













Media Liability Coverage Readiness Checklist

Checklist Items:

-  **Review your business activities to confirm they fall under media-related services (e.g., publishing, content creation, advertising, PR).**
-  **List all platforms where your content is published (websites, social media, client platforms, print).**
-  **Gather examples of contracts or agreements with clients, partners, or**

third-party content providers.

-  **Check if your business has a process for handling copyright permissions and licensing.**
-  **Confirm you have a formal content review/editing workflow in place.**
-  **Identify any history of past claims, legal threats, or takedown notices.**
-  **Organize documentation of your internal policies regarding defamation, copyright use, and fact-checking.**
-  **Ensure your team understands basic media law principles (training sessions, internal memos, etc.).**
-  **Prepare to provide revenue figures for your media-related activities.**
-  **Consult your broker or insurer to understand specific requirements based on**

your region and industry.

This checklist helps demonstrate professionalism and reduces surprises during the application process for media liability insurance.

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