



# GREAT AMERICAN INSURANCE COMPANIES

## Specialty Human Services Division

### MEDIA QUESTIONNAIRE



Name of organization: \_\_\_\_\_

Website address (URL): www. \_\_\_\_\_

1. Does your agency use a logo in any of your materials? YES  NO   
 If yes, has this logo been copyright searched? YES  NO   
 By whom: \_\_\_\_\_  
 Is your logo copyrighted or registered? YES  NO
2. Are all media publications (including internet, commercials and written publications) subject to legal review prior to use? YES  NO
3. Do you always obtain written waivers that specifically release your organization from all liability arising from personal or advertising injury, prior to using the likeness of others (e.g. pictures) or prior to using the work product of others? YES  NO
4. Does your organization:
  - a. Publish written or recorded materials? YES  NO   
**If yes, complete section A.**
  - b. Have a website, host an internet chat room or message board? YES  NO   
**If yes, complete section B.**
  - c. Produce commercials, television show or radio show? YES  NO   
**If yes, complete section C.**

**A. PUBLISHED MATERIALS:**

5. Do you publish pamphlets, brochures or newsletters? YES  NO   
**If yes, attach samples of each.**
6. Do you publish recorded materials or books? YES  NO   
**If yes, attach a catalog of materials.**
7. Materials are designed by:  employee  volunteer  contractor  
 If materials are designed by contractor, is a certificate of insurance obtained, that includes coverage for personal and advertising injury? YES  NO
8. What are the annual sales from materials produced or created by you? \_\_\_\_\_
9. Does your organization carry a publisher's liability policy? YES  NO

**B. WEBSITE / INTERNET:**

10. Site is designed by:  employee  volunteer  contractor  
 If materials are designed by contractor, is a certificate of insurance obtained, that includes coverage for personal and advertising injury? YES  NO
11. Does your website contain links to other websites? YES  NO   
**If yes, who reviews the content of other websites:** \_\_\_\_\_
12. Does your webmaster preserve historical "views" of your website? YES  NO   
 How often does this occur? \_\_\_\_\_
13. Do you sell any goods or services over the internet? YES  NO   
 Is transmission of private information secure? YES  NO   
 What are annual gross sales from the internet? \_\_\_\_\_
14. Does your organization sponsor a "chat room" or message board? YES  NO   
**If yes, does your organization have procedures in place to monitor or edit messages? If yes, attach description of procedures.** YES  NO

**C. RADIO OR TELEVISION:**

15. a. How many commercials or public service announcements (PSA's) are produced either by you or on your behalf annually? \_\_\_\_\_  
 b. What are the topics of each? Attach a separate sheet.
16. Commercials are produced by:  employee  volunteer  contractor  
 If materials are designed by contractor, is a certificate of insurance obtained, that includes coverage for personal and advertising injury? YES  NO
17. Does your organization sponsor or produce a radio or television program(s)? YES  NO   
**If yes, attach a program schedule and description of program.**
18. Does your organization carry a broadcaster's liability policy? YES  NO

