

Design Professional Newsletter



Design Professional Public Relations Crisis Expense

Understanding this benefit

In today's technology-based world, where a firm's full history can be viewed with the click of a button, a firm's reputation can be its most valuable asset. Great American Design Professional's Liability policy includes a valuable supplementary payment that assists in alleviating some financial burden when unforeseen events occur. Let's break down what this entails and its significance.

What is Covered?

The Public Relations Crisis Expenses payment provides reimbursement in situations where a public relations crisis has occurred. These services must be provided by a professional public relations consulting firm and are aimed at managing and mitigating the impact of a public relations crisis.

Key Features of the Clause

1. **Triggering Event:** The clause is activated when a public relations crisis first occurs and is reported to Great American during the policy period. This does not need to be the result of a claim and your deductible does not apply.
2. **Claims Examples:**

While a PR Crisis may seem unlikely, Design Professionals have had to navigate situations like:

- catastrophic failure of a building or bridge that they designed
- serious injury or death on a construction site
- other parties on a project being publicly accused of illegal or immoral actions
- bad reviews or customer complaints on websites or other public forums

Design Professional Newsletter



3. Reimbursement Limits:

- **Per Crisis/Aggregate:** Great American Insurance Group (GAIG) will reimburse up to \$10,000 for each individual public relations crisis and \$30,000 for all incidents.

Importance of the Clause

- **Reputation Management:** In the event of a crisis, having access to professional public relations services can be crucial in managing the situation effectively and preserving the company's reputation.
- **Financial Relief:** The clause provides financial support, helping ensure that your firm does not bear the full burden of the costs associated with crisis management.
- **Preparedness:** Knowing that such expenses are covered can help you achieve peace of mind and allow you and your team to focus on your core operations, even in the face of a crisis

Conclusion

The Public Relations Crisis Expenses clause is a valuable component of your insurance policy, offering both financial support and strategic assistance during challenging times. By understanding and leveraging this clause, Design Professionals can better navigate public relations crises and help safeguard their reputations.

Great American Insurance Group, 301 E. Fourth St., Cincinnati, OH 45202. The information presented in this publication is intended to provide guidance and is not intended as a legal interpretation of any federal, state or local laws, rules or regulations applicable to your business. The loss prevention information provided is intended only to assist policyholders in the management of potential loss producing conditions involving their premises and/or operations based on generally accepted safe practices. In providing such information, Great American does not warrant that all potential hazards or conditions have been evaluated or can be controlled. It is not intended as an offer to write insurance for such conditions or exposures. The liability of Great American Insurance Company and its affiliated insurers is limited to the terms, limits and conditions of the insurance policies underwritten by any of them. The claims scenarios in this material are provided to illustrate possible exposures faced by your clients. The facts of any situation which may actually arise, and the terms, conditions, exclusions, and limitations in any policy in effect at that time, are unique. Thus, no representation is made that any specific insurance coverage applies to the above claims scenarios. Coverage examples are for illustrative purposes only. Coverage is subject to underwriting. Coverage description is summarized. Refer to the actual policy for a full description of applicable terms, conditions, limits and exclusions. Policies are underwritten by Great American Insurance Company and Great American Assurance Company, authorized insurers in all 50 states and the DC. The Great American Insurance Group eagle logo and the word marks Great American® and Great American Insurance Group® are registered service marks of Great American Insurance Company. © 2024 Great American Insurance Company. All rights reserved.