



GUIDELINES FOR MEDIA PHOTOGRAPHY

Effective September 1, 2009

Thank you for your interest in taking photographs at The Sixth Floor Museum at Dealey Plaza. Our guidelines are designed to accommodate the media while assuring a positive experience for our guests, minimal disruption to museum operations and the safety of our artifacts and intellectual property rights.

GENERAL INFORMATION

1. ALL media photography sessions must be coordinated and supervised by the PR manager.
2. A non-profit institution, The Sixth Floor Museum at Dealey Plaza is supported primarily by ticket revenue and draws more than 325,000 guests annually. Open daily except Thanksgiving and Christmas, Museum hours are 10 a.m. to 6 p.m. Tuesday-Sunday and 12 p.m. to 6 p.m. Monday. Photography sessions may be scheduled during regular hours, however, sessions without guests, ie, outside of regular hours, must be scheduled in advance.
3. Non-historic digital stock images may be requested by contacting the PR manager at media@jfk.org.

CREDIT AND USE OF PRODUCT

4. Our official name—**The Sixth Floor Museum at Dealey Plaza**—must be used in all print, broadcast reports, online postings and/or any other medium.
5. The images taken during the photography session will not be used for purposes beyond the project described in this form or sold for other uses without the prior written consent of the Museum.

FEES

6. There are no fees or permits required to take media photographs at the Museum or Dealey Plaza.
7. To use any of the photographs or films shown in the Museum, contact Rights & Reproductions in writing at registrar@jfk.org for licensing information.

CONDITIONS FOR PHOTOGRAPHY

8. Due to copyright restrictions, photography of individual photographs on the exhibit panels or of films are strictly prohibited. Wide shots of the exhibits are allowed.
9. All electrical and telephone work must be approved by the public relations manager.
10. Because the Museum is housed in a 1901 building, it has limited electrical outlets. If additional lighting is required, please bring battery operated lights or extension cords. Due to preservation issues, certain artifacts may be filmed with available light only.
11. Please be respectful of our guests while you are here by not blocking exhibits, windows or video monitors. Disruption of normal visitor use is prohibited.
12. Food, drinks, smoking and use of cell phones and/or walkie-talkies are prohibited inside the Museum galleries.
13. Guests may be interviewed only in the Visitors Center. Guests cannot be photographed while they are in the galleries. The Museum will waive this rule only if media has obtained all of the proper releases as stated below.
14. The sniper's perch on the sixth floor is one of our most important artifacts and is enclosed in glass to protect the floor and the windows. **We do not open the perch for media.**
15. Taking photographs adjacent to the sniper's perch is permitted although the windows cannot be opened.

- 16. Lasers, lights, ropes, etc. cannot be used from any of the windows on the sixth or seventh floors.
- 17. Special effects, animals, props and modifications to the gallery spaces are prohibited.
- 18. The Museum reserves the right to deny a photography request or to stop a photography session at anytime if it is deemed necessary for the safety of our artifacts and intellectual property rights or the comfort of our guests.

INDEMNIFICATIONS

- 19. Media are responsible for obtaining all necessary releases from any parties photographed for use in its project. This includes all proper and necessary releases from a school and the parents of any children under legal age. The media firm agrees to hold harmless and indemnify The Dallas County Historical Foundation DBA The Sixth Floor Museum at Dealey Plaza and Dallas County for any claims by third parties arising out of the use of any such images for this project.
- 20. The media firm agrees to hold harmless and indemnify The Dallas County Historical Foundation DBA The Sixth Floor Museum at Dealey Plaza and Dallas County for any claims based on personal injury or property damage resulting from accident or negligence by the media firm and its representatives.

I hereby acknowledge that I have read and will abide by the above-mentioned guidelines of The Sixth Floor Museum at Dealey Plaza.

Signature _____ **Date** _____

Print Name _____

Media Organization _____

Street Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____

Email _____

Date(s) and time(s) requested for photography in Museum (include time needed for setup/teardown):

When and where will this photography be shown?

Names of Project Personnel to be onsite (if different from main contact): _____

A notice confirming receipt and approval of this request will be faxed or emailed to you.