info Pages

By David L. Burton

Amid all of the media coverage following the Branson tornado on Feb. 29, 2012, I answered a lot of the same questions. Local reporters, Associated Press reporters, even reporters from Canada and Reuters Press Service, had a lot of same questions. These are good questions. The type that help explain what an effort is worth continuing or worth doing at all. That is why I decided to share my answers in this format.

1. Why was the Branson Tornado Info page created and when?

I created it back in January of 2012 as an MU Extension community development effort based on lessons we learned with a similar effort in Joplin. I was trying to be proactive. That is why I also created a Greene County (Mo.) Tornado Info page, a Springfield Tornado Info page and a Republic (Mo.) Tornado Info page at the same time. I was trying to get MU Extension in a position where we could respond quickly if one of the population centers in southwest Missouri was ever hit. At the same time, I was hoping the pages would never be needed.

2. The page had 2 "likes" prior to the tornado. That number jumped to 50 overnight, and it peaked at nearly 17,000. What are your thoughts on the page's exponential popularity?

The overnight jump was because the Branson tornado hit in the early morning hours and folks were using search engines to look for helpful pages. Luckily, I logged in to Facebook at 5 a.m. and was able to start getting some information out early and also get help from some folks with the Joplin Tornado Info page. The quick jump to 17000 was fueled by online interest, content and the regional and national news coverage that the page received as a resource. The Joplin page had a similar type of jump in the first 48 hours. People may only have smart phones in a disaster situation and they are looking for information resources. Facebook and other social media sites really lend themselves to that type of emergency situation.

3. Why do you think the tornado page was important the day of the storm and the days following?

It is a great resource for those impacted by the storm, family members and folks in the region that want to help. That has been a frequent request online: "how can we help?" The fact that our page has 10 volunteer administrators who are answering questions and posting content is another reason for the success. We answer questions and post fresh content and that is key during the rescue and recovery process. Obviously, people are living on social media and some are making it their preferred information source. But, to be fair, we didn't create a lot of new content for this page. We did answer posted questions with accurate information (and that is key). But area media outlets produced excellent content and we shared that with a larger audience. At the same time, some of those media outlets used the questions posted on the Branson Tornado Info page story ideas. I think it was mutually beneficial.

Next page

4. Why do you think social media has played such a strong role with recent storms?

I think ease of access use and set up is one strong reason. Both ease of use by the person seeking information but also the ease of setting something like this up. It is a whole lot easier than creating a new website and getting people to visit it. Facebook, by its very nature, keeps people engaged and it is easy to give other volunteers access to help. Getting help from other people is a must and that is made easier on Facebook. Then the page spreads with word of mouth too. Right now, we have more people talking about the Branson Tornado Info than the people who are actual followers.

5. What do you think are the ongoing implications here?

Social media has a role to play and so do social media sites managed by volunteers. The Joplin page and this page have certainly gotten people in the Midwest talking. I think this is an important tool that is going to expand as a communication method used after disasters. Thanks to the founders of the Joplin Tornado Info page, Rebecca and Genevieve Williams, the Greene County Extension Center has been able to produce a new publication that provides guidelines and best practices for using social media in a disaster. We are working on getting some workshops set up in the region to get people engaged in getting a tool like this prepared. There has already nationwide interest in what we have done here in the Ozarks.

6. Have you faced any resistance to this pages?

The honest answer is yes and that was a surprise to me. But the resistance has not come from volunteers or people impacted by these storms and using these pages. The resistance has come from some organizations that would prefer to have people connecting with them on Facebook instead of a different resource like these tornado info pages. Some of the organizations that are very focused on getting donations have expressed a preference in having their site be the go-to-site but to be honest, we make it a practice to point users to those resources. I think a site like Branson Tornado Info is seen as unbiased because we are not affiliated with a group or agency and I think that is part of the success we have had. In some cases, emergency management people have been reluctant to embrace the use of social media. Face it, keeping a page like this updated and fresh takes a lot of time and in the initial stages of a natural disaster, emergency management employees should have other priorities. But in most cases, when the emergency management professions see we have established guidelines and we are not dealing in rumors, they come around and see the value of pages, especially with recovery efforts.

“You guys have been indispensable through this disaster. You've given information, help, resources, contact names, stories, directed volunteers and given hope. Beautiful job all of you who gave their time and input to this site. Great job.”

— Dawn Davidson
