



Media Advantage Policy® Multimedia Supplement

1. Name of **Applicant** _____
2. Identify all subsidiaries, including trade names, and joint ventures to be insured by the policy _____

3. Total gross annual revenues from media activities \$ _____

4. Scheduled Media — Please identify all media entities to be insured:

A. Scheduled Television and Cable Stations:

For television, please provide highest hourly advertising rate and for cable, please identify the number of subscribers:

<u>Station and Geographic Market</u>	<u>Years in Operation</u>	<u>Highest Hourly Advertising Rate</u>	<u>Number of Subscribers</u>
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Network Affiliation (please identify) _____

Gross annual revenues from television and cable broadcasting \$ _____

B. Scheduled Radio Stations:

<u>Call Letters & Geographic Market</u>	<u>Years in Operation</u>	<u>Highest Rate-60 Second Spot</u>	<u>Percentage Simulcast</u>	<u>Hours Broadcast</u>	<u>Format</u>
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Gross annual revenues from radio broadcasting \$ _____

Do any of the radio stations share content? **Yes** **No**

If “**yes**,” please advise the percentage the content shared or simulcast _____%

Do any of the radio stations web cast over the Internet? **Yes** **No**

If “**yes**,” are appropriate statutory licenses procured? **Yes** **No**

C. Broadcast Programming for Television, Cable and Radio:

Original Programming (excluding news) _____ %
 Percent that is: a) Pre-recorded _____ %
 b) Live _____ %
 Network Programming _____ %
 Purchased or Leased Programming _____ %
 Percent provided by a syndicate or feature service _____ %
 Percent provided by independent contractors _____ %

 Original Local News Programming _____ %
 News Content Provided by a Wire Service _____ %

Do any of the stations produce programming for stations not owned or operated by the **Applicant**? Yes No

If "yes," please explain the type of programming produced _____

D. Broadcast Format for Television, Cable and Radio:

Educational _____ %
 Public Broadcasting _____ %
 Religious Content _____ %
 Controversial _____ %
 Sports _____ %
 Talk: _____ %

Foreign Language Broadcasting Yes No

Spanish _____ % Asian _____ % Middle Eastern _____ % French _____ %
 Other _____ %

E. Newspaper Publishing Information:

Identify Scheduled Publications. Attach a separate sheet if more than three publications:

	(A)	(B)	(C)
Name	_____	_____	_____
Location	_____	_____	_____
Date First Published	_____	_____	_____
Circulation/Frequency	_____	_____	_____
Circulation Area	_____	_____	_____

Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus.

	(A)	(B)	(C)
% Content from Wire Service/ Syndication	_____ %	_____ %	_____ %
% Content from Freelance Writers/Volunteers	_____ %	_____ %	_____ %
% Controversial or Investigative Content	_____ %	_____ %	_____ %

Do any of the above publications share content? Yes No

If "yes," please advise of the percentage of shared content _____%.

Gross annual revenues from newspaper publishing \$ _____

F. Magazine Publishing:

Please identify all periodicals to be insured by the Media Advantage Policy:

<u>Name and Location</u>	<u>Circulation Area</u>	<u>Circulation and Frequency</u>	<u>Yrs in Operation</u>	<u>Format</u>

Do any of the periodicals focus upon investigative reporting? Yes No

If "yes," how does editorial staff ensure content accuracy _____

Please identify what percentage of periodical content focuses upon the following:

Alternative	_____%	Humor/Satire	_____%	News	_____%
Business/Finance	_____%	Home/Hobby	_____%	Pictorial	_____%
Consumer	_____%	Fiction/Non-Fiction	_____%	Political/Social	_____%
Educational	_____%	Historical	_____%	Religious	_____%
Entertainment	_____%	Instruction/How-to	_____%	Sports	_____%
Ethnic	_____%	Metropolitan	_____%	Technical	_____%
Other	_____%	_____			

Please identify any special publications, such as directories or newsletters, and describe content _____

Gross annual revenues from magazine publishing \$ _____

G. Book Publishing:

Please identify the type of books to be insured by the Media Advantage Policy and assign a percentage:

Autobiography	_____%	Fiction	_____%	Law & Justice	_____%
Celebrity	_____%	Health & Fitness	_____%	Medical	_____%
Children's	_____%	Historical Biography	_____%	Personal Betterment	_____%
Classics	_____%	How-to General	_____%	Political	_____%
Current Biography	_____%	How-to Technical	_____%	Reference	_____%
Economics & Finance	_____%	Hobbies	_____%	Social Commentary	_____%
Education Textbook	_____%	Investigative	_____%	Travel	_____%
Other	_____%				

Please describe _____

Are any of the books investigative works or unauthorized biographies? Yes No

Are authors required to indemnify the publisher? Yes No
If "yes," please explain indemnification arrangement _____

Gross annual revenues from book publishing \$ _____

5. Systems, Operations and Loss Prevention for Scheduled Media:

Do news reporters engage in investigative or undercover reporting? N/A Yes No
Are hidden cameras or microphones used? N/A Yes No
Are "Letters to the Editor" edited? N/A Yes No
Is there a procedure for responding to complaints? N/A Yes No
Are releases used in connection with the publication of photographs? N/A Yes No
Is there a policy regarding the use of confidential sources? N/A Yes No
Are delay devices utilized for live broadcasts? N/A Yes No

If scheduled media is published or broadcast in languages other than English, please identify:

Spanish _____% Asian _____%
Middle Eastern _____% French, German, Italian _____%
Other foreign language _____%

What percentage of media content is provided by independent contractors, such as freelancers or stringers?
_____ %

Have procedures been implemented to verify content accuracy? Yes No

Are there procedures for responding to complaints and retraction requests? Yes No

6. Other Media — Please identify any other media, such as films, online activities or programs to be insured

Gross annual revenues from other media activities \$ _____

7. Attachments

Please submit the following information to complete the Application:

- ✓ Current financial statement or corporate annual report;
- ✓ Promotional materials regarding the services or operations of **Applicant**;
- ✓ Copies of standard hold-harmless agreements and other contracts utilized with advertisers, licensors, licensees, distributors and independent contractors;
- ✓ For newspapers and periodicals, please include three consecutive copies of publications to be insured;
- ✓ For radio and television, include an advertising rate card(s) and program schedule;
- ✓ For books, please include a current book list; and
- ✓ If a new operation, resumes of principals.

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