



## THE PALEY CENTER FOR MEDIA

### GUIDELINES FOR EVENTS

#### Appendix A

The following guidelines have been developed for use by corporate and non-profit groups or individuals hosting events (the "Corporate Member") on the premises of The Paley Center for Media, 25 West 52 Street, New York, New York (the "Paley Center").

#### *General Information*

1. **Eligibility of Corporate members.** Corporate and individual Corporate Members may enter into Agreements to use the Paley Center facilities for special events at the standard usage fees only if they are Paley Center Patrons (\$5,000 or higher level). For further information regarding Corporate Membership, please contact Cecile Alexis at (212) 621-6720.

*The Paley Center is willing to work with special event firms whose clients wish to use the Paley Center facilities provided, however, that the client is a Paley Center Patron and executes the Paley Center's Special Events Agreement.*

*Non-profit organizations are not required to be Paley Center Patrons and will be charged the standard usage fees.*

2. **Availability.** Paley Center facilities are available all day and evening on Mondays and Tuesdays. Availability on Wednesdays, Fridays, Saturdays and Sundays is before noon or beginning at 6:00 p.m. The facility can also be used on Thursdays before noon or beginning at 8:00 p.m. Access to the Paley Center's facilities for set-up purposes will be available to Corporate Members one hour prior to the start of the event. There will be a 10% surcharge on the usage rates for use of the Paley Center's premises on Saturdays and Sundays.
3. **Fundraising.** Paley Center policy prohibits the use of the facilities for a fund-raising event by the Corporate Member of an event and, in connection with the event, the exchange or collection of money, checks or other funds on the Paley Center's premises by the Corporate Member is also prohibited.

4. **Usage Fees.** The minimum usage fee, which entitles the Corporate Member to a specified amount of time for use of Paley Center space, including time for set-up, the event and strike time, and the usage fees for each hour in excess of the minimum hours indicated, are as follows:

	<i>Minimum Amount</i>	<i>Additional Hourly Rate</i>
<b>Individual Facilities – Four hour minimum</b>		
John E. Fetzer Lobby and Steven Spielberg Gallery	\$ 4,800	\$ 1,200
Bennack Theater (192 Seats)	4,800	1,200
<b>Individual Facilities – Three hour minimum</b>		
Mark Goodson Theater (84 Seats)	\$ 2,700	900
Screening Room & Terrace (2nd Floor)	2,700	900
Edward and Patricia McLaughlin Library	4,800	1,600
Ralph Guild Radio Listening Room	2,700	900
Ralph Guild Radio Listening Room (w/studio)	3,600	1,200
The Kissinger Global Conference Room	4,500	1,500
The Grant A. Tinker Board of Trustees Room	1,500	500
<b>Combined Facilities – Four hour minimum</b>		
Lobby, Gallery & Bennack Theater	\$ 6,000	\$ 1,500
Lobby, Gallery & Goodson Theater	5,000	1,250
Entire Paley Center Facility	30,000	7,500

*Included in the rates above is the following staff: two Technical Operators (Theaters and Kissinger), or one Technical Operator (other rooms), one Special Events staff person, two Building Maintenance staff, and two Visitor Services staff. (The number of Visitor Services staff is based on 100 guests.) The Paley Center's Special Events Department will determine the number of staff required for each event.*

**Supplemental staffing needs will be billed as follows:**

Technical Staff	\$75.00 per hour/per staff person
Maintenance Staff	\$65.00 per hour/per staff person
Special Events Staff	\$50.00 per hour/per staff person
Security Staff	\$25.00 per hour/per staff person
Visitor Services Staff	\$15.00 per hour/per staff person
Coat Checkers	\$75.00 per person for entire event

*Use of the Technical Control Room is included for the hours of the event only. Should the Corporate member request the Control Room for set-up or rehearsal, the Corporate Member will be billed at the rate of \$200.00 per hour.*

*The following technical needs will incur additional fees:*

**Event Videotaping:** \$175 per hour, plus tape stock. This includes a separate operator to setup, remotely operate the 3 cameras, switch between them and record the program.  
**Tape Editing:** \$100 per hour, plus tape stock. This includes an editor and equipment to re-order content, remove slugs or slates, add chyrons or perform any other changes to the original tape.

**Digital Betacam:** \$50.00 (60 mins)

**Dubbing fees:** \$50.00/hour

**PowerPoint:** \$200 for setting up power-point presentation.

*In the event that a Paley Center staff member is required to stay past 11:00 p.m. or report to the Paley Center prior to 7:00 a.m. for set-up and rehearsal for an event, the Corporate member will be billed a \$200.00 accommodation charge for each staff person required.*

*The Paley Center will grant a Corporate member a one-half hour grace period from the time the event is to have ended for the Corporate member's guests and other invitees to leave the premises. Once a grace period has expired, the Corporate member will be charged for an additional hour of overtime for each hour or portion thereof during which any of the Corporate member's guests or invitees remain on the Paley Center's premises.*

5. **Electrical Usage Surcharge.** An electrical power usage fee of \$100.00 per hour will be charged should the Corporate Member require any of the following:

- *Direct hookup of the Corporate Member's equipment to base building electrical panels.*
- *Plug in equipment including, but not limited to, production lighting and/or projection devices.*

*Corporate Members will be allowed to supply their own power for equipment, utilizing portable power sources such as generators etc., to be located outside the building, and are responsible for any permits, if required, by New York City. Power cables leading from the temporary power source must be installed in a safe and appropriate configuration, to be approved by Paley Center's Facilities Manager.*

6. **Capacity.** Subject to the intended use by the Corporate Member, the maximum capacity for each Paley Center area or facility are as follows:

Facility	Capacity
John E. Fetzer Lobby and Steven Spielberg Gallery (cocktail reception)	200
(sit-down dinner)	90
Bennack Theater	192
Edward and Patricia McLaughlin Library	100
Mark Goodson Theater	84
Screening Room & Terrace (2nd Floor)	45
Grant A. Tinker Board of Trustees Room	32
Ralph Guild Radio Listening Room	15
The Kissinger Global Conference Room (boardroom style)	40
(panel discussion)	81
(sit-down dinner)	90
(theater style)	90

7. **Food, Drink and Catering.** The Paley Center has a designated caterer to be used for all events requiring food. Costs for catering, flowers and additional items are to be arranged by and billed directly to the Corporate Member by the vendor(s).

*Food is permitted in the Fetzer Lobby, the Spielberg Gallery, Board of Trustees Room, the 2nd Floor Screening Room and Terrace and the McLaughlin Library (only when computers have been removed).*

8. **Rentals.** The Paley Center can supply a limited amount of tables and chairs for the event. All additional rentals will be provided by the caterer and will be billed directly to the Corporate Member by the caterer.
9. **Smoking.** In accordance with New York City regulations, smoking is not permitted anywhere in the Paley Center facility.
10. **Deliveries.** As an accommodation, the Paley Center will accept deliveries in connection with special events during normal business hours only as listed below. Please schedule deliveries between the hours of 9am and 12noon or between 1pm and 6pm weekdays but no earlier than twenty-four hours prior to the event. All drop offs and deliveries related to the event can be sent to: The Paley Center for Media, 25 West 52 Street, New York NY 10019. Due to many events and packages, all mailing labels and boxes must reference the date of the event and the name of the Corporate Member Company and be directed to the attention of Events Associate. Materials delivered to the Paley Center prior to the event or left for pick-up subsequent to the event must be stowed in proper area, clearly marked and instructions regarding such delivery or pick-up must be left with the Paley Center's Events Associate. The Paley Center will not be responsible for any of the Corporate Member's items left on the premises.
11. **Cleaning.** The Corporate member is responsible for cleaning all areas and facilities occupied by the Corporate Member, its guests or caterers.
12. **Decoration.** The Paley Center will allow limited free-standing objects for decorative purposes such as trees, flowers, posters on easels and the like. No object may be hung from Paley Center walls or displayed in windows.
13. **Access.** Local law requires that at least 3 feet of unobstructed aisle space be left next to all exits. Accordingly, stairwell doors or other areas of exit may not be blocked, and items should not be stored in stairwells.
14. **Equipment.** No equipment or materials shall be brought into the Paley Center in connection with a display or audio-visual screening without the prior consent of the Paley Center's Director of Technical Services.
15. **Check-In Procedure – Hosts.** Corporate members are responsible for providing hosts to meet and greet guests as they arrive. The Corporate member's hosts should arrive forty-five minutes to one hour before the starting time of the event to prepare the check-in table and should stay throughout the event.
16. **Press.** If photography, press or other media coverage of the event (whether prior to, during or after the event) is desired, the Corporate member must seek prior approval from the Paley Center's Vice President of Public Relations.

*It should be noted that copyright and other proprietary rights in the Paley Center's Collection are not the property of the Paley Center. Accordingly, the filming, photographing, taping or copying in any way of any television or radio program included in the Paley Center's Collection, other than copying which has been specifically authorized by the Vice President of Public Affairs and Programs, is absolutely forbidden.*

17. **Printed Materials.** As stated in the Special Events Agreement, unless specifically approved in advance, in writing, by the Paley Center's President or a Vice President, the terms, "Paley Center" or "The Paley Center for Media" or any variant thereof will not be used by the Corporate member in any literature, press release, invitation or other material utilized by the Corporate member in connection with the Event. All printed materials prepared in connection with the Event, including invitations, must bear a disclaimer along the following lines: "The use of The Paley Center for Media's facilities does not constitute endorsement by the Paley Center of any views expressed during this event."
  
18. **Main Lobby Desk.** The area behind the main lobby desk contains the Paley Center's fire command and control equipment and, accordingly, is unavailable to catering personnel, event hosts and visitors for storage or other purposes.
  
19. **Wheelchair Access.** The Paley Center is equipped with elevators for wheelchair access to all floors. In addition, seats can be removed in the Concourse and Mark Goodson theaters to accommodate wheelchairs provided the Events Coordinator is given 48 hours prior notice.

*Any questions with respect to planning of special events including publicity, invitations and gifts should be discussed with the Paley Center's Events and Membership Department.*

THE PALEY CENTER FOR MEDIA

Fact Sheet

<i>Facility</i>	<i>Price/hr</i>	<i>Capacity</i>	<i>Food Allowance</i>
<i>Concourse Level</i>			
<b>Bennack Theater</b>	\$1,200	192	NO
<b>Bennack Lobby</b>	--	transit area only	YES
<i>First Floor</i>			
<b>Steven Spielberg Gallery/ John E. Fetzer Lobby/ Donor's Gallery</b>	\$1,200 --	200 - Cocktails 90 - Dinner	YES
<i>Second Floor</i>			
<b>Mark Goodson Theater</b>	\$900	84	NO
<b>Screening Room</b>	\$900	45	YES
<i>Fourth Floor</i>			
<b>Edward and Patricia McLaughlin Library</b>	\$1,600	100	YES
<i>Fifth Floor</i>			
<b>Ralph Guild Radio Room</b> (with studio)	\$900 \$1,200	15	NO
<i>Tenth Floor</i>			
<b>Kissinger Global Conference Room</b>	\$1,500	40- 90	YES
<i>Eleventh Floor</i>			
<b>The Grant A. Tinker Board of Trustees Room</b>	\$250	32	YES
<i>Combined Facilities</i>		<i>Price</i>	<i>Each Add'l Hour</i>
Lobby, Gallery & Bennack Theater (4 hrs)		\$6,000	\$1,500
Lobby, Gallery & Goodson Theater (4 hrs)		\$5,000	\$1,250
Entire Paley Center Facility		\$30,000	\$7,500

Usage Times

<b>Monday</b>	All Day
<b>Tuesday</b>	All Day
<b>Wednesday</b>	Before 12:00 noon; after 6:00 pm
<b>Thursday</b>	Before 12:00 noon; after 8:00 pm
<b>Friday</b>	Before 12:00 noon; after 6:00 pm
<b>Saturdays/Sundays</b>	6:00 pm (10% surcharge on the weekends)

## **Bennack Theater Specifications**

**Dimensions:** Theater Width: 40 ft., Stage to ceiling: 18 ft.

**Seating:** 192 seats, tiered with a maximum of 202 seats with the addition of 8-10 event chairs in the back row

**Stage:** 30'2" wide by 8' deep, 14" above lowest seating level

**Audio:** *Microphones*

- 16 audio tie lines to control room
- Various lavalier & handheld mics, both hardwired & wireless. (Shure, Sony, Countryman, Audio-Technica, Sennheiser)
- 3 Lectrosonic handheld wireless
- 9 Lectrosonic lavalier wireless

*Audio Console:* 1 Yamaha DM-1000

*House Sound*

- P.A. Reinforcement
- Dolby CP-650 Surround Processor
- Dolby DMA-8 Plus Digital Media Adapter
- EAW KF300z Program Speakers
- EAW CR72i Surround Speakers
- QSC Amplification

*Outboard Equipment:* Telos 1X6 phone system

*Playback/Record formats:* Cassette, MP-3 playback via CD-R

**Video:** *Video Projection*

- 16'x9' screen
- Panasonic PT-DW10000 10,000 lumen DLP projectors (primary & backup)
- Projector to screen: 47 feet
- Folsom Image Pro-HD scaler

*Playback formats:* D5 HD, HDCamSR, HDV, Digital Betacam (4), Betacam, DVD, Thomson Grass Valley DDR

*Record formats:* Digital Betacam

*PowerPoint:* Stage jack for client supplied laptop

*Cameras*

- 3 Thomson Grass Valley LDK-300 SD cameras
- Controlled through Telemetrics robotic camera control unit for videotaping

*Production Switcher:* Grass Valley Kayak 1 ME Digital Production Switcher

**Lighting:** ETC computer controlled dimmer system

**Transmission:** VYVX receive & transmit/ISDN

## Mark Goodson Theater Specifications

**Seating:** 84 seats, tiered

**Stage:** 22' wide by 6'7.5" deep, 15" above lowest seating level

**Audio:** *Microphones*

- 8 audio tie lines to Goodson control room
- 6 audio tie lines to Concourse Theater control room
- Various lavalier & handheld mics, both hardwired & wireless.  
(Shure, Sony, Countryman, Audio-Technica, Sennheiser)

*Audio Console*

- 1 Mackie Onyx 16 channel

*House Sound:* P.A. Reinforcement JBL Control 10 monitors

*Local Playback/Record format\*:* Cassette ( *\*other formats available*)

**Video:** *Video Projection*

- 8'x6' screen (4:3)
- Panasonic PT-L6600

*PowerPoint:* Stage jack for client supplied laptop

*Local Playback/Record formats\**

- D2, DVD
- (*\*other formats available*)

*Cameras*

- 3 Panasonic AW-F575 Cameras
- controlled through Telemetrics robotic camera control unit for videotaping

*Production Switcher:* Grass Valley 100 Production Switcher

**Lighting:** Kliegl manually controlled dimmer panel

**Transmission:** VVXX receive & transmit/ISDN

## **Second Floor Screening Room Specifications**

**Seating:** 40 seats (classroom style)

**AV:** *Video Projection*

- 9.67' x 5.42' screen (16:9)
- Panasonic PT-DW5100U
- local scaler to switch between sources

*Local Playback formats:* DVD, PowerPoint

*PowerPoint:* Jack for client supplied laptop including audio

## Ralph Guild Radio Studio Technical Specifications

### The following technical facilities are available in the Ralph Guild Radio Studio:

- One (1) Sierra Automated Systems Rubicon SL-16 Audio Console
- One (1) Telos Zephyr Extreme codec unit
- One (1) Telos 2X12 phone system
- Two (2) Telos One Phone Hybrid units
- One (1) 360 Systems Digicart system
- One (1) Digidesign 003 Rack Factory with Protools LE
- Two (2) Denon DN-C680 CD Players
- One (1) Tascam DA 30 R-DAT Tape Recorders
- One (1) Tascam 122 MK II Analog Cassette Decks
- One (1) Daking Mic Pre IV
- Two (2) Daking Mic Pre EQ
- Two (2) Daking Compressor Limiters
- One (1) Rane PEQ-55
- One (1) TC Electronics M1-XL
- Four (4) Heil PR-40 Microphones
- Two (2) Genelec 8030APM monitors

*External connection for outboard playback or recording.*

### Phone Numbers/POTs Lines:

- The studio phone number is 212-621-6875.
- Four additional phone lines are provided on RJ-11 jacks for use with external equipment.  
The phone numbers for these lines are 212-621-6850, 1, 2, 3.
- The studio is also equipped with a Brother plain paper fax machine (212-621-6852).
- Up to 4 additional phone lines with RJ-11 jacks are available upon request.
- The ISDN number for the Ralph Guild Radio Studio is 212-586-9215/586-6004.
- The ISDN numbers for the Mark Goodson and Large Theaters are 212-245-5546/5594.

### Routing Options:

- ISDN (National Standard Service) lines with a Telos Zephyr Extreme.
- Two Telos Hybrids for telephone hookups (if broadcasting from one of The Paley Center Theaters, this must be requested.)
- Other arrangements can be made for routing of signals; please inquire.

*Please note the broadcaster is responsible for making all signal routing arrangements and paying for signal routing.*

## The Kissinger Global Conference Room Specifications

**Audio:** 22 Clock Audio cardioid table mics  
Various lavalier & handheld mics, both hardwired & wireless (Shure, Sony, Countryman, Audio-Technica, Sennheiser)  
4 Lectrosonic wireless mics – up to 4 lavs or 2 handheld and 2 lavs  
Polycom Vortex - 64 channels  
P.A. Reinforcement  
JBL Ceiling Speakers  
CD-R, CD, & MP-3 playback via CD player

**Video:**

**Display:** Panasonic TH-65PF9UK 65" HD plasma  
(2) 16' x 9' screens (North & South ends of the room)  
Panasonic PT-DW5700 5,500 lumen HD DLP projectors

**Playback format:** (2) Blue Ray DVD players, DVCAM

**Record formats:** (2) Sony HVR-1500A DVCAM VTRs

**PowerPoint:** Table and floor jacks for client supplied laptops

**Cameras:** 3 Panasonic ET-AE100 robotic HD/SD cameras  
controlled through Panasonic robotic system

**Production Switcher:** Panasonic AV-HS400A production switcher

**Lighting:** Levitton dimming with 16 presets

**Transmission / Network Services:** Polycom VSX-8000 videoconference unit  
Polycom audio conference system  
VYVX fiber connectivity  
WIFI  
FIOS Data 20/5 Mbps  
Wireless Crestron control system  
Time Warner / FIOS TV

## **The Paley Center for Media Graphic Specifications**

**Please provide all graphics in JPEG (RGB) format.**

### **Lobby monitors & Kissinger screens:**

Create JPEG 1920 X 1080

### **Bennack Theater projection and Gallery monitors:**

Create JPEG 853 X 486 then Re-scale the graphic to 720 X 486

### **Mark Goodson Theater projection:**

Create JPEG 720 X 540 then Re-scale the graphic to 720 X 486

### **Screening Room:**

If displaying 16:9

Create JPEG 853 X 486 then Re-scale the graphic to 720 X 486

If displaying 4:3

Create JPEG 720 X 540 then Re-scale the graphic to 720 X 486

### **Additional Information:**

*Conversion from square to rectangular pixel format: Multiply by .89*

Any questions contact:

Doug Warner, Director of Engineering, 212.621.6665

Andrea Kaplan, Operations Manager, 212.621.6660

# **Preferred Vendor List**

## **Furniture Rental**

### **Props For Today**

330 W 34th Street, 12th Floor  
(between 8th & 9th Avenues)  
New York, NY 10001  
212.244.9600 [info@propsfortoday.com](mailto:info@propsfortoday.com)  
Dominique Montelbano  
Senior Project Consultant  
dmontelbano@propsfortoday.com  
212.244.9600 x 111

### **Drape Kings**

3200 Liberty Avenue, 2C  
North Bergen, NJ 07047  
201.770.9950

## **Flowers**

### **Scotts Flowers**

15 W 37 Street  
New York, NY 10018  
212.727.2800

## **Signage**

### **Precision Signs**

243 Dixon Avenue  
Amityville, NY 11701  
631.841.7500 [info@precisionsigns.com](mailto:info@precisionsigns.com)  
Keith Smith  
[KSmith@precisionsigns.com](mailto:KSmith@precisionsigns.com)  
631-841-7504