

Folio: PLUS

**Ideas! Ideas! Ideas!
And More Ideas For
Successful Magazine
Management**

TWO STEPS TO SAFER WEB LINKS

Hot links and Web site addresses are an easy and popular value-added service to surfers, and are popping up everywhere on magazines' Internet pages. But, says Lawrence Savell, counsel in the New York office of Chadbourne & Parke LLP, carrying those URLs, linking to independent Web sites, and letting non-affiliated Internet entities use your magazine's Internet address can be a risky proposition. Not

SEND IDEAS

Everyone is looking for ways to do his or her job better. Folio:Plus welcomes your ideas for this column. Let's hear from you.

Thanks,
Caroline Jenkins, Editor
Folio:Plus
212-332-6276
cjenkins@mediacentral.com

only can users become distracted and turn to a competitor for information, there's also the question of liability: Any Web site that carries links of other URLs runs the risk of being held in some way accountable for content not created by the site. A perfectly reputable source could, for example, have not-

so-publicized connections to an Internet gambling organization. "You have to be conscious of everything that's out there," warns Savell. "You don't want to be drawn into a time-consuming and expensive lawsuit."

Publishers who decide to carry such links should take two relatively easy precautions, says Savell. First, post a simple disclaimer on the bottom of your site announcing that linked sites are in no way affiliated with the magazine. "People need to know that, although you are linking to a specific Web site or that it is linking to yours, you're doing it only as a courtesy and you don't endorse the site in any way," says Savell. Second, draw up an agreement resolving all copyright, logo and associated issues, and require administrators of linked Web sites to sign it. "By doing these things, you're basically saying 'enter at your own risk' and 'we wash our hands of responsibility concerning the other site,'" explains Savell. "This is one case where an ounce of prevention is really worth it."