

Form **990**

Return of Organization Exempt From Income Tax

2008

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2008 calendar year, or tax year beginning OCT 1, 2008 and ending SEP 30, 2009

B Check if applicable:
 Address change
 Name change
 Initial return
 Termination
 Amended return
 Application pending

Please use IRS label or print or type.
 See Specific Instructions.

C Name of organization
NORTHERN CALIFORNIA PUBLIC BROADCASTING INC.
 Doing Business As
 Number and street (or P.O. box if mail is not delivered to street address) Room and telephone number
2601 MARIPOSA STREET
 City or town, state or country, and ZIP + 4
SAN FRANCISCO, CA 94110-1400

D Employer identification number
94-1241309
415-864-2000

G Gross receipts \$ **67,980,938.**

H(a) Is this a group return for affiliates? Yes No
H(b) Are all affiliates included? Yes No
 If "No," attach a list. (see instructions)
H(c) Group exemption number ▶

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

J Website: ▶ **WWW.NCPB.ORG**

K Type of organization: Corporation Trust Association Other ▶ **L Year of formation:** **1954** **M State of legal domicile:** **CA**

F Name and address of principal officer: **MITZIE KELLEY**
SAME AS C ABOVE

COPY FOR PUBLIC DISCLOSURE

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: TO PROVIDE INFORMATIVE, EDUCATIONAL, ENGAGING AND ENTERTAINING PUBLIC MEDIA.		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	25
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	25
	5 Total number of employees (Part V, line 2a)	5	475
	6 Total number of volunteers (estimate if necessary)	6	3264
	7a Total gross unrelated business revenue from Part VIII, line 12, column (C)	7a	2,349.
	7b Net unrelated business taxable income from Form 990-T, line 34	7b	-3,104.
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	59,332,349.	56,630,891.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	726,758.	883,845.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	3,316,303.	1,333,056.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,179,756.	958,475.
Expenses	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	64,555,166.	59,806,267.
	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	44,000.	62,000.
	14 Benefits paid to or for members (Part IX, column (A), line 4)		
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	29,672,416.	29,069,236.
	16a Professional fundraising fees (Part IX, column (A), line 11e)	2,117,530.	1,718,344.
	b Total fundraising expenses (Part IX, column (D), line 25) ▶ 13,586,696.		
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	30,188,703.	27,590,181.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	62,022,649.	58,439,761.	
19 Revenue less expenses. Subtract line 18 from line 12	2,532,517.	1,366,506.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Year	End of Year
	21 Total liabilities (Part X, line 26)	107,991,207.	94,971,876.
	22 Net assets or fund balances. Subtract line 21 from line 20	23,187,788.	12,621,668.
		84,803,419.	82,350,208.

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 ▶ Mitzie Kelley Signature of officer Date 8-6-10
 ▶ **MITZIE KELLEY, CFO** Type or print name and title

Paid Preparer's Use Only

Preparer's signature ▶ Kevin A. Hood Date **AUG 04 2010** Check if self-employed Preparer's identifying number (see instructions) _____
 Firm's name (or yours if self-employed), address, and ZIP + 4 ▶ **HOOD & STRONG LLP, CPAS**
100 FIRST STREET, 14TH FLOOR
SAN FRANCISCO, CA 94105 EIN ▶ _____ Phone no. ▶ **(415) 781-0793**

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

• If you are filing for an Additional (Not Automatic) 3-Month Extension, complete only Part II and check this box

Note. Only complete Part II if you have already been granted an automatic 3-month extension on a previously filed Form 8868.

• If you are filing for an Automatic 3-Month Extension, complete only Part I (on page 1).

Part II		Additional (Not Automatic) 3-Month Extension of Time. Only file the original (no copies needed).	
Type or print File by the extended due date for filing the return. See instructions.	Name of Exempt Organization NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.		Employer identification number 94-1241309
	Number, street, and room or suite no. If a P.O. box, see instructions. 2601 MARIPOSA STREET		For IRS use only
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. SAN FRANCISCO, CA 94110-1400		

Check type of return to be filed (File a separate application for each return):

- Form 990
- Form 990-EZ
- Form 990-T (sec. 401(a) or 408(a) trust)
- Form 1041-A
- Form 5227
- Form 8870
- Form 990-BL
- Form 990-PF
- Form 990-T (trust other than above)
- Form 4720
- Form 6069

STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previously filed Form 8868.

NCPB, INC. FINANCE DEPARTMENT

• The books are in the care of **2601 MARIPOSA STREET - SAN FRANCISCO, CA 94110-1400**

Telephone No. **(415) 864-2000**

FAX No. _____

• If the organization does not have an office or place of business in the United States, check this box

• If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____. If this is for the whole group, check this box . If it is for part of the group, check this box and attach a list with the names and EINs of all members the extension is for.

4 I request an additional 3-month extension of time until **AUGUST 15, 2010.**

5 For calendar year _____, or other tax year beginning **OCT 1, 2008**, and ending **SEP 30, 2009**.

6 If this tax year is for less than 12 months, check reason: Initial return Final return Change in accounting period

7 State in detail why you need the extension
THE TAXPAYER'S AFFAIRS ARE QUITE COMPLEX. ADDITIONAL TIME IS NEEDED TO PREPARE A COMPLETE AND ACCURATE RETURN.

8a	If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	8a	\$
b	If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit and any amount paid previously with Form 8868.	8b	\$
c	Balance Due. Subtract line 8b from line 8a. Include your payment with this form, or, if required, deposit with FTD coupon or, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	8c	\$ N/A

Signature and Verification

Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete, and that I am authorized to prepare this form.

Signature *[Handwritten Signature]* Title **CPA** Date **5/15/10**

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Part III Statement of Program Service Accomplishments (see instructions)

1 Briefly describe the organization's mission: SEE SCHEDULE O FOR CONTINUATION NORTHERN CALIFORNIA PUBLIC BROADCASTING (NCPB) PROVIDES CONSISTENTLY HIGH QUALITY PUBLIC MEDIA THAT INFORMS, EDUCATES, ENTERTAINS AND ENGAGES OUR COMMUNITIES FROM A NORTHERN CALIFORNIA PERSPECTIVE. NCPB, A NON-PROFIT CORPORATION, OPERATES ONE OF THE MOST-LISTENED-TO PUBLIC

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 [X] No

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

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

SEE SCHEDULE O FOR CONTINUATION(S)

4a (Code:) (Expenses \$ 22,484,386. including grants of \$) (Revenue \$ 926,456.) KOED PUBLIC TELEVISION IS ONE OF THE NATION'S MOST-WATCHED PUBLIC TELEVISION STATIONS WITH AN AVERAGE OF CLOSE TO 2.7 MILLION VIEWERS TUNING IN WEEKLY IN THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET. SINCE FIRST GOING ON THE AIR IN 1954, KOED HAS BEEN AN INTEGRAL PART OF THE BAY AREA'S MEDIA AND CULTURAL LANDSCAPE. THE STATION PRODUCES ITS OWN UNIQUE LOCAL AND NATIONAL PROGRAMS AND COLLABORATES WITH FILMMAKERS AND DOCUMENTARY PRODUCERS TO PRESENT MORE INDEPENDENT PROGRAMMING THAN ANY OTHER PUBLIC TELEVISION STATION IN THE NATION.

KOED PUBLIC TELEVISION IS COMMITTED TO PRODUCING, CO-PRODUCING, AND PRESENTING CONTENT THAT SERVES THE PEOPLE OF NORTHERN CALIFORNIA AND BEYOND. IN 2009, KOED CONTINUED TO BROADCAST ITS ONGOING LOCALLY

4b (Code:) (Expenses \$ 9,107,402. including grants of \$ 62,000.) (Revenue \$ 28,987.) KOED PUBLIC RADIO IS AMONG THE MOST-LISTENED-TO PUBLIC RADIO STATIONS IN THE NATION, WITH OVER 750,000 WEEKLY RADIO LISTENERS IN THE SAN FRANCISCO METRO SURVEY AREA, AND AN ADDITIONAL 50,000+ IN THE SACRAMENTO AREA. ITS AWARD-WINNING NEWS AND PUBLIC AFFAIRS PROGRAM SERVICE CAN BE HEARD ON 88.5 FM OR COMCAST CHANNEL 960 IN SAN FRANCISCO, KQEI 89.3 FM IN SACRAMENTO, 88.3 FM IN SANTA ROSA AND 88.1 FM IN MARTINEZ. KOED PUBLIC RADIO BROADCASTS MANY OF NATIONAL PUBLIC RADIO'S STELLAR PROGRAMS. IN ADDITION, KOED PUBLIC RADIO PRODUCES A SIGNIFICANT NUMBER OF LOCAL PROGRAMS AND SERIES INCLUDING THE AWARD-WINNING FORUM (OVER 500 NEW SHOWS IN 2009); THE CALIFORNIA REPORT, THE DAILY NEWS SEGMENT AND WEEKLY 30-MINUTE NEWS MAGAZINE CARRIED BY 27 STATIONS IN THE STATE OF CALIFORNIA, WHICH NOW INCLUDES

4c (Code:) (Expenses \$ 2,603,112. including grants of \$) (Revenue \$ 5,985.) NCPB'S PROGRAM PROMOTION UTILIZED NCPB'S INTERNAL MEDIA PLATFORMS TO CROSS-PROMOTE PROGRAMS AND SERVICES TO AUDIENCES. IN ADDITION, KOED AND KTEH EACH PUBLISH A MONTHLY PROGRAM GUIDE CONTAINING PROGRAM SCHEDULES, HIGHLIGHTS AND VARIOUS INSTITUTIONAL MESSAGES. NCPB HAS BUILT A STRONG RELATIONSHIP WITH THE TWO LARGEST PRINT MEDIA PUBLICATIONS IN THE BAY AREA, THE SAN FRANCISCO CHRONICLE AND THE SAN JOSE MERCURY NEWS, FOR CROSS-PROMOTION. IN ADDITION, KOED HAS BUILT CAMPAIGNS AROUND SPECIFIC PROGRAMS FOR BOTH LOCAL AND NATIONAL AUDIENCES. IN 2009, KOED CREATED NATIONAL CAMPAIGNS FOR THE KOED PRODUCTION JEAN-MICHEL COUSTEAU: OCEAN ADVENTURES. KOED ALSO CREATED LOCALIZED PROMOTION PLANS, WHICH INCLUDED CABLE ADVERTISING, LOCAL RADIO, SOCIAL MEDIA TOOLS, OUTREACH TO BLOGGERS AND OTHER LOCAL PRINT PUBLICATIONS, SURROUNDING SEASON

4d Other program services. (Describe in Schedule O.) (Expenses \$ 3,218,654. including grants of \$) (Revenue \$ 180,302.)

4e Total program service expenses \$ 37,413,554. (Must equal Part IX, Line 25, column (B).)

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

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	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors?	X	
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		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	X	
5 Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? If "Yes," complete Schedule C, Part III		
6 Did the organization maintain any donor advised funds or any accounts where 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		X
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		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9 Did the organization report an amount in Part X, line 21; 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		X
10 Did the organization hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V	X	
11 Did the organization report an amount in Part X, lines 10, 12, 13, 15, or 25? If "Yes," complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable	X	
12 Did the organization receive an audited financial statement for the year for which it is completing this return that was prepared in accordance with GAAP? If "Yes," complete Schedule D, Parts XI, XII, and XIII	X	
13 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a Did the organization maintain an office, employees, or agents outside of the U.S.?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the U.S.? If "Yes," complete Schedule F, Part I		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Part II		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Part III		X
17 Did the organization report more than \$15,000 on Part IX, column (A), line 11e? If "Yes," complete Schedule G, Part I	X	
18 Did the organization report more than \$15,000 total on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II		X
19 Did the organization report more than \$15,000 on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		X
20 Did the organization operate one or more hospitals? If "Yes," complete Schedule H		X
21 Did the organization report more than \$5,000 on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	X	
22 Did the organization report more than \$5,000 on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III		X
23 Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5? If "Yes," complete Schedule J	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer questions 24b-24d and complete Schedule K. If "No," go to question 25		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		X
b Did the organization become aware that it had engaged in an excess benefit transaction with a disqualified person from a prior year? If "Yes," complete Schedule L, Part I		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, or substantial contributor, or to a person related to such an individual? If "Yes," complete Schedule L, Part III		X

NORTHERN CALIFORNIA PUBLIC BROADCASTING,
INC.

Form 990 (2008)

94-1241309 Page 4

Part IV Checklist of Required Schedules (continued)

		Yes	No
28	During the tax year, did any person who is a current or former officer, director, trustee, or key employee:		
a	Have a direct business relationship with the organization (other than as an officer, director, trustee, or employee), or an indirect business relationship through ownership of more than 35% in another entity (individually or collectively with other person(s) listed in Part VII, Section A)? <i>If "Yes," complete Schedule L, Part IV</i>		X
28a			
b	Have a family member who had a direct or indirect business relationship with the organization? <i>If "Yes," complete Schedule L, Part IV</i>		X
28b			
c	Serve as an officer, director, trustee, key employee, partner, or member of an entity (or a shareholder of a professional corporation) doing business with the organization? <i>If "Yes," complete Schedule L, Part IV</i>		X
28c			
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	X	
29			
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
30			
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
31			
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
32			
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
33			
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1</i>		X
34			
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
35			
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
36			
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
37			

Form 990 (2008)

Part V Statements Regarding Other IRS Filings and Tax Compliance

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable		
	1a 324		
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
	1b 0		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		
	1c		
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
	2a 475		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return. (see instructions)	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?	X	
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If "Yes," enter the name of the foreign country: See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes," to question 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?		
	5c		
6a	Did the organization solicit any contributions that were not tax deductible?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
	6b		
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization provide goods or services in exchange for any quid pro quo contribution of more than \$75?	X	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	X	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
d	If "Yes," indicate the number of Forms 8282 filed during the year		
	7d		
e	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		X
g	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?		
	7g		
h	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?	X	
	7h		
8	Section 501(c)(3) and other sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		
	8		
9	Section 501(c)(3) and other sponsoring organizations maintaining donor advised funds.		
a	Did the organization make any taxable distributions under section 4966?		
	9a		
b	Did the organization make a distribution to a donor, donor advisor, or related person?		
	9b		
10	Section 501(c)(7) organizations. Enter: N/A		
a	Initiation fees and capital contributions included on Part VIII, line 12		
	10a		
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		
	10b		
11	Section 501(c)(12) organizations. Enter: N/A		
a	Gross income from members or shareholders		
	11a		
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)		
	11b		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		
	12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year N/A		
	12b		

Part VI Governance, Management, and Disclosure (Sections A, B, and C request information about policies not required by the Internal Revenue Code.)

Section A. Governing Body and Management

		Yes	No
For each "Yes" response to lines 2-7b below, and for a "No" response to lines 8 or 9b below, describe the circumstances, processes, or changes in Schedule O. See instructions.			
1a	Enter the number of voting members of the governing body		25
b	Enter the number of voting members that are independent		25
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed?	X	
5	Did the organization become aware during the year of a material diversion of the organization's assets?		X
6	Does the organization have members or stockholders?		X
7a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?		X
b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9a	Does the organization have local chapters, branches, or affiliates?		X
b	If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?		
10	Was a copy of the Form 990 provided to the organization's governing body before it was filed? All organizations must describe in Schedule O the process, if any, the organization uses to review the Form 990	X	
11	Is there any officer, director or trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		X

Section B. Policies

		Yes	No
12a	Does the organization have a written conflict of interest policy? If "No," go to line 13	X	
b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
c	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done	X	
13	Does the organization have a written whistleblower policy?	X	
14	Does the organization have a written document retention and destruction policy?	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision:		
a	The organization's CEO, Executive Director, or top management official?	X	
b	Other officers or key employees of the organization? Describe the process in Schedule O. (see instructions)	X	
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?		

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 Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.
 Own website Another's website Upon request
- 19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.
- 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: **NCPB, INC. FINANCE DEPARTMENT - (415) 864-2000**
2601 MARIPOSA STREET, SAN FRANCISCO, CA 94110-1400

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

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

1a Complete this table for all persons required to be listed. Use Schedule J-2 if additional space is needed.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and **current** key employees. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- 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, and 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.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if the organization did not compensate any officer, director, trustee, or key employee.

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(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			
ANNE AVIS COMMITTEE CHAIR	0.70	X					0.	0.	0.	
ERNEST BATES BOARD MEMBER	0.70	X					0.	0.	0.	
BRENDA BOUDREAU EXEC COMMITTEE	0.90	X					0.	0.	0.	
LEE CARAHER COMMITTEE CHAIR	0.70	X					0.	0.	0.	
YOGEN DALAL EXEC COMMITTEE	0.90	X					0.	0.	0.	
SCOTT DETTNER COMMITTEE CHAIR	0.70	X					0.	0.	0.	
EILEEN DONAHOE COMMITTEE CHAIR	0.70	X					0.	0.	0.	
NICK DONATIELLO BOARD CHAIR	4.00	X					0.	0.	0.	
TOM EPSTEIN COMMITTEE CHAIR	0.70	X					0.	0.	0.	
ELIZABETH HAMBRECHT BOARD MEMBER	0.70	X					0.	0.	0.	
DIANNE HARRISON COMMITTEE CHAIR	0.70	X					0.	0.	0.	
WARREN HELLMAN BOARD MEMBER	0.70	X					0.	0.	0.	
NOELLE LECA BOARD CHAIR	4.00	X					0.	0.	0.	
DAVID LEE COMMITTEE CHAIR	0.70	X					0.	0.	0.	
JENNIFER LIU COMMITTEE CHAIR	0.70	X					0.	0.	0.	
DAVID MAHONEY COMMITTEE CHAIR	0.70	X					0.	0.	0.	
LEO MARTINEZ EXEC COMMITTEE	0.90	X					0.	0.	0.	

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Form 990 (2008)

94-1241309 Page 8

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

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply)						(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			
MARIE JORAJURIA COMMITTEE CHAIR	0.70	X					0.	0.	0.	
RITA MORENO BOARD MEMBER	0.70	X					0.	0.	0.	
GLENN PERRY COMMITTEE CHAIR	0.70	X					0.	0.	0.	
MARK PERRY EXEC COMMITTEE	0.90	X					0.	0.	0.	
MIKE RAMSAY BOARD MEMBER	0.70	X					0.	0.	0.	
GARY SBONA EXEC COMMITTEE	0.90	X					0.	0.	0.	
WILLA SELDON EXEC COMMITTEE	0.90	X					0.	0.	0.	
AJAY SHAH BOARD MEMBER	0.70	X					0.	0.	0.	
HEIDI LOCKE SIMON COMMITTEE CHAIR	0.70	X					0.	0.	0.	
JOHN SOBRATO EXEC COMMITTEE	0.90	X					0.	0.	0.	
1b Total							3,062,355.	0.	251,838.	

2 Total number of individuals (including those in 1a) who received more than \$100,000 in reportable compensation from the organization **43**

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		X
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? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization for services rendered to the organization? If "Yes," complete Schedule J for such person		X

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.

(A) Name and business address	(B) Description of services	(C) Compensation
CARL BLOOM ASSOCIATES, INC., 81 MAIN ST., 1ST FL., WHITE PLAINS, NY 10601-1711	FUNDRAISING SERVICES	1,756,332.
OCEAN FUTURES SOCIETY 325 CHAPALA STREET, SANTA BARBARA, CA 93101	PRODUCTION SERVICES	974,502.
NIELSEN MEDIA RESEARCH PO BOX 88961, CHICAGO, IL 60695-8961	VIEWERS IN PROFILE REPORTS	188,395.
NOAH BENSHEA PO BOX 1087, SUMMERLAND, CA 93067	CO-PRODUCTION SERVICES	130,000.
HOOD & STRONG LLP, 100 FIRST ST., 14TH FLOOR, SAN FRANCISCO, CA 94105	ACCOUNTING SERVICES	105,300.

2 Total number of independent contractors (including those in 1) who received more than \$100,000 in compensation from the organization **6**

SEE SCHEDULE J-2 FOR PART VII, SECTION A CONTINUATION

Form 990 (2008)

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Form 990 (2008)

94-1241309 Page 9

Part VIII Statement of Revenue

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1 a	Federated campaigns	1a					
	b	Membership dues	1b					
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e	7017307.				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	49613584.				
	g	Noncash contributions included in lines 1a-1f: \$		1835364.				
	h	Total. Add lines 1a-1f		56630891.				
	Program Service Revenue	2 a	SERVICE CONTRACTS	Business Code 515100	459,488.	459,488.		
		b	PRESENTING STATION FEE	515100	334,500.	334,500.		
c		PROGRAM SALES	515100	89,857.	89,857.			
d								
e								
f		All other program service revenue						
g		Total. Add lines 2a-2f		883,845.				
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		998,590.			998,590.	
	4	Income from investment of tax-exempt bond proceeds						
	5	Royalties		91,937.			91,937.	
	6 a	Gross Rents	(i) Real	241,012.				
		Less: rental expenses	(ii) Personal					
		Rental income or (loss)		241,012.				
		Net rental income or (loss)			241,012.			241,012.
	7 a	Gross amount from sales of assets other than inventory	(i) Securities	3818744.				
		Less: cost or other basis and sales expenses	(ii) Other	4690393.				
		Gain or (loss)		3391971.	4782700.			
		Net gain or (loss)		426,773.	-92,307.	334,466.		334,466.
	8 a	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a					
	b	Less: direct expenses	b					
	c	Net income or (loss) from fundraising events						
	9 a	Gross income from gaming activities. See Part IV, line 19	a					
b	Less: direct expenses	b						
c	Net income or (loss) from gaming activities							
10 a	Gross sales of inventory, less returns and allowances	a						
b	Less: cost of goods sold	b						
c	Net income or (loss) from sales of inventory							
Miscellaneous Revenue				Business Code				
11 a	PRODUCTION REVENUE		515100	272,254.	272,254.			
b	MISCELLANEOUS		515100	130,698.	130,698.			
c	PARKING REVENUE		812930	112,179.		2,349.	109,830.	
d	All other revenue		515100	110,395.	12,674.		97,721.	
e	Total. Add lines 11a-11d			625,526.				
12	Total Revenue. Add lines 1h, 2g, 3, 4, 5, 6d, 7d, 8c, 9c, 10c, and 11e			59806267.1	1,299,471.	2,349.	1873556.	

NORTHERN CALIFORNIA PUBLIC BROADCASTING,
INC.

Form 990 (2008)

94-1241309 Page 10

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) but are not required to complete columns (B), (C), and (D).

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 governments and organizations in the U.S. See Part IV, line 21	62,000.	62,000.		
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	2,025,421.	619,528.	972,960.	432,933.
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	19,809,269.	12,946,575.	3,100,757.	3,761,937.
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	727,000.	440,752.	153,902.	132,346.
9 Other employee benefits	4,463,947.	2,738,321.	938,917.	786,709.
10 Payroll taxes	2,043,599.	1,238,955.	432,619.	372,025.
11 Fees for services (non-employees):				
a Management				
b Legal	324,109.	76.	291,381.	32,652.
c Accounting	126,200.	8,500.	117,700.	
d Lobbying	22,323.	22,323.		
e Professional fundraising services. See Part IV, line 17	1,718,344.			1,718,344.
f Investment management fees	139,114.		139,114.	
g Other	3,472,607.	2,940,525.	268,984.	263,098.
12 Advertising and promotion	568,548.	176,093.	1,362.	391,093.
13 Office expenses	3,353,984.	1,157,742.	189,501.	2,006,741.
14 Information technology	903,413.	674,734.	34,063.	194,616.
15 Royalties	209,601.	209,058.		543.
16 Occupancy	1,753,147.	1,402,189.	246,338.	104,620.
17 Travel	305,217.	223,517.	30,089.	51,611.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	180,983.	143,166.	14,477.	23,340.
20 Interest	97,721.	62,273.	24,211.	11,237.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	3,980,505.	3,592,371.	187,170.	200,964.
23 Insurance	143,716.	105,583.	26,400.	11,733.
24 Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.)				
a PROG ACO & DUES	7,245,204.	7,245,204.		
b FUNDRAISING EXP	3,461,059.	208,211.	252,851.	2,999,997.
c SPACE RENTAL	906,531.	904,662.		1,869.
d OTHER G & S	216,743.	139,441.		77,302.
e PRODUCTION EQUIP EXP	179,456.	151,755.	16,715.	10,986.
f All other expenses				
25 Total functional expenses. Add lines 1 through 24f	58,439,761.	37,413,554.	7,439,511.	13,586,696.
26 Joint Costs. Check here <input type="checkbox"/> if following SOP 98-2. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation ...				

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Form 990 (2008)

94-1241309 Page 11

Part X Balance Sheet

		(A) Beginning of year		(B) End of year	
Assets	1	Cash - non-interest-bearing	600.	1	600.
	2	Savings and temporary cash investments	17,987,206.	2	11,799,477.
	3	Pledges and grants receivable, net	8,847,139.	3	5,553,527.
	4	Accounts receivable, net	497,098.	4	1,147,193.
	5	Receivables from current and former officers, directors, trustees, key employees, or other related parties. Complete Part II of Schedule L		5	
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use	308,490.	8	342,614.
	9	Prepaid expenses and deferred charges	486,144.	9	413,393.
	10a	Land, buildings, and equipment: cost basis	10a 75,021,469.		
	b	Less: accumulated depreciation. Complete Part VI of Schedule D	10b 37,577,644.	10c	37,443,825.
	11	Investments - publicly traded securities		11	
	12	Investments - other securities. See Part IV, line 11	36,778,271.	12	35,108,958.
	13	Investments - program-related. See Part IV, line 11		13	
	14	Intangible assets	2,943,951.	14	2,858,156.
	15	Other assets. See Part IV, line 11	322,616.	15	304,133.
16	Total assets. Add lines 1 through 15 (must equal line 34)	107,991,207.	16	94,971,876.	
Liabilities	17	Accounts payable and accrued expenses	7,013,104.	17	7,253,666.
	18	Grants payable		18	
	19	Deferred revenue	1,907,550.	19	475,974.
	20	Tax-exempt bond liabilities	13,120,000.	20	3,730,000.
	21	Escrow account liability. Complete Part IV of Schedule D		21	
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable		24	
	25	Other liabilities. Complete Part X of Schedule D	1,147,134.	25	1,162,028.
	26	Total liabilities. Add lines 17 through 25	23,187,788.	26	12,621,668.
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27	Unrestricted net assets	58,692,480.	27	57,975,547.
	28	Temporarily restricted net assets	10,941,297.	28	9,076,769.
	29	Permanently restricted net assets	15,169,642.	29	15,297,892.
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.				
	30	Capital stock or trust principal, or current funds		30	
	31	Paid-in or capital surplus, or land, building, or equipment fund		31	
	32	Retained earnings, endowment, accumulated income, or other funds		32	
	33	Total net assets or fund balances	84,803,419.	33	82,350,208.
	34	Total liabilities and net assets/fund balances	107,991,207.	34	94,971,876.

Part XI Financial Statements and Reporting

	Yes	No
1 Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other		
2a Were the organization's financial statements compiled or reviewed by an independent accountant?		X
b Were the organization's financial statements audited by an independent accountant?	X	
c If "Yes" to lines 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?	X	
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?	X	
b If "Yes," did the organization undergo the required audit or audits?	X	

NORTHERN CALIFORNIA PUBLIC BROADCASTING,

Schedule A (Form 990 or 990-EZ) 2008 INC.

94-1241309 Page 2

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.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	44594852.	47711496.	58565406.	59332349.	56630891.	266834994
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 - 3	44594852.	47711496.	58565406.	59332349.	56630891.	266834994
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)						
6 Public Support. Subtract line 5 from line 4.						266834994

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
7 Amounts from line 4	44594852.	47711496.	58565406.	59332349.	56630891.	266834994
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	1448551.	1913810.	2321992.	1951530.	1331539.	8967422.
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 IV.)	949,527.	783,062.	722,931.	902,309.	625,526.	3983355.
11 Total support. Add lines 7 through 10						279785771
12 Gross receipts from related activities, etc. (see instructions)					12	3,186,782.
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 2008 (line 6, column (f) divided by line 11, column (f))	14	95.37 %
15 Public support percentage from 2007 Schedule A, Part IV-A, line 26f	15	95.39 %
16a 33 1/3% support test - 2008. 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 - 2007. 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 - 2008. 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 IV 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 - 2007. 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 IV 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"/>	

Schedule A (Form 990 or 990-EZ) 2008

Part III Support Schedule for Organizations Described in Section 509(a)(2) (Complete only if you checked the box on line 9 of Part I.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(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 - 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 1% of the total of lines 9, 10c, 11, and 12 for the year or \$5,000						
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) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(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 IV.)						
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 2008 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2007 Schedule A, Part IV-A, line 27g	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2008 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2007 Schedule A, Part IV-A, line 27h	18	%

19a 33 1/3% support tests - 2008. 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 - 2007. 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

Schedule B

(Form 990, 990-EZ, or 990-PF)

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

▶ Attach to Form 990, 990-EZ, and 990-PF.

OMB No. 1545-0047

2008

Name of the organization

NORTHERN CALIFORNIA PUBLIC BROADCASTING,
INC.

Employer identification number

94-1241309

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(3) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**. (Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.)

General Rule

For organizations filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

Special Rules

For a section 501(c)(3) organization filing Form 990, or Form 990-EZ, that met the 33 1/3% support test of the regulations under sections 509(a)(1)/170(b)(1)(A)(vi), and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on Form 990, Part VIII, line 1h or 2% of the amount on Form 990-EZ, line 1. Complete Parts I and II.

For a section 501(c)(7), (8), or (10) organization filing Form 990, or Form 990-EZ, that received from any one contributor, during the year, aggregate contributions or bequests of more than \$1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For a section 501(c)(7), (8), or (10) organization filing Form 990, or Form 990-EZ, that received from any one contributor, during the year, some contributions for use *exclusively* for religious, charitable, etc., purposes, but these contributions did not aggregate to more than \$1,000. (If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year.) ▶ \$ _____

Caution. Organizations that are not covered by the General Rule and/or the Special Rules do not file Schedule B (Form 990, 990-EZ, or 990-PF), but they **must** answer "No" on Part IV, line 2 of their Form 990, or check the box in the heading of their Form 990-EZ, or on line 2 of their Form 990-PF, to certify that they do not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990. These instructions will be issued separately.

Schedule B (Form 990, 990-EZ, or 990-PF) (2008)

Name of organization
NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Employer identification number
94-1241309

Part I Contributors (see instructions)

(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1		\$ 5,540,968.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

For Organizations Exempt From Income Tax Under section 501(c) and section 527

2008
Open to Public
Inspection

Department of the Treasury
Internal Revenue Service

▶ To be completed by organizations described below.
▶ Attach to Form 990 or Form 990-EZ.

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part VI, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.** Employer identification number **94-1241309**

Part I-A To be completed by all organizations exempt under section 501(c) and section 527 organizations.

See the instructions for Schedule C for details.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.
- 2 Political expenditures ▶ \$ _____
- 3 Volunteer hours _____

Part I-B To be completed by all organizations exempt under section 501(c)(3).

See the instructions for Schedule C for details.

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$ _____
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$ _____
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
- 4a Was a correction made? Yes No
- b If "Yes," describe in Part IV.

Part I-C To be completed by all organizations exempt under section 501(c), except section 501(c)(3).

See the instructions for Schedule C for details.

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$ _____
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$ _____
- 3 Total of direct and indirect exempt function expenditures. Add lines 1 and 2 and enter here and on Form 1120-POL, line 17b ▶ \$ _____
- 4 Did the filing organization file Form 1120-POL for this year? Yes No
- 5 State the names, addresses and employer identification number (EIN) of all section 527 political organizations to which payments were made. Enter the amount paid and indicate if the amount was paid from the filing organization's funds or were political contributions received and promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Schedule C (Form 990 or 990-EZ) 2008

94-1241309 Page 2

Part II-A To be completed by organizations exempt under section 501(c)(3) that filed Form 5768 (election under section 501(h)). See the instructions for Schedule C for details.

- A Check if the filing organization belongs to an affiliated group.
 B Check if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grassroots lobbying)															
b Total lobbying expenditures to influence a legislative body (direct lobbying)															
c Total lobbying expenditures (add lines 1a and 1b)															
d Other exempt purpose expenditures															
e Total exempt purpose expenditures (add lines 1c and 1d)															
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.															
<table border="1"> <thead> <tr> <th>If the amount on line 1e, column (a) or (b) is:</th> <th>The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e.														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.														
Over \$17,000,000	\$1,000,000.														
g Grassroots nontaxable amount (enter 25% of line 1f)															
h Subtract line 1g from line 1a. Enter -0- if line g is more than line a															
i Subtract line 1f from line 1c. Enter -0- if line f is more than line c															
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?															

Yes No

4-Year Averaging Period Under Section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f of the instructions.)

Lobbying Expenditures During 4-Year Averaging Period

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) Total
2a Lobbying non-taxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots non-taxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2008

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Schedule C (Form 990 or 990-EZ) 2008

94-1241309 Page 3

Part II-B To be completed by organizations exempt under section 501(c)(3) that have NOT filed Form 5768 (election under section 501(h)). See the instructions for Schedule C for details.

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?	X		
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	X		
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?		X	
g Direct contact with legislators, their staffs, government officials, or a legislative body?		X	
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any other means?	X		22,323.
i Other activities? If "Yes," describe in Part IV		X	
j Total lines 1c through 1i			22,323.
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
b If "Yes," enter the amount of any tax incurred under section 4912			0.
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A To be completed by all organizations exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6). See the instructions for Schedule C for details.

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?	3	

Part III-B To be completed by all organizations exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, questions 1 and 2 are answered "No" OR if Part III-A, question 3 is answered "Yes." See Schedule C instructions for details.

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) non-deductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (line 2c total minus 3 and 4)	5	

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; and Part II-B, line 1i. Also, complete this part for any additional information.

PART II-B, LINE 1(I), OTHER LOBBYING ACTIVITIES:

NCPB IS A DUES-PAYING MEMBER OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS (APTS). APTS' PRIMARY ROLE IS TO ADVOCATE PUBLIC TELEVISION STATIONS' INTERESTS AT THE NATIONAL LEVEL BEFORE CONGRESS, THE ADMINISTRATION, FEDERAL AGENCIES AND OTHER NATIONAL ORGANIZATIONS. APTS LOBBIES FOR THE ANNUAL APPROPRIATION TO BE THE CORPORATION FOR

Schedule C (Form 990 or 990-EZ) 2008

Part IV Supplemental Information (continued)

PUBLIC BROADCASTING, THE PUBLIC TELECOMMUNICATIONS FACILITIES PROGRAM
AT THE DEPARTMENT OF COMMERCE AND PROGRAMS AT THE DEPARTMENT OF
EDUCATION THAT SUPPORT PUBLIC TELEVISION STATIONS' EDUCATIONAL
ACTIVITIES. APTS ALSO PROMOTES POLICIES FAVORABLE TO PUBLIC TELEVISION
STATIONS AT THE FCC AND OTHER FEDERAL AGENCIES. STAFF PARTICIPATES IN
RULEMAKINGS WITH THE GOALS OF PURSUING REGULATORY POLICIES THAT BENEFIT
PUBLIC TELEVISION AND OF ELIMINATING OR REDUCING REGULATORY BURDENS.

Schedule D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Attach to Form 990. To be completed by organizations that answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.**

Employer identification number
94-1241309

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

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at 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, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor or other impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" to 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 (e.g., recreation or pleasure) Preservation of an historically important land area
 Protection of natural habitat Preservation of certified historic structure
 Preservation of open space
- 2 Complete lines 2a-2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.
- | | Held at the End of the Year |
|--|-----------------------------|
| a Total number of conservation easements | 2a |
| b Total acreage restricted by conservation easements | 2b |
| c Number of conservation easements on a certified historic structure included in (a) | 2c |
| d Number of conservation easements included in (c) acquired after 8/17/06 | 2d |
- 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable 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, violations, and enforcement of the conservation easements it holds?
- 6 Staff or volunteer hours devoted to monitoring, inspecting, and enforcing easements during the year ▶ _____
- 7 Amount of expenses incurred in monitoring, inspecting, and enforcing 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 XIV, 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" to Form 990, Part IV, line 8.

- 1a If the organization elected, as permitted under SFAS 116, 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 XIV, the text of the footnote to its financial statements that describes these items.
- b If the organization elected, as permitted under SFAS 116, 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) Revenues included in 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 relating to these items:
- a Revenues included in Form 990, Part VIII, line 1
- b Assets included in Form 990, Part X

**NORTHERN CALIFORNIA PUBLIC BROADCASTING,
INC.**

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

- 3 Using the organization's 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 XIV.
- 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 Trust, Escrow and Custodial Arrangements. Complete if organization answered "Yes" to 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 XIV and complete the following table:
- | | Amount |
|---------------------------------|--------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21? Yes No
- b If "Yes," explain the arrangement in Part XIV.

Part V Endowment Funds. Complete if organization answered "Yes" to 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	28561983.				
b Contributions	2,470,133.				
c Investment earnings or losses	693,438.				
d Grants or scholarships					
e Other expenditures for facilities and programs	1,519,206.				
f Administrative expenses					
g End of year balance	30206348.				

- 2 Provide the estimated percentage of the year end balance held as:
- a Board designated or quasi-endowment 36.27 %
 - b Permanent endowment 49.73 %
 - c Term endowment 14.00 %

- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- | | Yes | No |
|-----------------------------|-----|----|
| (i) unrelated organizations | | X |
| (ii) related organizations | | X |
- b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? Yes No

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

Part VI Investments - Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Depreciation	(d) Book value
1a Land	3,269,691.			3,269,691.
b Buildings	28,172,252.		8,985,784.	19,186,468.
c Leasehold improvements				
d Equipment	43,579,526.		28,591,860.	14,987,666.
e Other				
Total. Add lines 1a-1e. (Column (d) should equal Form 990, Part X, column (B), line 10(c).)				37,443,825.

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	59,806,267.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	58,439,761.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	1,366,506.
4	Net unrealized gains (losses) on investments	4	-415,833.
5	Donated services and use of facilities	5	-12,943.
6	Investment expenses	6	
7	Prior period adjustments	7	-3,390,941.
8	Other (Describe in Part XIV)	8	
9	Total adjustments (net). Add lines 4-8	9	-3,819,717.
10	Excess or (deficit) for the year per financial statements. Combine lines 3 and 9	10	-2,453,211.

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	61,559,052.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	-415,833.
b	Donated services and use of facilities	2b	1,311,685.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV)	2d	996,047.
e	Add lines 2a through 2d	2e	1,891,899.
3	Subtract line 2e from line 1	3	59,667,153.
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	139,114.
b	Other (Describe in Part XIV)	4b	
c	Add lines 4a and 4b	4c	139,114.
5	Total revenue. Add lines 3 and 4c. (This should equal Form 990, Part I, line 12.)	5	59,806,267.

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	60,621,322.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	1,324,628.
b	Prior year adjustments	2b	
c	Losses reported on Form 990, Part IX, line 25	2c	
d	Other (Describe in Part XIV)	2d	996,047.
e	Add lines 2a through 2d	2e	2,320,675.
3	Subtract line 2e from line 1	3	58,300,647.
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	139,114.
b	Other (Describe in Part XIV)	4b	
c	Add lines 4a and 4b	4c	139,114.
5	Total expenses. Add lines 3 and 4c. (This should equal Form 990, Part I, line 18.)	5	58,439,761.

Part XIV Supplemental Information

Complete this part to 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; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b.

PART V, LINE 4: THE ORGANIZATION'S PRIMARY LONG-TERM MANAGEMENT

OBJECTIVE IS TO PROVIDE GENERAL SUPPORT IN MEETING THE NEEDS OF NCPB;
PROVIDED THAT A DONOR MAKING A CONTRIBUTION TO THE PERMANENT ENDOWMENT MAY
IMPOSE SPECIFIC USE RESTRICTIONS ON THE DONOR'S CONTRIBUTION.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

CONTRIBUTED PLEDGE PREMIUMS AND OTHER GOODS AND SERVICES: 996047.

Part XIV Supplemental Information (continued)

PART XIII, LINE 2D - OTHER ADJUSTMENTS:

CONTRIBUTED PLEDGE PREMIUMS AND OTHER GOODS AND SERVICES: 996047.

PART XI, LINE 7, PRIOR PERIOD ADJUSTMENTS:

THE PRIOR PERIOD ADJUSTMENT OF \$3,390,941 PERTAINS TO THE CHANGE IN METHOD OF ACCOUNTING FOR REVENUE RECOGNITION OF CORPORATE UNDERWRITING CONTRACTS AS FULLY DESCRIBED IN NOTE 13 TO THE FINANCIAL STATEMENTS.

PART X: FOOTNOTE TO THE ORGANIZATION'S FINANCIAL STATEMENTS REGARDING ACCOUNTING FOR UNCERTAIN TAX POSITIONS:

INCOME TAXES

THE CORPORATION'S PRINCIPAL ACTIVITIES ARE EXEMPT FROM FEDERAL AND STATE INCOME TAXES UNDER SECTION 501(C)(3) OF THE U.S. INTERNAL REVENUE CODE AND SECTION 23701(D) OF THE CALIFORNIA TAX CODE.

IN 2009, THE CORPORATION ADOPTED FASB ISSUED ASC 740-10-25 ACCOUNTING FOR UNCERTAINTY IN INCOME TAXES, WHICH CLARIFIES THE ACCOUNTING FOR UNCERTAINTY IN INCOME TAXES RECOGNIZED IN AN ENTITY'S FINANCIAL STATEMENTS AND PROVIDES GUIDANCE ON THE RECOGNITION, DE-RECOGNITION AND MEASUREMENT OF BENEFITS RELATED TO AN ENTITY'S UNCERTAIN TAX POSITION. THE CORPORATION DETERMINED THAT ASC 740-10-25 DOES NOT HAVE A MATERIAL IMPACT ON ITS FINANCIAL POSITION OR RESULTS OF OPERATIONS.

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Schedule G (Form 990 or 990-EZ) 2008

94-1241309 Page 2

Part II Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 on Form 990-EZ, line 6a. List events with gross receipts greater than \$5,000.

Revenue		(a) Event #1	(b) Event #2	(c) Other Events	(d) Total Events (Add col. (a) through col. (c))
		(event type)	(event type)	(total number)	
	1 Gross receipts				
	2 Less: Charitable contributions				
	3 Gross revenue (line 1 minus line 2)				
Direct Expenses	4 Cash prizes				
	5 Non-cash prizes				
	6 Rent/facility costs				
	7 Other direct expenses				
	8 Direct expense summary. Add lines 4 through 7 in column (d)				()
	9 Net income summary. Combine lines 3 and 8 in column (d)				()

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

Revenue		(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 Non-cash 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. Combine lines 1 and 7 in column (d)				()

	Yes	No
9 Enter the state(s) in which the organization operates gaming activities: _____		
a Is the organization licensed to operate gaming activities in each of these states?	9a	
b If "No," Explain: _____		
10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year?	10a	
b If "Yes," Explain: _____		
11 Does the organization operate gaming activities with nonmembers?	11	
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?	12	

Schedule G (Form 990 or 990-EZ) 2008

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

13 Indicate the percentage of gaming activity operated in:

a The organization's facility	13a	%
b An outside facility	13b	%

14 Provide 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?

15a

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:

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?

17a

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 ► \$ _____

**SCHEDULE I
(Form 990)**

Department of the Treasury
Internal Revenue Service

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the U.S.**

▶ **Complete if the organization answered "Yes," on Form 990, Part IV, lines 21 or 22.
▶ Attach to Form 990.**

OMB No. 1545-0047

2008

Open to Public
Inspection

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.** Employer identification number **94-1241309**

Part I General Information on Grants and Assistance

- 1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No
- 2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Use Part IV and Schedule I-1 (Form 990) if additional space is needed. ▶

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
KCLU-FM 60 WEST OLSEN ROAD #4400 THOUSAND OAKS, CA 91360	95-2962604	501(C)(3)	7,000.	0.	BOOK		HEALTH DIALOGUES
RADIO BILINGUE 5005 E. BELMONT AVENUE FRESNO, CA 93727	94-2472322	501(C)(3)	7,000.	0.	BOOK		HEALTH DIALOGUES
KPCC SO. CA PUBLIC RADIO PO BOX 51920 LOS ANGELES, CA 90051	95-4765734	501(C)(3)	7,000.	0.	BOOK		HEALTH DIALOGUES
KUSP PATAPHYSICAL BROADCASTING FDTN - PO BOX 423 - SANTA CRUZ, CA 95061	94-1748316	501(C)(3)	7,000.	0.	BOOK		HEALTH DIALOGUES
KVCR FOUNDATION 701 SOUTH MT. VERNON AVENUE SAN BERNARDINO, CA 92410	95-6002754	501(C)(3)	7,000.	0.	BOOK		HEALTH DIALOGUES
KPBS FM NEWS 5200 CAMPANILE DRIVE SAN DIEGO, CA 92182	95-6042721	501(C)(3)	9,900.	0.	BOOK		HEALTH DIALOGUES

- 2** Enter total number of section 501(c)(3) and government organizations **7.**
- 3** Enter total number of other organizations **7.**

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990. **Schedule I (Form 990) 2008**

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" on Form 990, Part IV, line 22. Use Schedule I-1 (Form 990) if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

SCHEDULE I, PART I, LINE 2: HEALTH DIALOGUES MINI-GRANT STATIONS PROVIDE KOED WITH PROPOSED BUDGETS WITH THEIR APPLICATION NARRATIVES. GRANTEEES ARE INFORMED OF PASS-THRU GRANT REQUIREMENTS AND CONDITIONS. AT THE END OF THE GRANT PERIOD, THEY PROVIDE US WITH NARRATIVES ABOUT ACTIVITIES SUPPORTED BY THEIR GRANTS.

DURING THE GRANT PERIOD, THE RECIPIENTS OCCASIONALLY REQUEST CHANGES IN THEIR GRANT EXPENDITURES, AND IN EACH CASE, WE HAVE CONSULTED LEGAL BEFORE APPROVING THE CHANGES.

**SCHEDULE I-1
(Form 990)**

Department of the Treasury
Internal Revenue Service

Continuation Sheet for Schedule I (Form 990)
 Attach to Form 990 to list additional information for
 Part II and Part III, Schedule I (Form 990).

OMB No. 1545-0047
 2008
 Open to Public
 Inspection

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.**
 Employer identification number **94-1241309**

Part I Continuation of Grants and Other Assistance to Governments and Organizations in the U.S. (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
NORTHSTATE PUBLIC RADIO CALIFORNIA STATE UNIVERSITY CHICO - FIRST & NORMAL STREETS - CHICO, CA 95929	68-0386518	501(C)(3)	17,100.	0.	BOOK		HEALTH DIALOGUES

**SCHEDULE J
(Form 990)**

Compensation Information

OMB No. 1545-0047

2008

Open to Public Inspection

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Attach to Form 990. To be completed by organizations that answered "Yes" to Form 990, Part IV, line 23.

Department of the Treasury
Internal Revenue Service

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.**

Employer identification number
94-1241309

Part I Questions Regarding Compensation

	Yes	No								
<p>1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.</p> <table border="0"> <tr> <td><input type="checkbox"/> First-class or charter travel</td> <td><input type="checkbox"/> Housing allowance or residence for personal use</td> </tr> <tr> <td><input type="checkbox"/> Travel for companions</td> <td><input type="checkbox"/> Payments for business use of personal residence</td> </tr> <tr> <td><input type="checkbox"/> Tax indemnification and gross-up payments</td> <td><input type="checkbox"/> Health or social club dues or initiation fees</td> </tr> <tr> <td><input type="checkbox"/> Discretionary spending account</td> <td><input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)</td> </tr> </table>	<input type="checkbox"/> First-class or charter travel	<input type="checkbox"/> Housing allowance or residence for personal use	<input type="checkbox"/> Travel for companions	<input type="checkbox"/> Payments for business use of personal residence	<input type="checkbox"/> Tax indemnification and gross-up payments	<input type="checkbox"/> Health or social club dues or initiation fees	<input type="checkbox"/> Discretionary spending account	<input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)		
<input type="checkbox"/> First-class or charter travel	<input type="checkbox"/> Housing allowance or residence for personal use									
<input type="checkbox"/> Travel for companions	<input type="checkbox"/> Payments for business use of personal residence									
<input type="checkbox"/> Tax indemnification and gross-up payments	<input type="checkbox"/> Health or social club dues or initiation fees									
<input type="checkbox"/> Discretionary spending account	<input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)									
<p>b If line 1a is 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</p>	1b									
<p>2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?</p>	2									
<p>3 Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director. Check all that apply.</p> <table border="0"> <tr> <td><input type="checkbox"/> Compensation committee</td> <td><input checked="" type="checkbox"/> Written employment contract</td> </tr> <tr> <td><input type="checkbox"/> Independent compensation consultant</td> <td><input checked="" type="checkbox"/> Compensation survey or study</td> </tr> <tr> <td><input type="checkbox"/> Form 990 of other organizations</td> <td><input checked="" type="checkbox"/> Approval by the board or compensation committee</td> </tr> </table>	<input type="checkbox"/> Compensation committee	<input checked="" type="checkbox"/> Written employment contract	<input type="checkbox"/> Independent compensation consultant	<input checked="" type="checkbox"/> Compensation survey or study	<input type="checkbox"/> Form 990 of other organizations	<input checked="" type="checkbox"/> Approval by the board or compensation committee				
<input type="checkbox"/> Compensation committee	<input checked="" type="checkbox"/> Written employment contract									
<input type="checkbox"/> Independent compensation consultant	<input checked="" type="checkbox"/> Compensation survey or study									
<input type="checkbox"/> Form 990 of other organizations	<input checked="" type="checkbox"/> Approval by the board or compensation committee									
<p>4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a:</p> <p>a Receive a severance payment or change of control payment?</p>	4a	X								
<p>b Participate in, or receive payment from, a supplemental nonqualified retirement plan?</p>	4b	X								
<p>c Participate in, or receive payment from, an equity-based compensation arrangement?</p> <p>If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.</p>	4c	X								
<p>Only 501(c)(3) and 501(c)(4) organizations must complete lines 5-8.</p>										
<p>5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:</p> <p>a The organization?</p>	5a	X								
<p>b Any related organization?</p> <p>If "Yes," to line 5a or 5b, describe in Part III.</p>	5b	X								
<p>6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:</p> <p>a The organization?</p>	6a	X								
<p>b Any related organization?</p> <p>If "Yes" to line 6a or 6b, describe in Part III.</p>	6b	X								
<p>7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III</p>	7	X								
<p>8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regs. section 53.4958-4(a)(3)? If "Yes," describe in Part III</p>	8	X								

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2008

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Schedule J (Form 990) 2008

94-1241309

Page 2

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use Schedule J-1 if additional space is needed.

For each individual whose compensation must be reported in 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) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

(A) Name	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other compensation				
MARGARET BERRY	(i) 174,123.	(ii) 11,110.	(iii) 0.	10,338.	6,086.	201,657.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
JEFF CLARKE	(i) 373,315.	(ii) 78,135.	(iii) 0.	12,650.	6,612.	470,712.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
JEFFERY NEMY	(i) 221,827.	(ii) 23,750.	(iii) 0.	12,650.	2,911.	261,138.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
MITZIE KELLEY	(i) 123,623.	(ii) 10,000.	(iii) 0.	8,101.	13,680.	155,404.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
DON DERHEIM	(i) 239,773.	(ii) 49,475.	(iii) 0.	12,650.	13,978.	315,876.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
LINDA O'BRYON	(i) 256,345.	(ii) 20,500.	(iii) 0.	12,650.	13,691.	303,186.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
TRACI ECKELS	(i) 170,895.	(ii) 18,250.	(iii) 0.	10,462.	5,442.	205,049.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
STEPHEN WELCH	(i) 148,586.	(ii) 31,360.	(iii) 0.	10,099.	6,921.	196,966.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
JO ANNE WALLACE	(i) 165,533.	(ii) 15,783.	(iii) 0.	10,063.	5,534.	196,913.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
JOANNE CARDER	(i) 147,631.	(ii) 17,500.	(iii) 0.	9,279.	5,492.	179,902.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
MICHAEL ISIP	(i) 147,832.	(ii) 16,884.	(iii) 0.	9,058.	2,886.	176,660.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
DAVID SHIMADA	(i) 161,803.	(ii) 2,760.	(iii) 0.	9,173.	5,006.	178,742.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
ELIZABETH SEIRMARCO	(i) 147,581.	(ii) 0.	(iii) 0.	8,474.	2,395.	158,450.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
PETER GOODMAN	(i) 147,502.	(ii) 0.	(iii) 0.	8,402.	6,591.	162,495.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
MICHAEL KRASNEY	(i) 140,479.	(ii) 0.	(iii) 0.	7,742.	2,822.	151,043.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.

SCHEDULE J-2
(Form 990)

Continuation Sheet for Form 990

OMB No. 1545-0047

2008

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ Attach to Form 990 to list additional information for Form 990, Part VII, Section A, line 1a.

Name of the Organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.**

Employer Identification number
94-1241309

Part I Continuation of Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(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			
ROSELYNE SWIG BOARD MEMBER	0.70	X					0.	0.	0.	
KIMBERLY WRIGHT-VIOLICH COMMITTEE CHAIR	0.70	X					0.	0.	0.	
JAN ZIVIC BOARD MEMBER	0.70	X					0.	0.	0.	
MARGARET BERRY GEN CNSL & CORP SEC	50.00			X			185,233.	0.	16,424.	
JEFF CLARKE PRESIDENT & CEO	70.00			X			451,450.	0.	19,262.	
JEFFERY NEMY CFO	50.00			X			245,577.	0.	15,561.	
MITZIE KELLEY CFO	45.00			X			133,623.	0.	21,781.	
DON DERHEIM EVP/MARKETING	55.00				X		289,248.	0.	26,628.	
LINDA O'BRYON CHIEF CONT OFFICER	56.00				X		276,845.	0.	26,341.	
TRACI ECKELS CHIEF DEVELOPMENT OFFICE	60.00				X		189,145.	0.	15,904.	
STEPHEN WELCH VP/OPERATIONS & ENGI	55.00				X		179,946.	0.	17,020.	
JO ANNE WALLACE VP/GEN MGR FM	55.00				X		181,316.	0.	15,597.	
JOANNE CARDER VP/HR & LABOR RELATIONS	50.00				X		165,131.	0.	14,771.	
MICHAEL ISIP VP TELEVISION CONTENT	50.00					X	164,716.	0.	11,944.	
DAVID SHIMADA LOCAL MKTG DIR TEAM LEAD	42.50					X	164,563.	0.	14,179.	
ELIZABETH SEIRMARCO LOCAL MKTG DIRECTOR	45.00					X	147,581.	0.	10,869.	
PETER GOODMAN LOCAL MKTG DIRECTOR	50.00					X	147,502.	0.	14,993.	
MICHAEL KRASNEY HOST FORUM	70.00					X	140,479.	0.	10,564.	

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J-2 (Form 990) 2008

**SCHEDULE M
(Form 990)**

NonCash Contributions

OMB No. 1545-0047

Department of the Treasury
Internal Revenue Service

▶ To be completed by organizations that answered
"Yes" on Form 990, Part IV, lines 29 or 30.

2008
Open to Public
Inspection

▶ Attach to Form 990.

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.** Employer identification number **94-1241309**

Part I	Types of Property	(a) Check if applicable	(b) Number of contributions	(c) Revenues reported on Form 990, Part VIII, line 1g	(d) Method of determining revenues
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	X	3,525	1,406,026	SALES OF COMPARABLE PR
7	Boats and planes				
8	Intellectual property				
9	Securities - Publicly traded	X	50	296,544	FAIR MARKET VALUE
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 ▶ (<u>TRADE PREMIUM</u>)	X	8	132,794	FAIR MARKET VALUE
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 Acknowledgment **29**

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

Part II

Supplemental Information. Complete this part to provide the information required by Part I, lines 30b, 32b, and 33.
Also complete this part for any additional information.

SCHEDULE M, LINE 32B: THE ORGANIZATION USES AN UNRELATED THIRD PARTY
TO ADMINISTER ITS VEHICLE DONATION PROGRAM.

SCHEDULE O

(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization	NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.	Employer identification number	94-1241309
--------------------------	---	--------------------------------	------------

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

RADIO STATIONS AND ONE OF THE MOST-WATCHED PUBLIC TELEVISION STATIONS IN THE COUNTRY. NCPB OWNS AND OPERATES PUBLIC TELEVISION STATIONS KOED-TV/DT CHANNEL 9, KTEH-TV/DT CHANNEL 54, AND KQET-TV-DT CHANNEL 25; KOED PUBLIC RADIO 88.5FM SAN FRANCISCO AND 89.3FM SACRAMENTO; THE EDUCATION NETWORK, WHICH BRINGS THE IMPACT OF NCPB CONTENT TO HUNDREDS OF THOUSANDS OF TEACHERS, STUDENTS, PARENTS AND THE GENERAL PUBLIC THROUGH WORKSHOPS, COMMUNITY SCREENINGS, AND MULTIMEDIA RESOURCES; AND INTERACTIVE PLATFORMS KOED.ORG, KTEH.ORG, AND KQET.COM. AUDIENCES/USERS CAN ACCESS NCPB CONTENT VIA DIGITAL TV CHANNELS 9HD/SD, LIFE, WORLD, KIDS, V-ME AND KOED PBS KIDS SPROUT, AND STREAM OR DOWNLOAD AVAILABLE CONTENT ON KOED.ORG AND KTEH.ORG

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

PRODUCED SERIES SHOWCASING DIFFERENT ASPECTS OF LIFE IN THE BAY AREA AT 7:30PM EACH WEEKNIGHT. PROGRAMS INCLUDE THE ARTS SERIES SPARK, WHICH CELEBRATED ITS SEVENTH SEASON IN 2009; QUEST, KOED'S SCIENCE, NATURE AND ENVIRONMENT SERIES, IN ITS THIRD SEASON; CHECK, PLEASE! BAY AREA, WHERE LOCAL DINERS REVIEW THEIR FAVORITE BAY AREA RESTAURANTS, IN ITS FOURTH SEASON; AND THIS WEEK IN NORTHERN CALIFORNIA, THE CURRENT AFFAIRS PROGRAM OFFERING JOURNALISTS' THOUGHT-PROVOKING ROUNDTABLE DISCUSSIONS, WHICH HAD ITS TWENTIETH SEASON IN 2009.

OTHER LOCAL PRODUCTIONS INCLUDED TWO INDEPENDENT FILM SERIES: IMAGEMAKERS, A COLLECTION OF INTERNATIONALLY ACCLAIMED SHORT FILMS; AND TRULY CA, WHICH SHOWCASES DOCUMENTARIES THAT FOCUS ON LOCAL, REGIONAL,

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization	NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.	Employer identification number 94-1241309
--------------------------	---	--

AND STATEWIDE ISSUES, AND AIRS ON PUBLIC TELEVISION STATIONS THROUGHOUT CALIFORNIA.

KOED AND KTEH SERVED AS CO-PRODUCERS ON THE ORIGINAL FOUR-PART SERIES SAVING THE BAY. NARRATED BY ROBERT REDFORD AND SHOT IN HIGH DEFINITION, THE SERIES TOLD THE HISTORY OF THE LARGEST ESTUARY IN THE CONTINENTAL UNITED STATES. THE STORY HIGHLIGHTED THE HISTORY, THE NEAR-DISASTERS AND THE FINAL TRIUMPHS OF EFFORTS TO PROTECT AND RESTORE SAN FRANCISCO BAY.

IN ADDITION, KOED SERVED AS A CO-PRODUCER FOR THE NATIONAL PRODUCTION OF BOTANY OF DESIRE BASED ON THE BEST-SELLING BOOK BY MICHAEL POLLAN. BOTANY OF DESIRE BECAME ONE OF PBS'S MOST-ANTICIPATED SHOWS OF ITS FALL SCHEDULE.

A NUMBER OF KOED PUBLIC TELEVISION'S NATIONALLY DISTRIBUTED PRODUCTIONS PREMIERED IN 2009, INCLUDING KOED'S ELEVENTH COOKING SERIES WITH RENOWNED CHEF JACQUES PEPIN, MORE FAST FOOD MY WAY; THREE NEW HOURS OF JEAN-MICHEL COUSTEAU: OCEAN ADVENTURES TITLED "SEA GHOSTS" AND "CALL OF THE KILLER WHALE"; AND A NUMBER OF PLEDGE SPECIALS, INCLUDING SECRETS OF ENLIGHTENMENT WITH DEEPAK CHOPRA, THE JOURNEY TO GREATNESS WITH NOAH BENSHEA, MADE IN SPAIN LIVE!, AND WITH PURPOSE: GOING FROM SUCCESS TO SIGNIFICANCE IN WORK AND LIFE WITH KEN DYCHTWARD. KOED PUBLIC TELEVISION ALSO COLLABORATED WITH OTHER PBS PROGRAMS TO PROVIDE CONTENT FOR NATIONAL AUDIENCES INCLUDING SAN FRANCISCO BALLET'S "NUTCRACKER" FOR GREAT PERFORMANCES, AND PROVIDING STORIES FOR PBS NEWSHOUR, NIGHTLY

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.**

Employer identification number
94-1241309

BUSINESS REPORT, NOVA SCIENCENOW AND OTHERS.

KOED WAS ALSO A LEADER IN PRESENTING INDEPENDENT PRODUCTIONS TO
NATIONWIDE AUDIENCES. DOWNE IN YON FORREST: CHRISTMAS FROM THE MIDDLE
AGES, FOREVER WILD, GLOBAL FOCUS V: THE NEW ENVIRONMENTALISTS, HOT
SPOTS, JOANNE WEIR'S COOKING CLASS II, A RE-RELEASE OF JULIA & JACQUES:
COOKING AT HOME, KEEPING SCORE, THE COOKING SERIES MADE IN SPAIN, A NEW
TRAVEL SERIES OPENROAD, OUT FROM THE SHADOWS: THE STORY OF IRENE
JOLIOT-CURIE AND FREDERIC JOLIOT-CURIE, PAPERBACK DREAMS, THE
CHILDREN'S EDUCATIONAL SERIES RAGGS, AND TRAVELSCOPE III ARE TITLES IN
WHICH NCPB SUPPORTED THE PRODUCERS IN FINDING DISTRIBUTION AND NATIONAL
AUDIENCES.

KTEH PUBLIC TELEVISION AND KOET PUBLIC TELEVISION SERVE THE LARGE SOUTH
BAY AND CENTRAL COAST POPULATIONS WITH A WIDE ARRAY OF PROGRAMS THAT
HIGHLIGHT THE DIVERSITY OF THEIR POPULATIONS. KTEH AND KOET CONTINUED
BROADCASTING V-ME, A SPANISH-LANGUAGE PUBLIC TELEVISION CHANNEL. IN
ADDITION, KTEH PUBLIC TELEVISION PRODUCED A NUMBER OF SPECIALS
REFLECTING ITS COMMUNITY. 2009 PREMIERES INCLUDED A 14TH SEASON OF
VIDEO I, KTEH'S LONG-RUNNING INDEPENDENT FILM AND VIDEO SERIES; THIS IS
US, A SERIES PROFILING REMARKABLE INDIVIDUALS FROM THE LOCAL AREA; KTEH
COOKS WITH GARLIC, WHERE AUDIENCES SUBMITTED HOME VIDEOS FOR A CHANCE
TO APPEAR ON LIVE TELEVISION COOKING THEIR GARLIC RECIPES; FACING THE
MORTGAGE CRISIS, PROVIDING EXPERT MORTGAGE-RELATED ADVICE AND
RESOURCES; KTEH CLASSIC CLIPS; AS WELL AS LOCAL INTERSTITIALS AROUND
THE ANNUAL STATE OF THE VALLEY CONFERENCE.

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public
Inspection

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.** Employer identification number **94-1241309**

KTEH REACHED SIGNIFICANT AUDIENCES IN 2009, WITH CLOSE TO 1.3 MILLION VIEWERS IN THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET TUNING INTO THE CHANNEL WEEKLY. WEEKLY VIEWERS IN THE MONTEREY-SALINAS MARKET AVERAGED CLOSE TO 180,000 FOR THE PRIMARY KQED/KQET CHANNEL AND OVER 81,000 FOR KTEH.

KOED AND KTEH PUBLIC TELEVISION RECEIVED A NUMBER OF AWARDS IN 2009 INCLUDING SEVEN REGIONAL EMMY AWARDS, AND A MEDIA CHAMPION OF THE YEAR AWARD FOR OUTSTANDING COVERAGE FROM THE COMMUNITY HEALTH PARTNERSHIP. QUEST RECEIVED AWARDS FOR TELEVISION PRODUCTIONS FROM THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION OF NORTHERN CALIFORNIA, THE SOCIETY OF ENVIRONMENTAL JOURNALISTS AWARDS FOR REPORTING ON THE ENVIRONMENT, AND THE SOCIETY OF PROFESSIONAL JOURNALISTS EXCELLENCE IN JOURNALISM AWARDS FOR NORTHERN CALIFORNIA IN THE EXPLANATORY JOURNALISM CATEGORY FOR THE QUEST/CLIMATE WATCH COLLABORATION, "CALIFORNIA AT THE TIPPING POINT." IN ADDITION, NCPB'S TELEVISION PROGRAM DIRECTOR WAS NAMED "PROGRAMMER OF THE YEAR" BY THE PUBLIC TELEVISION PROGRAMMER'S ASSOCIATION, AND NCPB'S CHIEF CONTENT OFFICER RECEIVED A LIFETIME ACHIEVEMENT EMMY AWARD FOR BUSINESS AND FINANCIAL REPORTING.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:
RADIO REPORTS FROM CLIMATE WATCH, A MULTIMEDIA SERIES PROVIDING IN-DEPTH COVERAGE OF CLIMATE-RELATED SCIENCE AND POLICY ISSUES FROM A CALIFORNIA PERSPECTIVE; THE DO LIST, A WEEKLY LOOK AT UPCOMING ARTS OFFERINGS AND EVENTS; AS WELL AS KOED NEWS REPORTS, HEALTH DIALOGUES,

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public
Inspection

Name of the organization **NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.** Employer identification number **94-1241309**

PERSPECTIVES, AND QUEST RADIO REPORTS. IN 2009, KOED LAUNCHED A NEW PROGRAM, CALIFORNIA MONEY, WHICH LOOKS AT THE ECONOMIC, BUSINESS AND FINANCIAL NEWS IMPACTING CALIFORNIANS. KOED PUBLIC RADIO ALSO PRESENTS CONTENT FROM THE COMMONWEALTH CLUB OF CALIFORNIA, THE WORLD AFFAIRS COUNCIL OF NORTHERN CALIFORNIA, THE ASIA SOCIETY OF NORTHERN CALIFORNIA AND CITY ARTS AND LECTURES.

KOED PUBLIC RADIO EMBRACED 21ST CENTURY MEDIA TECHNIQUES IN 2009, EXPANDING THE REACH OF KOED RADIO CONTENT THROUGH A WIDE ARRAY OF ONLINE SERVICES INCLUDING ACCOMPANYING SLIDE SHOWS, GOOGLE MAPS, VIDEO FEATURES, BLOGS, PODCASTS, AND A LIVE AUDIO STREAM, ALL AVAILABLE FREE ON KOED.ORG. SOME KOED PUBLIC RADIO BROADCASTS ARE ALSO PART OF THE SIRIUS SATELLITE NETWORK.

KOED PUBLIC RADIO RECEIVED A NUMBER OF AWARDS AND RECOGNITIONS IN 2009. THE SOCIETY OF PROFESSIONAL JOURNALISTS/NORTHERN CALIFORNIA CHAPTER RECOGNIZED SARAH VARNEY FOR HER STORY, "CHEMICALS AT HOME-UNKNOWN SUBSTITUTES", IN THE INVESTIGATIVE REPORTING CATEGORY; THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION OF NORTHERN CALIFORNIA RECOGNIZED THE CALIFORNIA REPORT FOR BEST NEWS BROADCAST UNDER 15 MINUTES, AND THE HEALTH DIALOGUES REPORT, "HEALTH CARE REFORM" FOR BEST SPECIAL NEWS PROGRAM CATEGORY; RELIGION NEWSWRITERS ASSOCIATION AWARDED STEPHANIE MARTIN FOR BEST RADIO RELIGION REPORTING FOR HER REPORT ON THE CATHOLIC CHURCH'S ROLE IN THE PROPOSITION 8 BALLOT INITIATIVE VOTE; THE FRESNO COUNTY FARM BUREAU RECOGNIZED SASHA KHOKHA FOR HER REPORT ON "AG WATER TECHNOLOGY"; THE SAN FRANCISCO PENINSULA PRESS CLUB

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public
Inspection

Name of the organization

NORTHERN CALIFORNIA PUBLIC BROADCASTING,
INC.

Employer identification number
94-1241309

RECOGNIZED THREE KOED PUBLIC RADIO PRODUCTIONS WITH SECOND AND THIRD PLACE AWARDS IN 2009; AND MICHAEL KRASNY OF FORUM WAS AWARDED THE 2009 VISIONARY MARIN AWARD BY THE MARIN INTERFAITH COUNCIL.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:

PREMIERES OF OUR LOCALLY PRODUCED SERIES. ADDITIONAL ADVERTISING WAS CONDUCTED IN ORDER TO LAUNCH KOED'S SCIENCE, NATURE AND ENVIRONMENT SERIES, QUEST. NEW CAMPAIGNS FOR KOED.ORG AND KOED PUBLIC RADIO ALSO CONTINUED IN 2009.

KOED'S PROMOTION TEAM WAS ONE OF THE LEADERS IN DEVELOPING A NATIONAL CAMPAIGN TO INCREASE RECOGNITION OF PUBLIC BROADCASTING AS A VALUABLE RESOURCE THAT INFORMS, ENLIGHTENS AND ENRICHES PUBLIC LIFE. THE MY SOURCE CAMPAIGN INVITED THE PUBLIC TO UPLOAD PERSONAL STORIES OF HOW PUBLIC MEDIA IS RELEVANT IN THEIR LIVES.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

UTILIZING THE POWER OF NCPB PUBLIC MEDIA, NCPB'S EDUCATION NETWORK INSPIRES LEARNING THROUGHOUT NORTHERN CALIFORNIA. THROUGH PARENT EDUCATION AND PROFESSIONAL DEVELOPMENT WORKSHOPS, PUBLIC SCREENINGS, MULTIMEDIA RESOURCES SPECIAL EVENTS AND COMMUNITY PARTNERSHIPS, NCPB EDUCATION NETWORK SERVES PEOPLE OF ALL AGES, WITH A PARTICULAR EMPHASIS ON REACHING UNDERSERVED COMMUNITIES. NCPB EDUCATION NETWORK SERVES CHILDREN, TEACHERS, CHILDCARE PROFESSIONALS, PARENTS AND ADULT LEARNERS THROUGH A VARIETY OF PROGRAMS DESIGNED TO ENRICH, EDUCATE, INSPIRE AND

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O

(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Employer identification number

94-1241309

ENTERTAIN BAY AREA AUDIENCES.

IN 2009, NCPB EDUCATION NETWORK REACHED CLOSE TO 407,000 PEOPLE THROUGH MORE THAN 440 WORKSHOPS, EDUCATIONAL SEMINARS, CLASSROOM VISITS, CONFERENCES AND SPECIAL EVENTS. EDUCATION NETWORK'S "HANDS ON LITERACY" PROJECT DISTRIBUTED 9,315 BOOKS IN ENGLISH, SPANISH AND CHINESE (MANDARIN AND CANTONESE) TO UNDERSERVED POPULATIONS. ORIGINAL CURRICULAR MATERIALS, CLASSROOM LESSON PLANS, DIGITAL STORIES, MEDIA AND EDUCATIONAL GAMES PRODUCED OR PRESENTED BY EDUCATION NETWORK TO ACCOMPANY NCPB PROGRAMS ARE MADE AVAILABLE ONLINE AND ARE DOWNLOADED MORE THAN 182,000 TIMES ANNUALLY. IN ADDITION, NCPB EDUCATION NETWORK HAS BEEN A LEADER NATIONWIDE IN CREATING SYMPOSIUMS AND WORKSHOPS THAT ILLUMINATE THE WIDE VARIETY OF PROGRAMS AND ISSUES PRESENTED ON NCPB'S OTHER PLATFORMS.

NCPB INTERACTIVE, WHICH INCLUDES WWW.KOED.ORG, WWW.KTEH.ORG AND WWW.KOET.COM, DEVELOPS CONTENT AND APPLICATIONS FOR DIGITAL PLATFORMS AND MOBILE DEVICES. NCPB'S INTERACTIVE SITES SERVE AS A COMMUNITY CONVENER, PROVIDING EVENT LISTINGS, RESOURCES, ONLINE POLLS, PODCASTS, BLOGS AND OTHER ITEMS OF TIMELY INTEREST. KOED.ORG FUNCTIONS AS KOED'S THIRD MEDIA PLATFORM, DELIVERING CONTENT SPECIFICALLY ACQUIRED FOR THE WEB INCLUDING "CAPITAL NOTES" A GLIMPSE OF THE POLICIES, PEOPLE AND POLITICS OF CALIFORNIA STATE GOVERNMENT FROM JOHN MYERS OF THE CALIFORNIA REPORT; "YOU DECIDE" AN ONLINE APPLICATION DESIGNED TO CHALLENGE AUDIENCES' VIEWS ON CURRENT ISSUES; "GALLERY CRAWL", A MONTHLY LOOK AT BAY AREA GALLERIES; "BAY AREA BITES", THE POPULAR FOOD

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O

(Form 990)

Department of the Treasury
Internal Revenue Service**Supplemental Information to Form 990**▶ Attach to Form 990. To be completed by organizations to provide
additional information for responses to specific questions for the
Form 990 or to provide any additional information.

OMB No. 1545-0047

2008Open to Public
Inspection

Name of the organization	NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.	Employer identification number	94-1241309
--------------------------	--	--------------------------------	------------

BLOG; "WRITERS' BLOCK", FEATURING NEW BAY AREA WRITERS; AND CLIMATE
WATCH, FEATURING A BLOG AND OTHER MULTIMEDIA CONTENT ON CLIMATE CHANGE
ISSUES.

KOED.ORG'S AUDIENCE CONTINUES TO GROW-IT IS RANKED AMONG THE TOP FIVE
MEDIA RELATED WEBSITES IN THE BAY AREA, AND IS ONE OF THE
MOST-TRAFFICKED STATION WEBSITES IN PUBLIC MEDIA IN THE UNITED STATES.
KOED.ORG HOSTS A LIVE-STREAM FOR KOED PUBLIC RADIO AND MAINTAINS
SEARCHABLE ARCHIVES OF LOCALLY-PRODUCED CONTENT. IN ADDITION, KOED.ORG
HAS CREATED AWARD-WINNING MINI-SITES FOR SUCH SERIES AS JEAN-MICHEL
COUSTEAU: OCEAN ADVENTURES AS WELL AS ORIGINAL WEB CONTENT FOR THE
KOED-PRODUCED SERIES SPARK AND QUEST. NCPB INTERACTIVE IS A LEADER IN
THE NATIONAL PUBLIC BROADCASTING ARENA THROUGH ITS EXPERIMENTATION WITH
NEW PROJECTS SUCH AS WIDGETS, DOWNLOADABLE VIDEO, PODCASTS, COMMUNITY
BLOGGERS AND MOBILE CONTENT. DURING 2009, KOED.ORG SERVED 347,500
UNIQUE USERS EACH MONTH WHO ON A MONTHLY BASIS VIEWED 1.5 MILLION PAGES
OF ITS ONLINE CONTENT. MONTHLY VISITS (USER SESSIONS) TOTALED WELL OVER
560,000, THERE WERE OVER 118,000 UNIQUE REQUESTS FOR THE KOED PUBLIC
RADIO LIVE AUDIO STREAM EACH MONTH, AND 197,700 DOWNLOADS OF MP3 AUDIO
ARCHIVES. IN ADDITION, KOED HAD 150,000 SUBSCRIBERS TO ITS MONTHLY
EMAIL NEWSLETTERS.

NCPB RECEIVED A NUMBER OF NEW MEDIA AWARDS IN 2009. THE SOCIETY OF
PROFESSIONAL JOURNALISTS/NORTHERN CALIFORNIA CHAPTER GAVE TOP HONORS TO
THE CALIFORNIA REPORT'S JOHN MYERS IN THE NEWS BLOGGING CATEGORY FOR
"CAPITAL NOTES"; QUEST WON THE BEST NEW MEDIA/WEB 2.0 AWARD AT THE

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O

(Form 990)

Department of the Treasury
Internal Revenue Service**Supplemental Information to Form 990**

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008Open to Public
Inspection

Name of the organization	NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.	Employer identification number	94-1241309
--------------------------	---	--------------------------------	------------

JACKSON HOLE WILDLIFE FILM FESTIVAL; KTEH WON THE FIRST EVER

INTERACTIVE AWARD FROM PBS INTERACTIVE FOR KTEH COOKS WITH GARLIC; AND

KOED.ORG/CLIMATEWATCH WAS AWARDED BEST NEWS/ORGANIZATION WEBSITE BY THE

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION OF NORTHERN CALIFORNIA.

EXPENSES \$ 3218654. INCLUDING GRANTS OF \$ 0. REVENUE \$ 180302.

FORM 990, PART VI, SECTION A, LINE 4: THE BYLAWS OF NORTHERN CALIFORNIA

PUBLIC BROADCASTING, INC. WERE AMENDED ON FEBRUARY 5, 2009.

SECTION 4.02 OF NCPB'S BYLAWS WERE REVISED TO ADD 4 ADDITIONAL MEMBERS TO

THE COMMUNITY ADVISORY PANEL FOR A TOTAL COMPOSITION OF UP TO 24 MEMBERS.

FORM 990, PART VI, SECTION A, LINE 10: THE PROCESS FOR REVIEWING THE NCPB

FORM 990 PRIOR TO FILING INCLUDED A REVIEW BY THE CFO, CEO, COO AND GENERAL

COUNSEL AND THE AUDIT COMMITTEE OF THE BOARD. THE AUDIT COMMITTEE APPROVED

THE FORM 990. THE FORM 990, AS APPROVED BY THE AUDIT COMMITTEE, WAS

PROVIDED TO ALL VOTING MEMBERS OF THE BOARD PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C: IN ACCORDANCE WITH THE

ORGANIZATION'S CONFLICT OF INTEREST POLICY, ALL DIRECTORS, OFFICERS, AND

KEY EMPLOYEES FILL OUT AND SIGN A CONFLICT OF INTEREST DISCLOSURE FORM,

WHICH IS REVIEWED AND MAINTAINED IN THE GENERAL COUNSEL'S OFFICE. KEY

EMPLOYEES AND OFFICERS FILL OUT THE CONFLICT OF INTEREST DISCLOSURE FORM

ANNUALLY. DIRECTORS FILL OUT THE CONFLICT OF INTEREST DISCLOSURE FORM WHEN

THEIR INITIAL BOARD TERM COMMENCES, AND THEN ARE ASKED ANNUALLY TO REPORT

ANY CHANGES THAT WOULD GIVE RISE TO A CONFLICT OF INTEREST.

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O

(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Employer identification number

94-1241309

FORM 990, PART VI, SECTION B, LINE 15: THE EXECUTIVE COMMITTEE OF THE BOARD IS RESPONSIBLE FOR REVIEWING THE COMPENSATION OF THE PRESIDENT AND CEO AND THE CFO, AND MAKES RECOMMENDATIONS TO THE BOARD OF DIRECTORS WHO APPROVE ANY SUCH COMPENSATION. THE OFFICERS ARE RECUSED FROM ANY DISCUSSION AND VOTE.

IN DETERMINING SALARIES FOR OTHER OFFICERS AND KEY EMPLOYEES, NCPB'S CEO AND ITS VP, HUMAN RESOURCES AND LABOR RELATIONS ANALYZE DATA FROM RELEVANT COMPENSATION SURVEYS INCLUDING THE EXECUTIVE COMPENSATION SURVEY SPONSORED BY WETA, AND THE EXECUTIVE COMPENSATION FOR PBS STATIONS SURVEY. IN ADDITION, THEY HAVE DISCUSSIONS WITH CONTEMPORARIES AT SIMILARLY SITUATED PUBLIC BROADCASTING STATIONS CONCERNING COMPENSATION FOR KEY EMPLOYEES IN COMPARABLE POSITIONS. FINALLY, THEY CONSIDER THE HISTORICAL AND CURRENT COMPENSATION PAID BY NCPB FOR COMPARABLE POSITIONS, AS WELL AS THE SKILLS AND EXPERIENCE OF THE INDIVIDUAL EMPLOYEE.

FORM 990, PART VI, SECTION C, LINE 19: THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC UPON REQUEST. CONDENSED FINANCIAL INFORMATION IS ALSO MADE AVAILABLE TO THE PUBLIC VIA THE ANNUAL NCPB REPORT TO THE COMMUNITY WHICH IS POSTED ON THE ORGANIZATION'S WEBSITE.

FORM 990, PART XI, LINE 2C

AUDIT COMMITTEE

THE ROLE AND PROCESS OF THE AUDIT COMMITTEE HAS NOT CHANGED FROM THE

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule O (Form 990) 2008

832211
12-18-08

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008
Open to Public
Inspection

Name of the organization

**NORTHERN CALIFORNIA PUBLIC BROADCASTING,
INC.**

Employer identification number
94-1241309

PRIOR YEAR.

FORM 990 PART 1, LINE 6

VOLUNTEERS

THROUGH THEIR WORK ON FUND-RAISING DRIVES, VOLUNTEERS MAKE IT POSSIBLE TO RAISE MILLIONS OF CRITICAL DOLLARS EVERY YEAR. VOLUNTEERS ARE ALSO INVOLVED IN DOCENT SERVICES AND OTHER ADMINISTRATIVE SUPPORT. WORKING INDIVIDUALLY OR AS PART OF A GROUP, VOLUNTEERS ARE THE STATION'S PERSONAL CONNECTION TO THE BAY AREA COMMUNITY. IN 2009, 3,264 VOLUNTEER SERVICE POSITIONS CONTRIBUTED IN EXCESS OF 12,500 HOURS OF SERVICE.

FORM 990, PART VI, SECTION A, LINE 1A

THE EXECUTIVE COMMITTEE CONSISTS OF THE BOARD CHAIR AND FOUR ADDITIONAL DIRECTORS ELECTED BY THE BOARD. ALL MEMBERS OF THE EXECUTIVE COMMITTEE MUST BE DIRECTORS OF NCPB. THE EXECUTIVE COMMITTEE MAY EXERCISE ALL OF THE AUTHORITY OF THE BOARD EXCEPT FOR:

- 1. THE APPROVAL OF WHICH REQUIRE APPROVAL OF THE BOARD UNDER APPLICABLE LAW;**
- 2. THE FILLING OF VACANCIES ON THE BOARD OR THE EXECUTIVE COMMITTEE;**
- 3. THE ADOPTION, AMENDMENT OR REPEAL OF BYLAWS;**
- 4. THE AMENDMENT OR REPEAL OF BOARD RESOLUTIONS WHICH BY THEIR TERMS REQUIRE BOARD ACTION TO AMEND OR REPEAL;**
- 5. THE CREATION OF COMMITTEES OF THE BOARD OR APPOINTMENT OF MEMBERS OF**

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

▶ Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Employer identification number

94-1241309

SUCH COMMITTEES;

6. THE APPROVAL OF ANY TRANSACTION IN WHICH THE CORPORATION IS A PARTY AND ONE OR MORE DIRECTORS HAS A MATERIAL FINANCIAL INTEREST; OR BETWEEN THE CORPORATION AND ONE OR MORE OF ITS DIRECTORS.

FORM 990, PART VII, SECTION A

COMPENSATION OF OFFICERS

MITZIE KELLEY WAS INTERIM CFO FROM APRIL TO AUGUST 2007 AND AGAIN EFFECTIVE SEPTEMBER 17, 2009.