



# THE PALEY CENTER

The Paley Center's ultra-modern building located at 465 N. Beverly Drive.  
PHOTO COURTESY THE PALEY CENTER.

By JULIE CARLSON

Are you a fan of television? Are you like many TV buffs who catch up on their favorite by binge-watching on streamers like Hulu? Do you enjoy going to music, sports and news radio? If you answered, yes, to the above questions, then a sparkling jewel waiting for

you right in the heart of Beverly Hills. What better way to discover and take a deeper look at the mediums of television, radio and advertising than at The Paley Center for Media.

The innovational institution was founded in 1975, in New York City, by William S. Paley, a media pioneer, who ushered in the arrival of the Columbia Broadcasting System. Fascinated with radio, and media, in

general, Paley helped pave the way for broadcasting as we know it today.

Originally known as The Museum of Broadcasting, and later The Museum of Television & Radio, the organization's name was changed to The Paley Center for Media to include revolutionary broadcasting technologies that have moved beyond the small screen to the Internet, mobile devices, and podcasting.

Throughout the years, The Paley Center has continued to keep the founder's mission alive by bringing cultural and creative aspects of television, radio, and emerging platforms together for educational purposes to the forefront, both at their New York location and the LA branch, which opened its doors in 1996.

Both locations house the same identical collection, providing access to over 160,000 programs from over 70 countries, covering almost 100 years of television and radio history, including news, public affairs programs and documentaries, performing arts programs, children's programming, sports, comedy and variety shows, and commercial advertising.

The Paley Center's ultra-modern building located at 465 N. Beverly Drive was designed by famed New York architect, Richard Meier. His notable works have included the Getty Center, the Jubilee Church in Rome, the Barcelona Museum of Contemporary Art, and the Sandra Day O'Connor United States Courthouse in Phoenix. The Paley Center is free to the public, although a charitable

donation is always welcome.

Inside, visitors will discover various rooms named after media personalities such as: the Danny Thomas Lobby and a lush rooftop garden offering 180 degree views of Beverly Hills featuring the Garry Marshall Pool. Many of these spaces are avail-

able for rent, including more intimate sections such as the Grant A. Tinker Board Room and the Ahmanson Listening and Green Room. The facility also features a 150-seat theater for screenings, award ceremonies, press conferences, and shows.

Aside from programming, The



A LUSH ROOFTOP GARDEN OFFERING 180 DEGREE VIEWS OF BEVERLY HILLS.  
PHOTO COURTESY THE PALEY CENTER.

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