

Important Reasons For Management and Professional Liability Coverage

Media Liability Insurance

Competition is tough and companies have to constantly examine expenses including their business insurance. Some companies may even consider going without coverage to save some money. However, going without these important insurance coverages can cost you more than you think. Here's why:

1. Your current General Liability Policy may not cover Media claims.

Media Liability provides coverage that generally is not included under a GL policy. General Liability policy coverage may exclude media related activities such as advertising, publishing and broadcasting. This can potentially leave a gap in coverage in your business insurance program.

2. Insurance can help protect your assets.

Media organizations can exhaust their company's resources by investigating and defending claims. Even media organizations with stellar loss control procedures in place may be exposed to frivolous intellectual property claims such as copyright, trademark as well as personal injury suits. In addition, the high cost for specialized defense counsel can negatively affect a company's profits.

3. A lawsuit may be brought by anyone at anytime.

With an increasingly litigious society and the evolution of technology, a media organization is at risk for claims from anyone who has viewed their content in any type of medium including print, internet and radio.

4. You may be responsible for content created by others.

Media organizations also create a liability for the company when they enter into agreements with third parties to create content on their behalf. These entities may include freelance photographers, authors, composers, artists, musicians or website developers. By selecting these entities to create content on your behalf, you are taking ownership of this material, which in turn can expose your company to media related intellectual property and personal injury suits.

For more information or to discover the broad range of products and services from CNA visit www.cnapro.com

