



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>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

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>
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

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 webcast over the Internet? Yes No

If "yes," are appropriate statutory licenses procured? Yes No

No

C. Broadcast Programming for Television, Cable and Radio:

Original Programming (excluding news) _____ %
 Percent that is: a) Prerecorded _____ %
 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:

Name and Location Circulation Area Circulation and Frequency Yrs in Operation Format

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.