

Form **990**
Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047
2019
Open to Public Inspection

A For the 2019 calendar year, or tax year beginning 01-01-2019, and ending 12-31-2019

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization
THE PALEY CENTER FOR MEDIA

Doing business as

Number and street (or P.O. box if mail is not delivered to street address) Room/suite
25 WEST 52 STREET

City or town, state or province, country, and ZIP or foreign postal code
NEW YORK, NY 10019

D Employer identification number
13-2805582

E Telephone number
(212) 621-6600

G Gross receipts \$ 21,515,911

F Name and address of principal officer:
MAUREEN J REIDY
25 WEST 52 STREET
NEW YORK, NY 10019

H(a) Is this a group return for subordinates? Yes No

H(b) Are all subordinates included? Yes No
If "No," attach a list. (see instructions)

H(c) Group exemption number ▶

I Tax-exempt status: 501(c)(3) 501(c) () (insert no.) 4947(a)(1) or 527

J Website: ▶ WWW.PALEYCENTER.ORG

K Form of organization: Corporation Trust Association Other ▶

L Year of formation: 1975

M State of legal domicile: NY

Part I Summary

1 Briefly describe the organization's mission or most significant activities:
SEE SCHEDULE O.

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.

3 Number of voting members of the governing body (Part VI, line 1a)	3	62
4 Number of independent voting members of the governing body (Part VI, line 1b)	4	61
5 Total number of individuals employed in calendar year 2019 (Part V, line 2a)	5	193
6 Total number of volunteers (estimate if necessary)	6	15
7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	343,692
b Net unrelated business taxable income from Form 990-T, line 39	7b	0

	Prior Year	Current Year
8 Contributions and grants (Part VIII, line 1h)	11,749,382	12,288,414
9 Program service revenue (Part VIII, line 2g)	1,885,085	2,641,071
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	700,111	497,338
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	10,777,985	1,095,677
12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	25,112,563	16,522,500
13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	0	0
14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	9,341,263	10,787,300
16a Professional fundraising fees (Part IX, column (A), line 11e)	24,000	14,000
b Total fundraising expenses (Part IX, column (D), line 25) ▶ 2,693,188		
17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	9,076,973	10,170,674
18 Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	18,442,236	20,971,974
19 Revenue less expenses. Subtract line 18 from line 12	6,670,327	-4,449,474
	Beginning of Current Year	End of Year
20 Total assets (Part X, line 16)	121,192,517	135,793,374
21 Total liabilities (Part X, line 26)	2,410,847	2,614,042
22 Net assets or fund balances. Subtract line 21 from line 20	118,781,670	133,179,332

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here Signature of officer: _____ Date: 2020-11-12
DAVID SCHOER CFO, EVP, FINANCE & OPERATIONS
Type or print name and title

Paid Preparer Use Only
Print/Type preparer's name: _____ Preparer's signature: _____ Date: 2020-11-12
Check if self-employed PTIN: P00743140
Firm's name ▶ DELOITTE TAX LLP Firm's EIN ▶ 86-1065772
Firm's address ▶ TWO JERICHO PLAZA Phone no. (516) 918-7000
JERICHO, NY 11753

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

SEE SCHEDULE O.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 9,371,500 including grants of \$) (Revenue \$ 2,337,066)
See Additional Data

4b (Code:) (Expenses \$ 1,595,012 including grants of \$) (Revenue \$ 128,790)
See Additional Data

4c (Code:) (Expenses \$ 1,872,947 including grants of \$) (Revenue \$)
See Additional Data

(Code:) (Expenses \$ 1,410,916 including grants of \$) (Revenue \$ 121,974)

OTHER PROGRAM SERVICES: THE PALEY CENTER'S EDUCATION PROGRAMS FOR K-12 STUDENTS AND TEACHERS UTILIZE OUR ARCHIVE TO BUILD PARTICIPANTS' ANALYTICAL THINKING, VIEWING, AND LISTENING SKILLS AND TO DEEPEN STUDENTS' UNDERSTANDING OF MEDIA AS A POWERFUL TOOL TO INFLUENCE AND INFORM. STUDENTS EXAMINE MEDIA'S SHAPING INFLUENCE ON HISTORIC AND CONTEMPORARY EVENTS AND ITS UNIQUE POWER TO EDUCATE AND ENGAGE AUDIENCES. ALL CLASSES ARE ALIGNED WITH AND SUPPORT COMMON CORE STATE STANDARDS FOR ENGLISH LANGUAGE ARTS (ELA) AND LITERACY AND NEW YORK STATE LEARNING STANDARDS FOR SOCIAL STUDIES AND VISUAL ARTS. CLASSES ARE DESIGNED TO PREPARE STUDENTS FOR A 21ST CENTURY DIGITAL LEARNING ENVIRONMENT. EACH YEAR, OUR EDUCATORS LEAD OVER 320 STANDARDS-BASED CLASSES AND WORKSHOPS SERVING MORE THAN 10,000 K-12 SCHOOL CHILDREN AND EDUCATORS. CLASSES ARE ADJUSTED ACCORDING TO GRADE LEVEL, COVER A BROAD RANGE OF SUBJECTS, AND INCORPORATE GUIDED DISCUSSION TO ENCOURAGE ACTIVE OBSERVATION AND CRITICAL THINKING. OVER 80% OF STUDENTS SERVED COME FROM NEW YORK CITY'S UNDER-RESOURCED PUBLIC SCHOOLS. DURING CLASSES, STUDENTS VIEW A CURATED SELECTION OF CLIPS FROM THE PALEY CENTER ARCHIVE TO EXAMINE THE MEDIA'S COVERAGE OF AND IMPACT ON A PARTICULAR ERA OR THEME, SUCH AS THE CIVIL RIGHTS MOVEMENT, THE COLD WAR, THE VIETNAM WAR, AND PORTRAYALS OF WOMEN ON TELEVISION. EDUCATORS THEN GUIDE AN INQUIRY-BASED DISCUSSION WHERE STUDENTS ARE ASKED TO CRITICALLY EVALUATE THE CONTENT THEY HAVE VIEWED AND TO PROVIDE EVIDENCE-BASED RESPONSES. EDUCATORS SPEAK ABOUT TECHNIQUES USED TO CONSTRUCT A NARRATIVE, VISUAL AND AUDITORY CLUES, AND COMPARE AND CONTRAST TECHNIQUES ACROSS DIFFERENT PROGRAMS, EXAMINING THEM FOR PURPOSE AND EFFECT. TO REINFORCE LEARNING AND INTEGRATE IT WITH THE IN-SCHOOL CURRICULUM, CLASSROOM TEACHERS RECEIVE PRE- AND POST-VISIT MATERIALS THAT COVER KEY VOCABULARY, DISCUSSION QUESTIONS, AND INCLUDE SUGGESTED CLASSROOM ACTIVITIES TO EXTEND THE LEARNING EXPERIENCE. EDUCATION ALSO INCLUDES DIGITAL AND DVD SALES OF SEMINARS AND PROGRAMS MADE AVAILABLE TO THE GENERAL PUBLIC.

4d Other program services (Describe in Schedule O.)
(Expenses \$ 1,410,916 including grants of \$) (Revenue \$ 121,974)

4e Total program service expenses ► 14,250,375

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A	Yes	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	Yes	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		No
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II		No
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III		No
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		No
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	Yes	
9	Did the organization report an amount in Part X, line 21 for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV		No
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi endowments? If "Yes," complete Schedule D, Part V	Yes	
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
11a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI	Yes	
11b	Did the organization report an amount for investments—other securities—in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII		No
11c	Did the organization report an amount for investments—program related—in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII		No
11d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX		No
11e	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	Yes	
11f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	Yes	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII	Yes	
12b	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional		No
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		No
14a	Did the organization maintain an office, employees, or agents outside of the United States?		No
14b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV		No
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV		No
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV		No
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)		No
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	Yes	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		No
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H		No
20b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		No

Part IV Checklist of Required Schedules (continued)

Table with 3 main columns: Question/Description, Yes, No. Rows include questions 22 through 38 regarding organizational reporting, compensation, tax-exempt bonds, excess benefit transactions, and controlled entities.

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V []

Table with 3 main columns: Question/Description, Yes, No. Rows include questions 1a, 1b, and 1c regarding Form 1096, Forms W-2G, and backup withholding rules.

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

Main form area containing questions 2a through 16b with corresponding answer columns and a grid structure.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI



Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a (62), 1b (61), 2 (Yes), 3 (No), 4 (No), 5 (No), 6 (No), 7a (No), 7b (No), 8a (Yes), 8b (Yes), 9 (No).

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a (No), 10b, 11a (Yes), 12a (Yes), 12b (Yes), 12c (Yes), 13 (Yes), 14 (Yes), 15a (Yes), 15b (Yes), 16a (No), 16b.

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed CA, NY
18 Section 6104 requires an organization to make its Form 1023 (or 1024-A if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
20 State the name, address, and telephone number of the person who possesses the organization's books and records: RYAN GUHDE 25 W 52ND STREET NEW YORK, NY 10019 (212) 621-6600

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
 - List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
 - List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
 - List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.
- See instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
See Additional Data Table										

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
See Additional Data Table										
1b Sub-Total ▶										
1c Total from continuation sheets to Part VII, Section A ▶										
1d Total (add lines 1b and 1c) ▶							2,579,198	0	164,407	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ▶ 25

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		No
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	Yes	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
PBM LLC 360 LEXINGTON AVE 2ND FL NEW YORK, NY 10017	BUILDING MAINTENANCE & ENGINEERING	935,710
BRAD LACHMAN PRODUCTIONS 15821 VENTURA BLVD ENCINO, CA 91436	VIDEO PRODUCTION AND EDITING SERVICES	870,575
SECURITAS SECURITY SERVICES USA INC 9 CAMPUS DRIVE PARSIPPANY, NJ 07054	SECURITY SERVICES	385,382
THEATREDREAMS LACHI LP 6801 HOLLYWOOD BLVD HOLLYWOOD, CA 90028	EVENT VENUE SERVICES	173,243
BEACON HILL STAFFING GROUP LLC 152 BOWDOIN ST BOSTON, MA 02108	TEMPORARY STAFFING AGENCY	152,214

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ▶ 7

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

Table with 5 main columns: (A) Total revenue, (B) Related or exempt function revenue, (C) Unrelated business revenue, (D) Revenue excluded from tax. Rows include 1a-1g for Federated campaigns, membership dues, fundraising events, related organizations, government grants, and other contributions.

Table for Program Service Revenue with columns for Business Code, (A) Total revenue, (B) Related or exempt function revenue, (C) Unrelated business revenue, and (D) Revenue excluded from tax. Rows include 2a-2f for Public, Industry, Digital & DVD, Education, and other program service revenue.

Table for Other Revenue with columns for (A) Total revenue, (B) Related or exempt function revenue, (C) Unrelated business revenue, and (D) Revenue excluded from tax. Rows include 3-12 for investment income, royalties, rental income, gain from sales of assets, fundraising events, gaming activities, and sales of inventory.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	1,550,070	644,202	690,522	215,346
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	7,595,642	5,058,073	1,418,943	1,118,626
8 Pension plan accruals and contributions (include section 401 (k) and 403(b) employer contributions)	198,426	141,885	37,781	18,760
9 Other employee benefits	856,100	571,345	172,576	112,179
10 Payroll taxes	587,062	375,720	123,283	88,059
11 Fees for services (non-employees):				
a Management				
b Legal	67,984		67,984	
c Accounting	106,020		106,020	
d Lobbying				
e Professional fundraising services. See Part IV, line 17	14,000			14,000
f Investment management fees	67,356		67,356	
g Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O)	181,399	181,399		
12 Advertising and promotion				
13 Office expenses	156,905	68,245	72,665	15,995
14 Information technology	517,727	332,713	107,925	77,089
15 Royalties				
16 Occupancy	3,958,990	2,653,152	761,739	544,099
17 Travel	133,540	85,466	28,043	20,031
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	1,705,208	1,172,238	310,899	222,071
23 Insurance	246,778	162,176	49,351	35,251
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a PROGRAMMING EVENTS	2,965,314	2,763,150		202,164
b DUES & SUBSCRIPTIONS	55,527	35,537	11,661	8,329
c MISC. EXPENSES	7,926	5,074	1,663	1,189
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	20,971,974	14,250,375	4,028,411	2,693,188
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720).				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part IX

		(A) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing	1,274	1	1,192
	2 Savings and temporary cash investments	13,598,868	2	13,296,029
	3 Pledges and grants receivable, net	6,179,853	3	7,930,520
	4 Accounts receivable, net		4	
	5 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	461,521	9	478,745
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	74,163,354		
	b Less: accumulated depreciation	49,575,672		
	11 Investments—publicly traded securities	74,636,248	11	89,441,503
	12 Investments—other securities. See Part IV, line 11		12	
	13 Investments—program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11	66,829	15	57,703
16 Total assets. Add lines 1 through 15 (must equal line 34)	121,192,517	16	135,793,374	
Liabilities	17 Accounts payable and accrued expenses	2,048,633	17	2,317,040
	18 Grants payable		18	
	19 Deferred revenue	286,488	19	223,263
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17 - 24). Complete Part X of Schedule D	75,726	25	73,739
	26 Total liabilities. Add lines 17 through 25	2,410,847	26	2,614,042
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	58,890,491	27	61,705,880
	28 Net assets with donor restrictions	59,891,179	28	71,473,452
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
32 Total net assets or fund balances	118,781,670	32	133,179,332	
33 Total liabilities and net assets/fund balances	121,192,517	33	135,793,374	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	16,522,500
2	Total expenses (must equal Part IX, column (A), line 25)	2	20,971,974
3	Revenue less expenses. Subtract line 2 from line 1	3	-4,449,474
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	118,781,670
5	Net unrealized gains (losses) on investments	5	18,847,138
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	-2
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	133,179,332

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

- 1** Accounting method used to prepare the Form 990: Cash Accrual Other _____
 If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.
- 2a** Were the organization's financial statements compiled or reviewed by an independent accountant?
 If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- b** Were the organization's financial statements audited by an independent accountant?
 If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- c** If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?
 If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.
- 3a** As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?
- b** If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

	Yes	No
2a		No
2b	Yes	
2c	Yes	
3a		No
3b		

Additional Data

Software ID:

Software Version:

EIN: 13-2805582

Name: THE PALEY CENTER FOR MEDIA

Form 990 (2019)

Form 990, Part III, Line 4a:

SEE SCHEDULE O.

Form 990, Part III, Line 4b:

SEE SCHEDULE O.

Form 990, Part III, Line 4c:

SEE SCHEDULE O.

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
FRANK A BENNACK JR CHAIRMAN	1.00	X						0	0	0
MEL KARMAZIN VICE CHAIRMAN	1.00	X						0	0	0
DANIEL L MOSLEY TRUSTEE/SECRETARY	1.00	X						0	0	0
ROBERT ALTMAN TRUSTEE	1.00	X						0	0	0
ALFONSO DE ANGOITIA TRUSTEE	1.00	X						0	0	0
MITCH BARNES TRUSTEE THRU 5/3/19	1.00	X						0	0	0
BRANDON BECK TRUSTEE	1.00	X						0	0	0
GARY B BETTMAN TRUSTEE	1.00	X						0	0	0
ADAM BIRD TRUSTEE	1.00	X						0	0	0
ARYEH B BOURKOFF TRUSTEE	1.00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
BRANDON BURGESS TRUSTEE	1.00	X						0	0	0
JUAN LUIS CEBRIAN TRUSTEE THRU 4/29/19	1.00	X						0	0	0
ADRIANA CISNEROS TRUSTEE	1.00	X						0	0	0
CESAR CONDE TRUSTEE	1.00	X						0	0	0
STEVE COOPER TRUSTEE	1.00	X						0	0	0
ARZUHAN DOGAN YALCINDAG TRUSTEE	1.00	X						0	0	0
NANCY DUBUC TRUSTEE	1.00	X						0	0	0
TAMI ERWIN TRUSTEE	1.00	X						0	0	0
DAVID EUN TRUSTEE	1.00	X						0	0	0
RANDY FALCO TRUSTEE THRU 4/29/19	1.00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
CRISTIANA FALCONE TRUSTEE	1.00	X						0	0	0
MIKE FRIES TRUSTEE	1.00	X						0	0	0
BRIAN GOLDNER TRUSTEE	1.00	X						0	0	0
DEXTER GOEI TRUSTEE	1.00	X						0	0	0
ROGER GOODELL TRUSTEE	1.00	X						0	0	0
ROBERT GREENBLATT TRUSTEE	1.00	X						0	0	0
GERARD GUILLEMOT TRUSTEE	1.00	X						0	0	0
JUDY HART ANGELO TRUSTEE	1.00	X						0	0	0
ROBERT A IGER TRUSTEE	1.00	X						0	0	0
JOHN H JOSEPHSON TRUSTEE	1.00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
JEFFREY KATZENBERG TRUSTEE	1.00	X						0	0	0
DAVID KENNY TRUSTEE	1.00	X						0	0	0
STEVE KING TRUSTEE	1.00	X						0	0	0
HENRY A KISSINGER TRUSTEE	1.00	X						0	0	0
DEBRA LEE TRUSTEE	1.00	X						0	0	0
ROBERT D MANFRED JR TRUSTEE	1.00	X						0	0	0
JOE MARCHESE TRUSTEE THRU 4/29/19	1.00	X						0	0	0
JOHN MARTIN TRUSTEE	1.00	X						0	0	0
JONATHAN MILLER TRUSTEE	1.00	X						0	0	0
JENNIFER MULLIN TRUSTEE THRU 11/14/19	1.00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
JAMES MURDOCH TRUSTEE	1.00	X						0	0	0
LACHLAN MURDOCH TRUSTEE	1.00	X						0	0	0
ROBERTO MARINHO NETO TRUSTEE	1.00	X						0	0	0
KATHERINE OLIVER TRUSTEE	1.00	X						0	0	0
WILLIAM C PALEY TRUSTEE	1.00	X						0	0	0
TYLER PERRY TRUSTEE	1.00	X						0	0	0
JAMES PITARO TRUSTEE	1.00	X						0	0	0
RICHARD PLEPLER TRUSTEE	1.00	X						0	0	0
ARNAUD DE PUYFONTAINE TRUSTEE	1.00	X						0	0	0
SHARI REDSTONE TRUSTEE	1.00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
DAN ROSE TRUSTEE THRU 1/10/19	1.00	X						0	0	0
MICHAEL I ROTH TRUSTEE	1.00	X						0	0	0
VINCENT SADUSKY TRUSTEE	1.00	X						0	0	0
FAIZA J SAEED TRUSTEE	1.00	X						0	0	0
GEOFFREY K SANDS TRUSTEE	1.00	X						0	0	0
JOSH SAPAN TRUSTEE	1.00	X						0	0	0
ROBERT B SCHUMER TRUSTEE	1.00	X						0	0	0
RYAN SEACREST TRUSTEE	1.00	X						0	0	0
STANLEY S SHUMAN TRUSTEE	1.00	X						0	0	0
EDWARD SKYLER TRUSTEE	1.00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
PHIL SPENCER TRUSTEE	1.00	X						0	0	0
EVAN SPIEGEL TRUSTEE	1.00	X						0	0	0
DAVID J STERN TRUSTEE	1.00	X						0	0	0
JEFF WEINER TRUSTEE	1.00	X						0	0	0
DICK WOLF TRUSTEE	1.00	X						0	0	0
DAVID ZASLAV TRUSTEE	1.00	X						0	0	0
STRAUSS ZELNICK TRUSTEE	1.00	X						0	0	0
MAUREEN J REIDY PRESIDENT & CEO	35.00	X		X				790,352	0	21,740
DIANE LEWIS EXECUTIVE VICE PRESIDENT	35.00			X				369,411	0	51,573
DAVID SCHOER TREASURER, EXECUTIVE VP	35.00			X				298,678	0	15,011

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
DAVID WEINBERG VP, BUSINESS & LEGAL AFFAIRS	35.00					X		213,552	0	38,107
JOANNA SCHOLL SVP, MARKETING & COMMUNICATIONS	35.00					X		203,157	0	12,966
JORDAN RYDER VP, INDUSTRY (THRU 10/25/19)	35.00					X		261,314	0	14,955
MARGO BAUMGART SVP, PUBLIC (THRU 11/19/19)	35.00					X		194,187	0	833
SHAYNE DOTY SVP, DEVELOPMENT (FROM 1/23/19)	35.00					X		248,547	0	9,222

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2019

Open to Public Inspection

Name of the organization
THE PALEY CENTER FOR MEDIA

Employer identification number
13-2805582

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
- 2 A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990 or 990-EZ).)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state:
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 8 A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 9 An agricultural research organization described in **170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land grant college of agriculture. See instructions. Enter the name, city, and state of the college or university:
- 10 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)
- 11 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
- 12 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2).** See **section 509(a)(3).** Check the box in lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
 - a **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
 - b **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
 - c **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
 - d **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
 - e Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
 - f Enter the number of supported organizations _____
- g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1- 10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
Total						

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III.
 If the organization failed to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grant.") . . .	13,961,358	12,192,275	11,714,159	11,749,382	12,288,414	61,905,588
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . .						
3 The value of services or facilities furnished by a governmental unit to the organization without charge..						
4 Total. Add lines 1 through 3	13,961,358	12,192,275	11,714,159	11,749,382	12,288,414	61,905,588
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) . . .						7,477,450
6 Public support. Subtract line 5 from line 4.						54,428,138

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
7 Amounts from line 4. . .	13,961,358	12,192,275	11,714,159	11,749,382	12,288,414	61,905,588
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . .	1,560,048	1,636,413	1,335,775	1,734,678	1,709,691	7,976,605
9 Net income from unrelated business activities, whether or not the business is regularly carried on. . .						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.). . .	156,503	874,449	165,276	9,775,997	210,579	11,182,804
11 Total support. Add lines 7 through 10						81,064,997
12 Gross receipts from related activities, etc. (see instructions)					12	10,985,466
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

14 Public support percentage for 2019 (line 6, column (f) divided by line 11, column (f))	14	67.140 %
15 Public support percentage for 2018 Schedule A, Part II, line 14	15	70.240 %
16a 33 1/3% support test—2019. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input checked="" type="checkbox"/>		
b 33 1/3% support test—2018. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
17a 10%-facts-and-circumstances test—2019. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
b 10%-facts-and-circumstances test—2018. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions <input type="checkbox"/>		

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶		(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
1	Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .						
2	Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3	Gross receipts from activities that are not an unrelated trade or business under section 513						
4	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf. . .						
5	The value of services or facilities furnished by a governmental unit to the organization without charge						
6	Total. Add lines 1 through 5						
7a	Amounts included on lines 1, 2, and 3 received from disqualified persons						
b	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year.						
c	Add lines 7a and 7b.						
8	Public support. (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶		(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
9	Amounts from line 6.						
10a	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources. . .						
b	Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975.						
c	Add lines 10a and 10b.						
11	Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on.						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13	Total support. (Add lines 9, 10c, 11, and 12.)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here.**

Section C. Computation of Public Support Percentage

15	Public support percentage for 2019 (line 8, column (f) divided by line 13, column (f))	15	
16	Public support percentage from 2018 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage

17	Investment income percentage for 2019 (line 10c, column (f) divided by line 13, column (f))	17	
18	Investment income percentage from 2018 Schedule A, Part III, line 17	18	

19a 33 1/3% support tests—2019. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization

b 33 1/3% support tests—2018. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Part IV Supporting Organizations

(Complete only if you checked a box on line 12 of Part I. If you checked 12a of Part I, complete Sections A and B. If you checked 12b of Part I, complete Sections A and C. If you checked 12c of Part I, complete Sections A, D, and E. If you checked 12d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

		Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? <i>If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.</i>		
2	Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? <i>If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).</i>		
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? <i>If "Yes," answer (b) and (c) below.</i>		
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? <i>If "Yes," describe in Part VI when and how the organization made the determination.</i>		
c	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? <i>If "Yes," explain in Part VI what controls the organization put in place to ensure such use.</i>		
4a	Was any supported organization not organized in the United States ("foreign supported organization")? <i>If "Yes" and if you checked 12a or 12b in Part I, answer (b) and (c) below.</i>		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? <i>If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.</i>		
c	Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? <i>If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.</i>		
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? <i>If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).</i>		
b	Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c	Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? <i>If "Yes," provide detail in Part VI.</i>		
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? <i>If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ) .</i>		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? <i>If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).</i>		
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? <i>If "Yes," provide detail in Part VI.</i>		
b	Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? <i>If "Yes," provide detail in Part VI.</i>		
c	Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? <i>If "Yes," provide detail in Part VI.</i>		
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer line 10b below.</i>		
b	Did the organization have any excess business holdings in the tax year? <i>(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings).</i>		

Part IV Supporting Organizations (continued)

		Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?		
a	A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?		
b	A family member of a person described in (a) above?		
c	A 35% controlled entity of a person described in (a) or (b) above? <i>If "Yes" to a, b, or c, provide detail in Part VI.</i>		

Section B. Type I Supporting Organizations

		Yes	No
1	Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? <i>If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.</i>		
2	Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? <i>If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised or controlled the supporting organization.</i>		

Section C. Type II Supporting Organizations

		Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? <i>If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).</i>		

Section D. All Type III Supporting Organizations

		Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization (s) or (ii) serving on the governing body of a supported organization? <i>If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).</i>		
3	By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? <i>If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.</i>		

Section E. Type III Functionally-Integrated Supporting Organizations

1	Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions):		
a	<input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b	<input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
c	<input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions)		
2	Activities Test. Answer (a) and (b) below.		
a	Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? <i>If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.</i>	Yes	No
b	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i>		
3	Parent of Supported Organizations. Answer (a) and (b) below.		
a	Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? <i>Provide details in Part VI.</i>		
b	Did the organization exercise a substantial degree of direction over the policies, programs and activities of each of its supported organizations? <i>If "Yes," describe in Part VI the role played by the organization in this regard.</i>		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1** Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (explain in Part VI). **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8	
Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):	1	
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (explain in detail in Part VI):		
2	Acquisition indebtedness applicable to non-exempt use assets	2	
3	Subtract line 2 from line 1d	3	
4	Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions).	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by .035	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	
Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1	
2	Enter 85% of line 1	2	
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3	
4	Enter greater of line 2 or line 3	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6	
7	<input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions)		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions	Current Year
1 Amounts paid to supported organizations to accomplish exempt purposes	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	
4 Amounts paid to acquire exempt-use assets	
5 Qualified set-aside amounts (prior IRS approval required)	
6 Other distributions (describe in Part VI). See instructions	
7 Total annual distributions. Add lines 1 through 6.	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions	
9 Distributable amount for 2019 from Section C, line 6	
10 Line 8 amount divided by Line 9 amount	

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2019	(iii) Distributable Amount for 2019
1 Distributable amount for 2019 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2019 (reasonable cause required-- explain in Part VI). See instructions.			
3 Excess distributions carryover, if any, to 2019:			
a From 2014.			
b From 2015.			
c From 2016.			
d From 2017.			
e From 2018.			
f Total of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2019 distributable amount			
i Carryover from 2014 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from 3f.			
4 Distributions for 2019 from Section D, line 7:			
\$			
a Applied to underdistributions of prior years			
b Applied to 2019 distributable amount			
c Remainder. Subtract lines 4a and 4b from 4.			
5 Remaining underdistributions for years prior to 2019, if any. Subtract lines 3g and 4a from line 2. If the amount is greater than zero, explain in Part VI . See instructions.			
6 Remaining underdistributions for 2019. Subtract lines 3h and 4b from line 1. If the amount is greater than zero, explain in Part VI . See instructions.			
7 Excess distributions carryover to 2020. Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2015.			
b Excess from 2016.			
c Excess from 2017.			
d Excess from 2018.			
e Excess from 2019.			

Part VI Supplemental Information. Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

990 Schedule A, Supplemental Information

Return Reference	Explanation
SCHEDULE A, PART II, LINE 10, EXPLANATION OF OTHER INCOME:	GROSS FUNDRAISING INCOME - 2015 AMOUNT: \$ 156,503. 2016 AMOUNT: \$ 175,542. 2017 AMOUNT: \$ 163,545. 2018 AMOUNT: \$ 174,460. 2019 AMOUNT: \$ 205,632. OTHER INCOME - 2016 AMOUNT: \$ 698,907. 2017 AMOUNT: \$ 1,731. 2018 AMOUNT: \$ 9,601,537. 2019 AMOUNT: \$ 4,947.

SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

2019

Open to Public Inspection

Complete if the organization answered "Yes," on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

Department of the Treasury Internal Revenue Service

Name of the organization THE PALEY CENTER FOR MEDIA

Employer identification number 13-2805582

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows 1-4 for total number, aggregate value of contributions, grants, and end of year.

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property... 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes...

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply). Preservation of land for public use, Protection of natural habitat, Preservation of open space, Preservation of an historically important land area, Preservation of a certified historic structure.

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year. Table with columns: Held at the End of the Year, 2a, 2b, 2c, 2d.

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year. 4 Number of states where property subject to conservation easement is located. 5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? 6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year. 7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year. 8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? 9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items. 1b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items: (i) Revenue included on Form 990, Part VIII, line 1. (ii) Assets included in Form 990, Part X. 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items: a Revenue included on Form 990, Part VIII, line 1. b Assets included in Form 990, Part X.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3** Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):
- a** Public exhibition
 - b** Scholarly research
 - c** Preservation for future generations
 - d** Loan or exchange programs
 - e** Other
- 4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5** During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? . . . Yes No

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

- c** Beginning balance
- d** Additions during the year
- e** Distributions during the year
- f** Ending balance

	Amount
1c	
1d	
1e	
1f	

- 2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? . . . Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	59,891,179	69,527,693	62,863,470	66,140,197	75,638,667
b Contributions	3,481,872	1,746,907	3,381,705	2,423,523	2,118,301
c Net investment earnings, gains, and losses	12,957,969	-2,100,857	8,552,280	-1,099,575	-3,844,991
d Grants or scholarships					
e Other expenditures for facilities and programs	4,857,568	9,282,564	5,269,762	4,600,675	7,771,780
f Administrative expenses					
g End of year balance	71,473,452	59,891,179	69,527,693	62,863,470	66,140,197

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a** Board designated or quasi-endowment ▶
- b** Permanent endowment ▶ 88.000 %
- c** Temporarily restricted endowment ▶ 12.000 %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i)** unrelated organizations
- (ii)** related organizations

	Yes	No
3a(i)		No
3a(ii)		No
3b		

b If "Yes" on 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		12,132,590		12,132,590
b Buildings		31,676,421	22,538,824	9,137,597
c Leasehold improvements		13,044,427	13,035,255	9,172
d Equipment		17,309,916	14,001,593	3,308,323
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) . . . ▶				24,587,682

Part VII Investments—Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other _____		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.)		

Part VIII Investments—Program Related.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col.(B) line 13.)		

Part IX Other Assets.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col.(B) line 15.)	

Part X Other Liabilities.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col.(B) line 25.)	73,739

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	36,431,533
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	18,847,138
b	Donated services and use of facilities	2b	1,129,251
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	19,976,389
3	Subtract line 2e from line 1	3	16,455,144
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1 :		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	67,356
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	67,356
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	16,522,500

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	22,033,869
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	1,129,251
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	1,129,251
3	Subtract line 2e from line 1	3	20,904,618
4	Amounts included on Form 990, Part IX, line 25, but not on line 1 :		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	67,356
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	67,356
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	20,971,974

Part XIII Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Return Reference	Explanation
See Additional Data Table	

Part XIII Supplemental Information *(continued)*

Return Reference	Explanation

Additional Data

Software ID:

Software Version:

EIN: 13-2805582

Name: THE PALEY CENTER FOR MEDIA

Supplemental Information

Return Reference	Explanation
PART III, LINE 1A:	THE PALEY CENTER'S COLLECTION CONSISTS OF PROGRAMS, COMMERCIALS, BOOKS, SCRIPTS, ARTIFACTS AND OTHER MATERIALS RELATING TO TELEVISION AND RADIO AND OTHER MEDIA. THE TELEVISION AND RADIO PROGRAMS AND COMMERCIALS IN THE PALEY CENTER'S COLLECTION HAVE NOT BEEN ASSIGNED A VALUE IN THE FINANCIAL STATEMENTS BECAUSE THERE IS NO CLEARLY MEASURABLE BASIS FOR AN AMOUNT TO BE RECORDED. THE AMOUNTS SHOWN IN THE FINANCIAL STATEMENTS FOR THE COLLECTION INCLUDE THE PAYMENTS MADE FOR ACQUIRING AND TRANSFERRING TELEVISION AND RADIO PROGRAMS AND COMMERCIALS TO THE PALEY CENTER'S TAPE FORMAT AND RELATED MATERIALS INCLUDING VIDEOTAPE, AUDIOTAPE AND BOOKS OR, IF DONATED, THE ESTIMATED RETAIL VALUE OF THE MATERIAL OR SERVICES AT THE TIME OF DONATION, NET OF ACCUMULATED DEPRECIATION.

Supplemental Information

Return Reference	Explanation
PART III, LINE 4:	<p>THE PALEY CENTER'S PERMANENT MEDIA COLLECTION INCLUDES OVER 150,000 TELEVISION AND RADIO PROGRAMS AND ADVERTISEMENTS FROM 70 COUNTRIES. CURRENTLY, THE PUBLIC MAY VIEW OVER 47,500 HOURS OF DIGITIZED PROGRAMS IN OUR ON-SITE LIBRARY, WHICH FEATURES PERSONAL COMPUTERS FROM WHICH THE DATABASE MAY BE ACCESSED VIA A USER-FRIENDLY DATABASE MANAGEMENT SYSTEM. THE PALEY CENTER RECEIVES DONATIONS TO THE ARCHIVE TO PRESERVE AND PROMOTE WIDER PUBLIC ACCESS TO CULTURALLY AND HISTORICALLY SIGNIFICANT MATERIAL. DONATIONS COME FROM VARIOUS SOURCES-TELEVISION NETWORKS, CABLE TV, INDEPENDENT PRODUCTION COMPANIES, LOCAL RADIO AND TELEVISION STATIONS, VARIOUS ACADEMIES OR ORGANIZATIONS WITH SPECIAL COLLECTIONS, INDIVIDUALS WITH PRIVATE COLLECTIONS, AND INTERNATIONAL MEDIA ORGANIZATIONS. WE ASSESS PROPOSED CONTRIBUTIONS FOR THEIR HISTORICAL, SOCIAL, AND CULTURAL SIGNIFICANCE. ALL ORIGINAL MATERIAL IS STORED OFFSITE IN A STATE-OF-THE ART ARCHIVAL FACILITY. DIGITIZED MASTERS ARE ALSO STORED AT THIS SECURE FACILITY. DIGITIZED COPIES ARE ALSO PRODUCED FOR ONSITE ACCESS. ALL MATERIAL IS CATALOGED AS PART OF THE GENERAL COLLECTION AND SOME ARE ADDED TO SPECIAL COLLECTIONS. IN 2019 THE PALEY CENTER ADDED 1,000 PROGRAMS TO ITS COLLECTION, ENCOMPASSING TELEVISION, RADIO, ADVERTISEMENTS, PALEY CENTER ORIGINAL CONTENT, AND NOW NEW MEDIA AS WELL.</p>

Supplemental Information

Return Reference	Explanation
PART V, LINE 4:	THE PERMANENT ENDOWMENT FUNDS ARE FOR THE FINANCIAL SUPPORT AND THE PROMOTION OF THE ACTIVITIES OF THE PALEY CENTER FOR MEDIA. THIS INCLUDES THE EXPANSION OF THE COLLECTIONS HELD.

Supplemental Information

Return Reference	Explanation
PART X, LINE 2:	<p>THE INTERNAL REVENUE SERVICE (IRS) HAS RULED THAT THE PALEY CENTER QUALIFIES AS A SECTION 501(C)(3) ORGANIZATION, EXEMPT FROM FEDERAL INCOME TAX UNDER SECTION 501(A) OF THE INTERNAL REVENUE CODE (IRC). THE IRS HAS ALSO DETERMINED THAT THE PALEY CENTER IS A PUBLICLY SUPPORTED ORGANIZATION UNDER SECTIONS 509(A)(1) AND 170(B)(1)(A)(VI) OF THE INTERNAL REVENUE CODE (IRC). MANAGEMENT IS NOT AWARE OF ANY COURSE OF ACTION OR SERIES OF EVENTS THAT HAVE OCCURRED THAT MIGHT ADVERSELY AFFECT THE PALEY CENTER'S QUALIFIED STATUS. THE PALEY CENTER IS SUBJECT TO UNRELATED BUSINESS TAXES UNDER SECTION 511 OF THE IRC ON INCOME THAT IS UNRELATED TO ITS PRIMARY EXEMPT PURPOSES. FOR THE YEAR ENDED DECEMBER 31, 2019, THE PALEY CENTER HAS NO MATERIAL TAX LIABILITY FOR UNRELATED BUSINESS INCOME. THE PALEY CENTER HAS A NET OPERATING LOSS CARRY FORWARD OF \$344,876 AS OF YEAR-END DECEMBER 31, 2018, RESULTING FROM LOSSES FROM UNRELATED BUSINESS TAXES; HOWEVER, DUE TO A HISTORY OF LOSSES, A FULL VALUATION ALLOWANCE HAS BEEN SET UP AGAINST THIS DEFERRED ASSET. AS OF DECEMBER 31, 2019, TAX YEARS 2016 THROUGH 2019 ARE SUBJECT TO EXAMINATION BY THE FEDERAL TAX AUTHORITIES.</p>

SCHEDULE G (Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

OMB No. 1545-0047

2019

Open to Public Inspection

Complete if the organization answered "Yes" on Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for instructions and the latest information.

Department of the Treasury Internal Revenue Service

Name of the organization THE PALEY CENTER FOR MEDIA

Employer identification number 13-2805582

Part I Fundraising Activities. Complete if the organization answered "Yes" on Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

- 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply. a Mail solicitations b Internet and email solicitations c Phone solicitations d In-person solicitations e Solicitation of non-government grants f Solicitation of government grants g Special fundraising events 2a Did the organization have a written or oral agreement with any individual... 2b If "Yes," list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements...

Table with 6 columns: (i) Name and address of individual or entity (fundraiser), (ii) Activity, (iii) Did fundraiser have custody or control of contributions?, (iv) Gross receipts from activity, (v) Amount paid to (or retained by) fundraiser listed in col. (i), (vi) Amount paid to (or retained by) organization. Includes a Total row at the bottom.

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

Part II Fundraising Events. Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a)Event #1	(b) Event #2	(c)Other events	(d) Total events
		NY TRIBUTE (event type)	LA TRIBUTE (event type)	1 (total number)	(add col. (a) through col. (c))
Revenue	1 Gross receipts	790,860	983,805	127,212	1,901,877
	2 Less: Contributions	702,065	892,420	101,760	1,696,245
	3 Gross income (line 1 minus line 2)	88,795	91,385	25,452	205,632
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs				
	7 Food and beverages	144,550	134,255	26,677	305,482
	8 Entertainment				
	9 Other direct expenses	229,758	235,987	13,094	478,839
	10 Direct expense summary. Add lines 4 through 9 in column (d) ▶				784,321
11 Net income summary. Subtract line 10 from line 3, column (d) ▶				-578,689	

Part III Gaming. Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col.(a) through col.(c))
		1 Gross revenue			
Direct Expenses	2 Cash prizes				
	3 Noncash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
7 Direct expense summary. Add lines 2 through 5 in column (d) ▶					
8 Net gaming income summary. Subtract line 7 from line 1, column (d) ▶					

9 Enter the state(s) in which the organization conducts gaming activities: _____

a Is the organization licensed to conduct gaming activities in each of these states? Yes No

b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No

b If "Yes," explain: _____

- 11** Does the organization conduct gaming activities with nonmembers? Yes No
- 12** Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No
- 13** Indicate the percentage of gaming activity conducted in:
- | | | |
|--------------------------------------|------------|---|
| a The organization's facility | 13a | % |
| b An outside facility | 13b | % |

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ▶

Address ▶

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____.

c If "Yes," enter name and address of the third party:

Name ▶

Address ▶

16 Gaming manager information:

Name ▶

Gaming manager compensation ▶ \$

Description of services provided ▶

- Director/officer Employee Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No

b Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Provide the explanations required by Part I, line 2b, columns (iii) and (v); and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information. See instructions.

Return Reference	Explanation
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Schedule J
(Form 990)

Compensation Information

OMB No. 1545-0047

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
 ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
 ▶ Attach to Form 990.
 ▶ Go to www.irs.gov/Form990 for instructions and the latest information.

2019

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization
THE PALEY CENTER FOR MEDIA

Employer identification number

13-2805582

Part I Questions Regarding Compensation

		Yes	No
1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.		
<input type="checkbox"/>	First-class or charter travel		
<input type="checkbox"/>	Travel for companions		
<input type="checkbox"/>	Tax idemnification and gross-up payments		
<input type="checkbox"/>	Discretionary spending account		
<input type="checkbox"/>	Housing allowance or residence for personal use		
<input type="checkbox"/>	Payments for business use of personal residence		
<input type="checkbox"/>	Health or social club dues or initiation fees		
<input type="checkbox"/>	Personal services (e.g., maid, chauffeur, chef)		
b	If any of the boxes on Line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, officers, including the CEO/Executive Director, regarding the items checked on Line 1a?		
3	Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.		
<input checked="" type="checkbox"/>	Compensation committee		
<input type="checkbox"/>	Independent compensation consultant		
<input checked="" type="checkbox"/>	Form 990 of other organizations		
<input type="checkbox"/>	Written employment contract		
<input checked="" type="checkbox"/>	Compensation survey or study		
<input checked="" type="checkbox"/>	Approval by the board or compensation committee		
4	During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:		
a	Receive a severance payment or change-of-control payment?	Yes	
b	Participate in, or receive payment from, a supplemental nonqualified retirement plan?		No
c	Participate in, or receive payment from, an equity-based compensation arrangement?		No
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.			
Only 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.			
5	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:		
a	The organization?		No
b	Any related organization?		No
If "Yes," on line 5a or 5b, describe in Part III.			
6	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:		
a	The organization?		No
b	Any related organization?		No
If "Yes," on line 6a or 6b, describe in Part III.			
7	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described in lines 5 and 6? If "Yes," describe in Part III.	Yes	
8	Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.		No
9	If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?		

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 MAUREEN J REIDY PRESIDENT & CEO	(i)	664,800	125,000	552	11,200	10,540	812,092	0
	(ii)	0	0	0	0	0	0	0
2 DIANE LEWIS EXECUTIVE VICE PRESIDENT	(i)	338,379	30,000	1,032	22,400	29,173	420,984	0
	(ii)	0	0	0	0	0	0	0
3 DAVID SCHOER TREASURER, EXECUTIVE VP	(i)	268,462	30,000	216	11,200	3,811	313,689	0
	(ii)	0	0	0	0	0	0	0
4 DAVID WEINBERG VP, BUSINESS & LEGAL AFFAIRS	(i)	208,000	5,000	552	8,520	29,587	251,659	0
	(ii)	0	0	0	0	0	0	0
5 JOANNA SCHOLL SVP, MARKETING & COMMUNICATIONS	(i)	200,000	2,917	240	4,000	8,966	216,123	0
	(ii)	0	0	0	0	0	0	0
6 JORDAN RYDER VP, INDUSTRY (THRU 10/25/19)	(i)	192,931	2,500	65,883	0	14,955	276,269	0
	(ii)	0	0	0	0	0	0	0
7 MARGO BAUMGART SVP, PUBLIC (THRU 11/19/19)	(i)	191,362	2,500	325	0	833	195,020	0
	(ii)	0	0	0	0	0	0	0
8 SHAYNE DOTY SVP, DEVELOPMENT (FROM 1/23/19)	(i)	247,674	0	873	0	9,222	257,769	0
	(ii)	0	0	0	0	0	0	0

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Return Reference	Explanation
PART I, LINE 4A	JORDAN RYDER WAS PROVIDED A SEVERANCE PAYMENT IN THE AMOUNT OF \$51,923.08. THIS AMOUNT IS INCLUDED IN SCHEDULE J, PART II, COLUMN (B)(II).
PART I, LINE 7	CERTAIN EMPLOYEES WERE AWARDED A BONUS PAYMENT AT THE DISCRETION OF THE BOARD, BASED ON VARIOUS PRODUCTIVITY MEASURES. THESE PAYMENTS ARE REPORTED IN SCHEDULE J, PART II, COLUMN (B)(II).

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2019

▶ **Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.**
 ▶ **Attach to Form 990.**
 ▶ **Go to www.irs.gov/Form990 for the latest information.**

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization
THE PALEY CENTER FOR MEDIA

Employer identification number
13-2805582

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded	X	2	51,428	COST OR SELLING PRICE
10 Securities—Closely held stock				
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution—Historic structures				
14 Qualified conservation contribution—Other				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ (_____)				
26 Other ▶ (_____)				
27 Other ▶ (_____)				
28 Other ▶ (_____)				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement **29** 0

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which isn't required to be used for exempt purposes for the entire holding period?		No
b If "Yes," describe the arrangement in Part II.		
31 Does the organization have a gift acceptance policy that requires the review of any nonstandard contributions?	Yes	
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?		No
b If "Yes," describe in Part II.		
33 If the organization didn't report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.		

Part II **Supplemental Information.** Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

Return Reference	Explanation
PART I, COLUMN (B):	NUMBER OF CONTRIBUTIONS

SCHEDULE O
(Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

OMB No. 1545-0047

2019

Open to Public Inspection

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

Department of the Treasury

Name of the organization
THE PALEY CENTER FOR MEDIA

Employer identification number

13-2805582

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART I, LINE 1:	ORGANIZATION'S MISSION: THE PALEY CENTER FOR MEDIA IS THE PREMIER INSTITUTION DEDICATED TO ADVANCING THE UNDERSTANDING OF MEDIA-ITS ARTISTIC VALUE, SOCIAL IMPACT AND HISTORICAL IMPORTANCE FOR THE PUBLIC AND MEDIA PROFESSIONALS.

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART III, LINE 1:	<p>DESCRIPTION OF ORGANIZATION'S MISSION: THE PALEY CENTER FOR MEDIA IS THE PREMIER INSTITUTION DEDICATED TO ADVANCING THE UNDERSTANDING OF MEDIA-IT'S ARTISTIC VALUE, SOCIAL IMPACT AND HISTORICAL IMPORTANCE-FOR THE PUBLIC AND MEDIA PROFESSIONALS. WITH LOCATIONS IN NEW YORK CITY AND LOS ANGELES, THE PALEY CENTER FOR MEDIA LEADS THE DISCUSSION ABOUT THE CULTURAL, CREATIVE, AND SOCIAL SIGNIFICANCE OF TELEVISION, RADIO, AND EMERGING PLATFORMS. DRAWING UPON OUR CURATORIAL EXPERTISE, AN INTERNATIONAL COLLECTION, AND CLOSE RELATIONSHIPS WITH THE LEADERS OF THE MEDIA COMMUNITY, THE PALEY CENTER EXAMINES THE INTERSECTIONS BETWEEN MEDIA AND SOCIETY. THE PUBLIC MAY ACCESS OUR PERMANENT MEDIA COLLECTION AND PARTICIPATE IN PROGRAMS THAT EXPLORE AND CELEBRATE THE CREATIVITY, INNOVATIONS, PERSONALITIES, AND LEADERS WHO ARE SHAPING MEDIA. PREVIOUSLY KNOWN AS THE MUSEUM OF TELEVISION AND RADIO, THE INSTITUTION WAS FOUNDED IN 1975 BY WILLIAM S. PALEY, A PIONEERING FIGURE IN THE HISTORY OF MEDIA. OUR PERMANENT COLLECTION OF OVER 150,000 TELEVISION AND RADIO PROGRAMS AND ADVERTISEMENTS-THE NATION'S LARGEST-IS A VITAL RESOURCE FOR THE PUBLIC AND FOR STUDENTS, SCHOLARS, AND RESEARCHERS, A UNIQUE AUDIO-VISUAL RECORD OF AMERICA'S HISTORICAL AND CULTURAL HERITAGE. ADMISSION IS FREE, AND VISITORS MAY ACCESS THE ARCHIVE AT AN ON-SITE LIBRARY.</p>

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART III, LINE 4A:	<p>PUBLIC PROGRAMS: THE PALEY CENTER'S HIGHLY REGARDED PUBLIC PROGRAMS, PANEL DISCUSSIONS, EXHIBITS AND SCREENINGS EXPLORE THE EVOLVING ROLE OF MEDIA ACROSS ALL GENRES AND PLATFORMS IN SHAPING CULTURAL AND CIVIC AFFAIRS AND CONTEMPORARY PUBLIC DISCOURSE. PROGRAMS DRAW FROM OUR INCOMPARABLE ARCHIVE TO CONTEXTUALIZE ISSUES AND THE CURRENT ZEITGEIST. PROGRAM SERIES INCLUDE PALEYLIVE, SCREENINGS AND CONVERSATIONS WITH NOTED WRITERS, PRODUCERS, ACTORS, AND PRODUCERS; PALEYIMPACT, DISCUSSIONS EXAMINING HOW MEDIA AND TECHNOLOGY CHANGE PERSPECTIVES AND UNDERSTANDING OF CRITICAL ISSUES; PALEYFEST, ANNUAL TELEVISION FESTIVALS IN LA AND NY FEATURING SCREENINGS AND CONVERSATIONS WITH THE CASTS AND CREATORS OF HIGHLY ACCLAIMED SERIES. THE PALEY CENTER CONVENES NOTED THOUGHT LEADERS, CONTENT CREATORS, WRITERS, PERFORMERS, PRODUCERS, AND MEDIA INNOVATORS TO PARTICIPATE IN PUBLIC PROGRAMS. PROGRAMMING IN 2019 ALSO INCLUDED THE PRODUCTION AND AIRING OF THE PALEY CENTER SALUTES 'LAW & ORDER: SVU', AND 'THE GOOD PLACE', TELEVISION SPECIALS, BOTH OF WHICH INCLUDED NEWLY RECORDED INTERVIEWS WITH ITS TALENT AND PRODUCERS, HIGHLIGHTING THEIR SIGNIFICANCE AND TO SHARE FAVORITE MOMENTS OF THESE ICONIC SERIES. DURING 2019, THE PALEY CENTER SCHEDULED WEEKLY SCREENINGS, OVER 85 PUBLIC EVENTS AND EXHIBITS ATTRACTING OVER 92,760 ATTENDEES.</p>

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART III, LINE 4B:	<p>INDUSTRY PROGRAMS: THE PALEY CENTER OFFERS PROGRAMMING FOR MEDIA PROFESSIONALS, PROVIDING A NEUTRAL SETTING WHERE THEY MAY ENGAGE IN DISCUSSION AND DEBATE ABOUT THE EVOLVING MEDIA LANDSCAPE. OUR MEDIA COUNCIL IS AN INVITATION-ONLY COMMUNITY FOR MEDIA EXECUTIVES AND PROVIDES AN INDEPENDENT FORUM FOR INDUSTRY LEADERS TO EXPLORE THE EVOLVING WAYS IN WHICH WE CREATE, CONSUME, AND CONNECT THROUGH MEDIA AND TECHNOLOGY. FEATURING CANDID CONVERSATIONS WITH THE BEST MINDS OF THE INDUSTRY, THE MEDIA COUNCIL OFFERS EVENTS COVERING THE FULL SPECTRUM OF MEDIA BUSINESSES, INCLUDING PALEYDIALOGUES, ROUNDTABLE BREAKFASTS, PANEL DISCUSSIONS, AND INTERACTIVE CONVERSATIONS COVERING THE INDUSTRY'S MOST PRESSING ISSUES, AND PALEY NEXT BIG THING, WHICH PAIRS SEASONED EXECUTIVES WITH EMERGING ENTREPRENEURS. DURING 2019, THE PALEY CENTER HELD 16 MEDIA COUNCIL EVENTS, SERVING 1,686 ATTENDEES. THE PALEY CENTER'S INTERNATIONAL COUNCIL SUMMIT, AN ACCLAIMED ANNUAL EVENT, BRINGS TOGETHER CEOS AND THOUGHT LEADERS TO ADVANCE THE EXCHANGE OF IDEAS ON CRITICAL ISSUES AND THEIR IMPACT ON SOCIETY. INFORMAL AND ORGANIZED DISCUSSIONS COVER A WIDE RANGE OF CRITICAL ISSUES THAT DEFINE THE MEDIA INDUSTRY AND ITS ROLE IN SOCIETY. IN 2019, THE INTERNATIONAL COUNCIL CONVENED IN NEW YORK WITH 480 PARTICIPANTS.</p>

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART III, LINE 4C:	<p>COLLECTION: THE PALEY CENTER'S PERMANENT MEDIA COLLECTION INCLUDES OVER 150,000 TELEVISION AND RADIO PROGRAMS AND ADVERTISEMENTS FROM 70 COUNTRIES. CURRENTLY, THE PUBLIC MAY VIEW OVER 47,500 HOURS OF DIGITIZED PROGRAMS IN OUR ON-SITE LIBRARY, WHICH FEATURES PERSONAL COMPUTERS FROM WHICH THE DATABASE MAY BE ACCESSED VIA A USER-FRIENDLY DATABASE MANAGEMENT SYSTEM. THE PALEY CENTER RECEIVES DONATIONS TO THE ARCHIVE TO PRESERVE AND PROMOTE WIDER PUBLIC ACCESS TO CULTURALLY AND HISTORICALLY SIGNIFICANT MATERIAL. DONATIONS COME FROM VARIOUS SOURCES-TELEVISION NETWORKS, CABLE TV, INDEPENDENT PRODUCTION COMPANIES, LOCAL RADIO AND TELEVISION STATIONS, VARIOUS ACADEMIES OR ORGANIZATIONS WITH SPECIAL COLLECTIONS, INDIVIDUALS WITH PRIVATE COLLECTIONS, AND INTERNATIONAL MEDIA ORGANIZATIONS. WE ASSESS PROPOSED CONTRIBUTIONS FOR THEIR HISTORICAL, SOCIAL, AND CULTURAL SIGNIFICANCE. ALL ORIGINAL MATERIAL IS STORED OFFSITE IN A STATE-OF-THE ART ARCHIVAL FACILITY. DIGITIZED MASTERS ARE ALSO STORED AT THIS SECURE FACILITY. DIGITIZED COPIES ARE ALSO PRODUCED FOR ONSITE ACCESS. ALL MATERIAL IS CATALOGED AS PART OF THE GENERAL COLLECTION AND SOME ARE ADDED TO SPECIAL COLLECTIONS. IN 2019 THE PALEY CENTER ADDED 1,000 PROGRAMS TO ITS COLLECTION, ENCOMPASSING TELEVISION, RADIO, ADVERTISEMENTS, PALEY CENTER ORIGINAL CONTENT, AND NOW NEW MEDIA AS WELL.</p>

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION A, LINE 2	TRUSTEE JAMES MURDOCH AND TRUSTEE LACHLAN MURDOCH HAVE A FAMILY RELATIONSHIP.

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION B, LINE 11B	THE PALEY CENTER FOR MEDIA FORM 990 HAS BEEN REVIEWED IN DETAIL BY THE ORGANIZATION'S CONTROLLER AND CFO PRIOR TO ITS ELECTRONIC FILING WITH THE INTERNAL REVENUE SERVICE. A COPY OF THE FORM 990 HAS BEEN PROVIDED TO EACH OF THE ORGANIZATION'S BOARD OF TRUSTEE MEMBERS IN ELECTRONIC FORMAT PRIOR TO ITS ELECTRONIC FILING WITH THE INTERNAL REVENUE SERVICE.

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION B, LINE 12C	THE PALEY CENTER FOR MEDIA REQUIRES ALL BOARD OF TRUSTEE MEMBERS, KEY EMPLOYEES AND OFFICERS TO COMPLETE AN ANNUAL CONFLICT OF INTEREST QUESTIONNAIRE THAT IS DESIGNED TO UNCOVER POTENTIAL CONFLICTS WITH PALEY ITSELF AND BETWEEN BOARD OF TRUSTEE MEMBERS, KEY EMPLOYEES AND OFFICERS. THE QUESTIONNAIRES ARE COMPILED, MONITORED AND REVIEWED INTERNALLY AND ANY POTENTIAL CONFLICTS ARE ADDRESSED AND RESOLVED IMMEDIATELY.

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION B, LINE 15	<p>THE PALEY CENTER FOR MEDIA UNDERTAKES A THOROUGH AND COMPREHENSIVE PROCESS TO ENSURE THAT THE EXECUTIVE COMPENSATION IT PAYS TO ITS TOP MANAGEMENT OFFICIAL (PRESIDENT/CEO) IS REASONABLE. PALEY HAS AN EXECUTIVE AND COMPENSATION COMMITTEE IN PLACE TO DETERMINE THE PRESIDENT/CEO'S COMPENSATION, THE COMMITTEE IS PREDOMINANTLY COMPRISED OF INDEPENDENT PERSONS THAT HAVE NO PERSONAL INTEREST IN THE PROPOSED COMPENSATION ARRANGEMENT. THE PRESIDENT/CEO IS A MEMBER OF THE EXECUTIVE COMMITTEE BUT SHE RECUSES HERSELF FROM ANY DISCUSSION AND/OR DECISIONS MADE REGARDING HER OWN COMPENSATION. THE COMMITTEE MAY UTILIZE IMPARTIAL SURVEYS OR OTHER DATA TO DETERMINE THE REASONABLENESS OF THE PRESIDENT/CEO'S COMPENSATION ONCE THE DETERMINATION HAS BEEN MADE, THE BOARD'S DECISION IS MEMORIALIZED IN THE BOARD MINUTES. FORM 990, PART VI, SECTION B, LINE 15B: THE SAME PROCEDURE LISTED ABOVE IS USED FOR OTHER OFFICERS OF THE ORGANIZATION.</p>

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION C, LINE 19	THE PALEY CENTER FOR MEDIA MAKES ITS FORM 990 AND FORM 1023 AVAILABLE TO THE PUBLIC BY RETAINING A COPY OF EACH AT THE ADDRESS LISTED ON PAGE 1 OF THIS RETURN. ANY INDIVIDUAL REQUESTING A COPY OF THESE DOCUMENTS IS PROVIDED THAT COPY ON THE SAME BUSINESS DAY. THE ORGANIZATION'S GOVERNING DOCUMENTS, FINANCIAL STATEMENTS AND CONFLICTS OF INTEREST POLICY ARE AVAILABLE TO THE PUBLIC UPON REQUEST AND AT MANAGEMENT'S DISCRETION.

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART XI, LINE 9:	ROUNDING -2.