



A job for Clark Kent, and why he needs saving, PropertyCasualty360

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Local insurance providers are among those businesses most impacted when local newspapers shut down.

Smallville, the rural Kansas hamlet that many of us know from comic books, television and films, had an enhanced level of protection against disasters, natural and otherwise, a “strange visitor from another planet,” as the announcer of radio and early TV shows called him.

You never see an insurance broker or agent in superhero comic books. Perhaps it’s assumed that insurance professionals aren’t necessary, there being so many costumed guardians around to protect people against risks. But in the so-called “real world,” particularly in small towns, insurance brokers perform the important service of helping local personal and business customers avoid and mitigate risks.

There’s a villain lurking in the real-life versions of Smallville, one that has already stolen something important from more than 1,800 communities, especially in rural areas — something that helps make each town unique. Stopping this fiend isn’t a job for Superman, it’s a job for Clark Kent, and because he’s fictional, the job passes to us.