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“Freedom is never more than one generation away from extinction... It must be fought for, protected, and handed on...”

- Ronald Reagan (July 6, 1987)

Be prepared: Newspaper Disaster Checklist

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

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

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

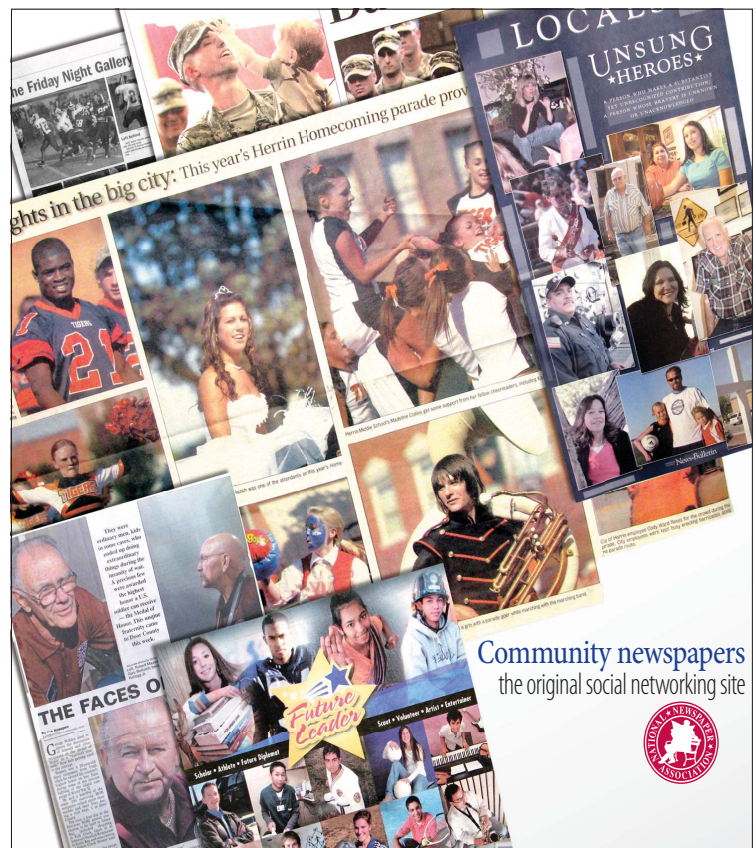
Last chance to register for weekly newspaper conference in Columbia, MO

With a registration deadline of May 13, this is your last chance to register for the 2015 conference of the International Society of Weekly Newspaper Editors, June 24-28, 2015, at the Reynolds Journalism Institute, Missouri School of Journalism, Columbia, hosted by Gary and Helen Sosniecki. **Non-members are welcome.**

ISWNE was founded in 1955 to encourage and promote high standards of editorial writing, facilitate the exchange of ideas and foster freedom of the press in all nations.

If you can’t attend the entire conference, Friday-Saturday registration is \$159 and includes a full day of journalism-focused programs on Friday and, on Saturday, the half-day editorial-page critique, the highlight of every conference, topped off with the awards banquet that evening. You’ll need to arrange your own housing.

The conference is packed with programs about journalism past, present and future. **For a registration form and more information about the conference, go to <http://www.iswne.org>.**



Editorial: Subscribers deserve an apology

By Dennis Morgan, Publisher, Elgin Review and President, Nebraska Press Association

Editor's Note: This editorial was published April 29, 2015, in the Elgin Review and is reprinted here with permission.

For weekly newspapers, the day after publication can be the slowest day of the week. Here at the Elgin Review, Thursday is the day when we focus on tasks like doing print work, paying bills, etc.

Last Thursday turned out to be an extremely busy day, not for the reasons mentioned above. Instead, we spent the afternoon answering phone calls trying to offer an explanation for why some subscribers didn't receive their newspaper. Not only were we taking these phone calls, other weekly and daily newspapers in the state were also.

For whatever reason, the U.S. Postal Service (USPS) failed to get our newspapers into the hands of our subscribers across the state. We learned the Albion newspaper, also mailed Wednesday, failed to make it to Elgin subscribers on Thursday, Friday or Saturday. The Neligh News had issues as well as other papers. As of Monday, other newspapers in the state experiencing similar problems with last week's issue were Sutton, Stromsburg, Ainsworth, Ravenna, Mullen, Fremont, Fairbury, Petersburg, St. Edward, Dodge, Hickman, Pierce, Superior, Ponca, Arapahoe, Callaway, Wauneta, Imperial, Papillion, Springview, Central City, Ogallala, Gothenburg, Orchard, Bloomfield, Humphrey, Wisner, Clarkson, Leigh, North Platte, David City, Laurel, Plainview, Burwell, Hooper/Scribner, Fullerton, Blue Hill, Bassett, Wakefield, Niobrara, Spencer, Stanton, Osmond, Pender and McCook.

For our newspaper, the problem doesn't rest here in Elgin. We do our part. As instructed by the USPS, we use the right labels, we put the papers in the right tubs and deliver it to the post office well before the time

when the mail truck leaves. We've never been told we were doing anything wrong.

All subscribers' papers are mailed on the same day, Wednesday, every week. From here they now go to the Omaha processing & distribution center. Newspapers are classified by the USPS as Second Class/Periodicals, postage is paid in advance based on the weight and the number of papers being mailed out. In most, but not all towns, newspapers are the largest customer the local post office has. Despite that fact, the quality of service provided to newspapers is less than satisfactory and appears to be getting worse.

Let me make it perfectly clear, at the Elgin Review we have an excellent working relationship with Postmaster Sandy Zabka and Postal Clerk Dawn Meadows. They are pleasant to work with, a credit to their profession. The problem isn't at the local level.

The problem manifested itself when the USPS closed regional processing & distribution centers in Norfolk and Grand Island, moving those operations to Omaha. Service, in particular, the delivery of newspapers has suffered. For example, the Albion and Petersburg papers now arrive on Mondays where, in the past, it was Thursdays.

It's not just newspapers. A First Class letter mailed from the Elgin Post Office, now takes three days to arrive in Lincoln where, in the past, it used to be next day. What can you, the subscriber, and we, the newspaper, do? One, call (402) 930-4490 to voice your concerns about the inadequate delivery service being provided by the USPS. We, working with the National Newspaper Association, will make our concerns known not only at the Omaha office, but with the Postmaster General in Washington, D.C. In the meantime, our subscribers and postal customers in general, deserve an apology and a promise to do better.

USPS Announces New Postage Rates for May 31

Member alert, National Newspaper Assn (NNA), May 7, 2015
The U.S. Postal Service has announced the final postage rates for 2015, effective May 31. The Postal Regulatory Commission today approved the rates. The rate implementation was delayed by a dispute between the Postal Service and the regulators who objected to the way some rates were calculated. Some adjustments have been

made to final rates since the proposed rates were first announced. But nothing significant changed from these charts, or the May Postal Tips column, that is in common use by community newspapers, shoppers, or free newspapers, according to Max Heath, NNA postal chair.

To see Max Heath's rate charts for Standard and In-County mail, go to <http://www.nnaweb.org/pub/doc/periodicalandshopperpostalcharts.pdf>. Outside-County prices are too complex to calculate with varying bundle sizes and containers.

Content That Works, KidScoop donating proceeds to Save The Children

Content That Works/KidScoop is donating 100% of the proceeds of the sale of this page to Save The Children's Nepal earthquake disaster-relief efforts. **To purchase this page (below) to publish in your newspaper, go to:**
<http://store.contentthatworks.com/products/kidscoop-earthquake-in-nepal> for details, or contact Dan Dalton, dan@contentthatworks.com, 909-793-9890.

NIE Memorial Day page available through May 22

Through the Newspapers In Education (NIE) program, Content That Works and Kid Scoop are offering this MEMORIAL DAY page for a one-time cost of \$95.00. Designed to have a sponsor ad across the bottom, you could recoup some of the cost with a local sponsor. Three page sizes offered: full-pg broadsheet, half-pg broadsheet and TAB page.

The page is only available for two weeks - now through Friday, May 22. To purchase and download the page, go to: <http://store.contentthatworks.com/products/kid-scoop-memorial-day-2015>
 Contact: Dan Dalton, Content That Works, dan@contentthatworks.com, 1-909-793-9890.

THE AWARD-WINNING PRINT & ONLINE FAMILY FEATURE
SPECIAL EDITION
Kid Scoop
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Many lives were lost and many people need help following Nepal's earthquake. Kids everywhere are saying:

Kids Can Help, Too!

There are LOTS of ways kids like you can help. This special Kid Scoop page tells you how!

Earthquake in Nepal

An earthquake is one of the most powerful forces on earth. On April 25, 2015 a major earthquake in Nepal destroyed buildings throughout this mountainous nation located between China and India (see map below). Thousands of lives were lost and thousands more were injured.

Try This

Scientists use an instrument called a seismograph to measure earthquakes. Try this activity with a friend to find out how a seismograph works.

- On a table place a small toy car on a piece of paper.
- One person holds a pencil with the lead lightly resting on the paper.
- The other person moves the paper back and forth very slowly. What kind of line does the pencil make? Does the car move?
- Now move the paper so that the car starts to slide around. What kind of line does the pencil make now?

Where is Nepal?

The country of Nepal is located in the Himalayan Mountains between China and India.

It All Adds Up!

Following Hurricane Katrina, Kid Scoop readers came up with creative ideas to raise a lot of money, a little at a time. A student in Pennsylvania told us ...

We helped with a game: PENNY CHALLENGE!

Each class competes against other classrooms. Each class tries to have the smallest amount of money in its class bin at the end of the week. How? Students donate money to another classroom's bin to make the amount in the other bins higher than the home class bin. We hoped to raise \$400 in the week-long competition. Thanks to generous donations, we raised 5 times our goal, a total of \$2,184.60!

Justin, 6th grade
 Pinewood Middle School
 Harley, PA

This Idea Makes Cents!

Ask an adult if there are some chores around home you could do to raise a little money to donate to help Nepal's earthquake victims. You'll be helping two places at once!

First Red Cross Youth Activity

When the Ohio and Mississippi Rivers flooded in 1884, a group of six children put on a play, raised money and sent it to the American Red Cross. The money helped a family that suffered greatly from the flood.

To find out how much money the children raised, add up all of the even numbers on the red crosses below.

Double Double Word Search

Find the words in the puzzle, then in this week's Kid Scoop stories and activities.

EARTHQUAKE
 DISASTER
 POWERFUL
 SUPPLIES
 PLATES
 DONATE
 FORCES
 ASSIST
 NEPAL
 MONEY
 RAISE
 IDEAS
 CRUST
 KIDS
 CARE

E K A U T H T R A E
 H C R U S T E S D L
 L S P A M E E T I U
 N E E O R T S S F
 N D N C A A D I A R
 I E A L R N I S S E
 Y R P P A O K S T W
 E L W A I D F A E O
 S U P P L I E S R P

Oxfam

After a disaster like the Nepal earthquake, disease can spread quickly without proper sanitation and clean drinking water which Oxfam helps to provide.

Write On!

How I Helped

Send us a letter or an e-mail telling us what you did to help people affected by the earthquake in Nepal. How did helping make you feel? We may even share your letter with other Kid Scoop readers at www.kidscoop.com in the weeks ahead.

Send your letters to:
 Kid Scoop/How I Helped
 P.O. Box 1802
 Sonoma, CA 95476
 E-mail: thecontentthatworks.com

Please include your school and grade. Every e-mail return letter mailed to the Kid Scoop office.

The Power of the Paper

Newspapers provide more than just news about disasters. They also bring people together to help those suffering from disasters like Nepal's earthquake. Newspapers help people support each other in their own communities. As you complete this special newspaper page, look around and get to know how your paper delivers news and hope. In print and online, newspapers make the world a better place.

Volunteering

Find volunteer opportunities in the newspaper in your area. Identify the value, both personally and to the community, of doing a "good turn" in this situation.

Kid Scoop
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Kid Scoop Together: How to Observe Memorial Day
This information is from www.memorialday.org

Memorial Day should be observed by:

- visiting cemeteries and placing flags or flowers on the graves of our fallen heroes
- visiting memorials
- flying the US Flag at half-staff until noon
- flying the POW/MIA Flag to honor soldiers who are Prisoners of War or Missing in Action

MEMORIAL DAY

HONORING THOSE WHO GAVE ALL

REMEMBER! FLOWERS
MILITARY MOON SLOWLY FLAGS RAISED

Draw and color the American flag here.

Replace the missing words.

The last Monday in May was chosen for the holiday since this is the time that most _____ are in bloom. In many places, flowers are used to decorate the graves of fallen service men and women. In other ceremonies, American _____ are placed on graves.

Memorial Day should not be confused with Veterans Day. Memorial Day is a day to _____ and honor those who died while serving their country. Veterans Day celebrates those who served in the _____.

On Memorial Day, the U.S. flag is _____ to half-staff and then _____ lowered to half-staff, where it will remain until noon. It is _____ to show that the sacrifice of lives was not in vain and that we will continue to fight for liberty and justice for all.

Annual Tradition

Every year, Memorial Day is observed at Arlington National Cemetery with the president or vice-president laying a wreath at the _____.

T M B O F T H
O N K N O W N
S O L D I E R

Replace the missing vowels to reveal this honored location.

USS Arizona Memorial

The USS Arizona Memorial is the final resting place for many of the ship's 1,177 crewmen who lost their lives on Dec. 7, 1941. The 194-foot-long Memorial structure is above the mid portion of the sunken battleship which still rests below the water's surface. The names of those killed are engraved on a marble wall.

Where is the USS Arizona Memorial located? Circle every third letter to find out.

R T H N L A D R W X P Y A N I P L I

Puzzling Picnic

Memorial Day weekend is seen as the start of the summer vacation season. Many people spend the weekend outdoors, enjoying barbecues and picnics.

Write the name of each picnic food shown in the correct boxes on this picnic blanket.

Design a Memorial Day Flag!

Use pictures and words cut from the newspaper to design your own Memorial Day flag. Display your flag in your classroom or in a window at home.

Kid Scoop Puzler

Do you see four American flags here? Look again. Only one of them is correct - the other three each have something missing or in the wrong place. Which one is the real deal?

Double Double Word Search

Find the words in the puzzle. Then look for each word in this week's Kid Scoop stories and activities.

SACRIFICE
 MEMORIAL
 FLAGPOLE
 ARIZONA
 SERVICE
 WREATH
 SUMMER
 MARBLE
 HONOR
 LIVES
 VAFF
 TOMB
 SHIP
 LOST

FFATSEHFAO
 NORBHCLENN
 MEMORIALS
 TONEVFBZEE
 TOMEAIPRIR
 ROSRIROARV
 IALTNCLMAI
 DAYHTAERWC
 REMMUSHIPE

From the Lesson Library

Memorial Day Collages

Create a collage of newspaper words and pictures to illustrate Memorial Day. Display the collages and discuss how they honor the past and the memories of fallen soldiers.

Write On!

A Grateful Nation

Many men and women have given their lives to protect our freedom. Write about what this means to you.

“Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifices.”
 - President Harry S. Truman (1884 - 1972)

AD/SPONSORSHIP
 SUGGESTED PUBLICATION WEEK:
 05/17/15

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Classified Advertising Exchange

May 11, 2015

ADVERTISING MANAGER for suburban Omaha weekly community newspapers. Looking for a sales manager with a proven track record who is a leader. Our newspapers are located in two of the fastest growing communities in Nebraska. The potential is waiting for you. Email resume to: penny@dcpostgazette.com, or mike@gretnaguide.com.

SPORTS REPORTER: McCook Gazette is looking for a reporter to join our Sports team. The successful candidate will:

- Be responsible for sports content for daily (Mon-Fri) afternoon newspaper and newspaper web site
- Cover all local and regional sports activities including 15 high schools and one community college
- Design, manage photos and assist in paginating the sports pages
- Write game stories while working on a deadline
- Be capable with a camera
- Recruit & oversee stringers and help them develop into productive writers and photographers
- Maintain regular contacts and relationships with coaches, players and athletic officials

McCook is located in Southwest Nebraska, 275 miles east of Denver and 290 miles west of Omaha. It is a very rural community where high school sports is King. Send resume, cover letter, and clips to Shary Skiles, sskiles@ocsmccook.com or mail to Publisher, McCook Gazette, PO Box 1268, McCook, NE 69001.

RETAIL AD SALESPERSON needed at Holdrege Daily Citizen. Earn salary and commission. Position is open May 1. If interested, call Bob King, 308-995-4441, or email job application to holdregecitizen@yahoo.com.

FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: bgsfarms80@gmail.com.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange, Newspaper Disaster Checklist.

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 only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.

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

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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