



OneBeacon Insurance Company

c/o First Media

4350 Shawnee Mission Pkwy #350 – Fairway, KS 66205
800-753-7545/913-384-4800 Fax: 913-384-4822 www.firstmediainc.com

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>
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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.