



## **GUIDELINES FOR MEDIA FILMING/TAPING**

### **Effective September 1, 2009**

Thank you for your interest in filming and/or taping 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 taping, and filming 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. Filming/taping sessions may be scheduled during regular hours, however, live broadcasts and sessions without guests, ie, outside of regular hours, must be scheduled in advance.
3. B-roll video footage (DVD and Beta SP formats) and non-historic digital stock images may be requested by contacting the PR manager at [media@jfk.org](mailto: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 filming or taping 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 film or tape at the Museum.
7. To film in Dealey Plaza, contact the City of Dallas Office of Special Events at 214-939-2701 or on-line at [www.dallasspecialevents.com](http://www.dallasspecialevents.com). Traffic control and street closures must be approved by the City of Dallas at the expense of the media firm.
8. To use any of the photographs or films shown in the Museum, contact Rights & Reproductions in writing at [registrar@jfk.org](mailto:registrar@jfk.org) for licensing information.

#### **CONDITIONS FOR FILMING AND TAPING**

9. Due to copyright restrictions, direct taping and filming of individual photographs on the exhibit panels or of films are strictly prohibited. Wide shots of the exhibits are allowed.
10. All electrical and telephone work must be approved by the public relations manager.
11. 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.
12. 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.
13. Food, drinks, smoking and use of cell phones and/or walkie-talkies are prohibited inside the Museum galleries.

14. Guests may be interviewed only in the Visitors Center. Guests cannot be filmed, or interviewed 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.
15. 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 filming.**
16. Filming out of windows that are adjacent to the sniper's perch is permitted although the windows cannot be opened.
17. Lasers, lights, ropes, etc. cannot be used from any of the windows on the sixth or seventh floors.
18. Special effects, animals, props and modifications to the gallery spaces are prohibited.
19. Live broadcasts are permitted only by prior arrangement. Live broadcasts are not permitted in the galleries during regular operating hours, but may be done in the Visitors Center by prior arrangement.
20. We reserve the right to read all scripts or portions of the script that correspond to the planned filming at the Museum before filming is scheduled.
21. The Museum reserves the right to deny a filming/taping request or to stop a filming/taping project at anytime if it is deemed necessary for the safety of our artifacts and intellectual property rights or the comfort of our guests.

### **INDEMNIFICATIONS**

22. Media are responsible for obtaining all necessary releases from any parties filmed 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.
23. 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** \_\_\_\_\_

**Type of project (check one):**      **News** \_\_\_\_\_      **Documentary** \_\_\_\_\_

**Other (describe)** \_\_\_\_\_

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

\_\_\_\_\_

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**When and where will this footage be shown?**

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**# of Crew members onsite:** \_\_\_\_\_ **# of Vehicles onsite:** \_\_\_\_\_

**Names of Project Personnel to be onsite (if different from main contact):** \_\_\_\_\_

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**Equipment to be used:** \_\_\_\_\_

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