



# 2013 ANNUAL REPORT



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## Letter from the President & CEO

Each year, there emerges one dominant theme, story, or trend that encapsulates media's trajectory. In 2013, the buzz was about **Big Data**...and not without big reason. With technology impacting every area of life—work and leisure, communication and expression, entertainment and education—the volume of data is rising exponentially. Making sense of this data—and all data—is our challenge today.

At the Paley Center, we sort through an inundation of data—of a different variety. We turn our critical lens towards the twenty-four-hour news cycle, spotlight the best and most interesting entertainment and documentary programs, showcase media technology innovations, and explore industry trends. Across our education, public, and industry programs, we apply the Paley Center lens to interpret, curate, and convene. We hold contextualized discussions to make sense of it all, considering media technology and content within the broader shaping forces of our economic, political, social, and cultural environment.

In 2013, we continued our exploration of media—past, present, and future—in all its facets. We launched the inaugural **PALEYFEST NY**, in partnership with the New York City Mayor's Office of Media and Entertainment, as a five-day festival to celebrate the city's thriving media industry and spotlight television shows made in New York, including *Orange Is the New Black*, *Elementary*, and *Small Empires with Alexis Ohanian*. It builds upon the renowned annual **PALEYFEST** in Los Angeles, which this year was covered by nine hundred press outlets and produced seventy-three million media impressions. For our **Education Program**, we partnered again with the Mayor's Office as part of its New York City Girls Project to create a new class, *Girls, Body Image, and Media*.

Across our **PALEYLIVE** series in New York and Los Angeles, we welcomed new—and returning—faces to our stage as we explored media at innumerable intersections: media and health (*Media Rx: Access to Information and Medicine*); media and music (*The Beatles Meet America: An Evening with Beatles Historian Mark Lewisohn*; *Come Fly With Me: Sammy Cahn on TV, a Centennial Celebration*); media and sci-fi (*The Truth Is Here: David Duchovny and Gillian Anderson on The X-Files*); media and government secrecy (*Dirty Wars*); media and its legends (*A Legendary Evening with Robin Williams*; *Mel Brooks: Make a Noise*); and film actors lighting up the small screen (*Follow This: Kevin Bacon on Being Ryan Hardy*). For our ongoing series, **She's Making Media**, televised on New York's public television stations, we featured Julianna Margulies, Lily Tomlin, Renée Fleming, Anna Deavere Smith, and Kerry Washington.

In our **Industry Programs**, our **Next Big Thing** series looked at Digital Comedy and at Hispanic Media, and **Media Council** dialogues featured Tim Armstrong of AOL, Josh Sapan of AMC, Sir Martin Sorrell of WPP, and Dawn Ostroff of Condé Nast. The theme, suitably, for our annual **International Council** was **big data**, where we explored its impact on creativity, measurement, and investment, with Chris Hughes, *The New Republic*; Jonah Peretti, BuzzFeed; Nate Silver, FiveThirtyEight; Megan Liberman, Yahoo! News; and Eric Schmidt, Google.

The Paley Center's institutional data speaks for itself—in 2013, we welcomed 60,000+ onsite visitors; 1 million+ website visits; 37,000+ social media followers; 15 million views on Paley's YouTube channel; 6 million+ views of our events on Hulu; and over 10,000 downloads of the Paley app.

We owe much of our success to the commitment of our peerless leader and Chairman of the Board, Mr. Frank A. Bennack, Jr., who has, with humor, generosity, and acumen, guided this institution for more than two decades. We are forever indebted to him for his service. We are deeply grateful, also, to the Board of Trustees for magnanimously sharing their talents, expertise, and resources in the service of our mission. This is the solid legacy on which we will innovate, explore, and expand throughout 2014.

**Pat Mitchell**  
**President & CEO**



## About The Paley Center for Media

The Paley Center for Media is the premier institution dedicated to advancing the understanding of media—its artistic value, social impact, business dynamics, and historical importance—for the public and media professionals.

The Paley Center, with locations in New York and Los Angeles, is home to the nation's foremost public archive of television and radio programming, a collection of over 160,000 programs covering almost one hundred years of television and radio history, including news, public affairs programs, documentaries, performing arts programs, children's programming, sports, comedy and variety shows, and commercial advertising.

Drawing upon this collection and its unparalleled curatorial expertise, the Paley Center convenes the public, industry professionals, thought leaders, and the creative community for a broad range of forums—more than one hundred a year—that explore media's past and present and anticipate its future.

The Paley Center was founded in 1975 by William S. Paley, the founder of CBS and a pioneering innovator in the industry. For more information, please visit [paleycenter.org](http://paleycenter.org).

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List current as of December 2013

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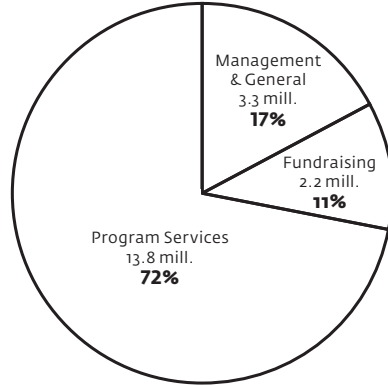
List current as of December 2013

## Summary of 2013 Financial Information

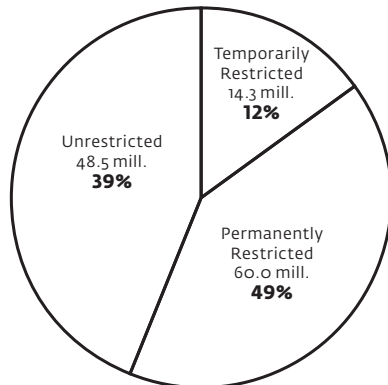
The Paley Center for Media's audited financial statements are available at [paleycenter.org](http://paleycenter.org).

<b>Total Revenue, Gains, and Other Support</b> .....	\$35.0 million
Contributions .....	13.2 mill.
Net Support from Paley Prize Benefits .....	1.2 mill.
Other .....	2.7 mill.
Investment income plus change in value of investments .....	17.9 mill.

<b>Operating Expenses</b> <b>(excluding depreciation of \$1.9 million)</b> .....	\$19.3 million
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<b>Net Assets as of December 31, 2013</b> .....	\$122.8 million
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LA Weekly  
LiveStream  
Los Angeles Times  
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Morrison & Foerster LLP  
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Skinny Pop  
Snap Infusion  
Très LA  
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Twitter

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## LOS ANGELES ANNUAL BENEFIT OCTOBER 16, 2013

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The Paley Center wishes to thank thousands of donors at additional levels too numerous to list—we thank them for their continued support.

The Paley Center wishes to express its appreciation to the networks, studios, production companies, and individuals whose program donations have made it possible for the public to have access to the Paley Center's collection.

The Paley Center also wishes to thank Morrison & Foerster LLP for their generous and ongoing commitment of professional and consulting services.

The Paley Center also expresses its appreciation for the continuing support of: SAG/AFTRA; the American Federation of Musicians; Directors Guild of America; Producers Guild of America; Writers Guild of America, East; and Writers Guild of America, West.

### Addresses

#### THE PALEY CENTER FOR MEDIA

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