

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

2007

Department of the Treasury
Internal Revenue Service

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

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

Open to Public Inspection

A For the 2007 calendar year, or tax year beginning **OCT 1, 2007** and ending **SEP 30, 2008**

B Check if applicable:

Address change
 Name change
 Initial return
 Termination
 Amended return
 Application pending

C Name of organization
NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Number and street (or P.O. box if mail is not delivered to street address) Room/suite
2601 MARIPOSA STREET

City or town, state or country, and ZIP + 4
SAN FRANCISCO, CA 94110-1400

D Employer identification number
4-1241309

E Telephone number
415-864-2000

F Accounting method: Cash Accrual
 Other (specify) _____

COPY FOR PUBLIC DISCLOSURE

Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

H and I are not applicable to section 527 organizations.

H(a) Is this a group return for affiliates? Yes No
H(b) If "Yes," enter number of affiliates **N/A**
H(c) Are all affiliates included? **N/A** Yes No (If "No," attach a list.)
H(d) Is this a separate return filed by an organization covered by a group ruling? Yes No
I Group Exemption Number **N/A**

G Website: **WWW.NCPB.ORG**

J Organization type (check only one) 501(c)(3) (insert no.) 4947(a)(1) or 527

K Check here if the organization is not a 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Gross receipts: Add lines 6b, 8b, 9b, and 10b to line 12 **72,054,466.**

M Check if the organization is not required to attach Sch. B (Form 990, 990-EZ, or 990-PF).

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances

Revenue	1 Contributions, gifts, grants, and similar amounts received:				
	a Contributions to donor advised funds	1a			
	b Direct public support (not included on line 1a)	1b		53,590,222.	
	c Indirect public support (not included on line 1a)	1c			
	d Government contributions (grants) (not included on line 1a)	1d		5,742,127.	
	e Total (add lines 1a through 1d) (cash \$ 57,778,006. noncash \$ 1,554,343.)	1e			59,332,349.
	2 Program service revenue including government fees and contracts (from Part VII, line 93)	2			726,758.
	3 Membership dues and assessments	3			
	4 Interest on savings and temporary cash investments	4			737,837.
	5 Dividends and interest from securities	5			936,246.
	6 a Gross rents SEE STATEMENT 1	6a		277,447.	
	b Less: rental expenses	6b			
c Net rental income or (loss). Subtract line 6b from line 6a	6c			277,447.	
7 Other investment income (describe _____)	7				
8 a Gross amount from sales of assets other than inventory	(A) Securities	8a		(B) Other	
	8,522,631.		618,889.		
	b Less: cost or other basis and sales expenses	8b		618,499.	
	6,880,801.				
c Gain or (loss) (attach schedule)	8c		390.		
d Net gain or (loss). Combine line 8c, columns (A) and (B) STMT 2	8d		STMT 3	1,642,220.	
9 Special events and activities (attach schedule). If any amount is from gaming, check here <input type="checkbox"/>					
a Gross revenue (not including \$ _____ of contributions reported on line 1b)	9a				
b Less: direct expenses other than fundraising expenses	9b				
c Net income or (loss) from special events. Subtract line 9b from line 9a	9c				
10 a Gross sales of inventory, less returns and allowances	10a				
	b Less: cost of goods sold	10b			
	c Gross profit or (loss) from sales of inventory (attach schedule). Subtract line 10b from line 10a	10c			
11 Other revenue (from Part VII, line 103)	11			902,309.	
12 Total revenue. Add lines 1e, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11	12			64,555,166.	
Expenses	13 Program services (from line 44, column (B))	13		38,940,950.	
	14 Management and general (from line 44, column (C))	14		8,456,300.	
	15 Fundraising (from line 44, column (D))	15		14,625,399.	
	16 Payments to affiliates (attach schedule)	16			
17 Total expenses. Add lines 16 and 44, column (A)	17			62,022,649.	
Net Assets	18 Excess or (deficit) for the year. Subtract line 17 from line 12	18		2,532,517.	
	19 Net assets or fund balances at beginning of year (from line 73, column (A))	19		90,749,570.	
	20 Other changes in net assets or fund balances (attach explanation) SEE STATEMENT 4	20		-8,478,668.	
	21 Net assets or fund balances at end of year. Combine lines 18, 19, and 20	21			84,803,419.

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Form 990 (2007)

94-1241309 Page 2

Part II Statement of Functional Expenses

All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others.

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I.	(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22a Grants paid from donor advised funds (attach schedule) (cash \$ 0 • noncash \$ 0) If this amount includes foreign grants, check here <input type="checkbox"/>			STATEMENT 6	
22b Other grants and allocations (attach schedule) (cash \$ 44,000 • noncash \$ 0) If this amount includes foreign grants, check here <input type="checkbox"/>	44,000.	44,000.		
23 Specific assistance to individuals (attach schedule)				
24 Benefits paid to or for members (attach schedule)				
25a Compensation of current officers, directors, key employees, etc. listed in Part V-A	876,999.	0.	876,999.	0.
b Compensation of former officers, directors, key employees, etc. listed in Part V-B	0.	0.	0.	0.
c Compensation and other distributions, not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
26 Salaries and wages of employees not included on lines 25a, b, and c	22,436,358.	15,009,468.	3,129,761.	4,297,129.
27 Pension plan contributions not included on lines 25a, b, and c	904,034.	587,891.	145,849.	170,294.
28 Employee benefits not included on lines 25a - 27	3,474,822.	2,209,875.	668,526.	596,421.
29 Payroll taxes	1,980,203.	1,238,816.	382,541.	358,846.
30 Professional fundraising fees	2,117,530.			2,117,530.
31 Accounting fees	103,153.	8,000.	95,153.	
32 Legal fees	165,891.		144,256.	21,635.
33 Supplies	2,820,535.	274,894.	45,764.	2,499,877.
34 Telephone	1,005,262.	476,027.	49,059.	480,176.
35 Postage and shipping	1,037,993.	240,563.	12,505.	784,925.
36 Occupancy	1,688,621.	1,207,185.	313,662.	167,774.
37 Equipment rental and maintenance	635,052.	587,659.	25,059.	22,334.
38 Printing and publications	1,017,332.	599,309.	22,713.	395,310.
39 Travel	477,748.	370,629.	43,497.	63,622.
40 Conferences, conventions, and meetings	197,683.	156,810.	15,180.	25,693.
41 Interest	408,715.	230,047.	120,235.	58,433.
42 Depreciation, depletion, etc. (attach schedule)	4,214,236.	3,782,655.	194,867.	236,714.
43 Other expenses not covered above (itemize):				
a				
b				
c				
d				
e				
f				
g SEE STATEMENT 5	16,416,482.	11,917,122.	2,170,674.	2,328,686.
44 Total functional expenses. Add lines 22a through 43g. (Organizations completing columns (B)-(D), carry these totals to lines 13-15)	62,022,649.	38,940,950.	8,456,300.	14,625,399.

Joint Costs. Check if you are following SOP 98-2.

Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? Yes No
 If "Yes," enter (i) the aggregate amount of these joint costs \$ N/A ; (ii) the amount allocated to Program services \$ N/A ;
 (iii) the amount allocated to Management and general \$ N/A ; and (iv) the amount allocated to Fundraising \$ N/A

723011 12-27-07

Form 990 (2007)

Part III Statement of Program Service Accomplishments (See the instructions.)

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

What is the organization's primary exempt purpose? ► SEE STATEMENT 11	Program Service Expenses (Required for 501(c)(3) and (4) orgs., and 4947(a)(1) trusts; but optional for others.)
All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)	
a SEE STATEMENT 7	
(Grants and allocations \$ 16,000.) If this amount includes foreign grants, check here ► <input type="checkbox"/>	24,000,290.
b SEE STATEMENT 8	
(Grants and allocations \$ 28,000.) If this amount includes foreign grants, check here ► <input type="checkbox"/>	9,474,366.
c SEE STATEMENT 9	
(Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	1,830,183.
d SEE STATEMENT 10	
(Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	1,727,438.
e Other program services (attach schedule) SEE STATEMENT 12	
(Grants and allocations \$) If this amount includes foreign grants, check here ► <input type="checkbox"/>	1,908,673.
f Total of Program Service Expenses (should equal line 44, column (B), Program services) ►	38,940,950.

Form 990 (2007)

NORTHERN CALIFORNIA PUBLIC BROADCASTING,
INC.

Form 990 (2007)

94-1241309 Page 4

Part IV Balance Sheets (See the instructions.)

Note: Where required, attached schedules and amounts within the description column should be for end-of-year amounts only.

		(A) Beginning of year		(B) End of year
Assets	45 Cash - non-interest-bearing	740.	45	600.
	46 Savings and temporary cash investments	16,664,442.	46	17,987,206.
	47 a Accounts receivable	1,075,861.		
	47 b Less: allowance for doubtful accounts	578,763.	47c	497,098.
	48 a Pledges receivable	2,739,252.		
	48 b Less: allowance for doubtful accounts		48c	2,739,252.
	49 Grants receivable	6,100,775.	49	6,107,887.
	50 a Receivables from current and former officers, directors, trustees, and key employees		50a	
	50 b Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)		50b	
	51 a Other notes and loans receivable		51c	
	51 b Less: allowance for doubtful accounts			
	52 Inventories for sale or use	318,022.	52	308,490.
	53 Prepaid expenses and deferred charges	375,048.	53	486,144.
	54 a Investments - publicly-traded securities		54a	
	54 b Investments - other securities		54b	
55 a Investments - land, buildings, and equipment: basis				
55 b Less: accumulated depreciation		55c		
56 Investments - other	SEE STATEMENT 13	42,273,465.	56	36,778,271.
57 a Land, buildings, and equipment: basis	78,193,018.			
57 b Less: accumulated depreciation	38,373,326.	57c	39,819,692.	
58 Other assets, including program-related investments (describe ► SEE STATEMENT 15)	3,694,401.	58	3,266,567.	
59 Total assets (must equal line 74). Add lines 45 through 58	115,695,055.	59	107,991,207.	
Liabilities	60 Accounts payable and accrued expenses	8,182,751.	60	7,013,104.
	61 Grants payable		61	
	62 Deferred revenue	1,879,770.	62	1,907,550.
	63 Loans from officers, directors, trustees, and key employees		63	
	64 a Tax-exempt bond liabilities	13,810,000.	64a	13,120,000.
	64 b Mortgages and other notes payable		64b	
	65 Other liabilities (describe ► ACCRUED BROADCAST RIGHTS)	1,072,964.	65	1,147,134.
66 Total liabilities. Add lines 60 through 65	24,945,485.	66	23,187,788.	
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 67 through 69 and lines 73 and 74.			
	67 Unrestricted	61,766,289.	67	58,692,480.
	68 Temporarily restricted	13,659,063.	68	10,941,297.
	69 Permanently restricted	15,324,218.	69	15,169,642.
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 70 through 74.			
	70 Capital stock, trust principal, or current funds		70	
	71 Paid-in or capital surplus, or land, building, and equipment fund		71	
	72 Retained earnings, endowment, accumulated income, or other funds		72	
73 Total net assets or fund balances. Add lines 67 through 69 or lines 70 through 72. (Column (A) must equal line 19 and column (B) must equal line 21)	90,749,570.	73	84,803,419.	
74 Total liabilities and net assets/fund balances. Add lines 66 and 73	115,695,055.	74	107,991,207.	

Form 990 (2007)

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Form 990 (2007)

94-1241309 Page 7

Part VI Other Information (continued)		Yes	No	
82 a	Did the organization receive donated services or the use of materials, equipment, or facilities at no charge or at substantially less than fair rental value?	82a	X	
b	If "Yes," you may indicate the value of these items here. Do not include this amount as revenue in Part I or as an expense in Part II. (See instructions in Part III.)	82b		
83 a	Did the organization comply with the public inspection requirements for returns and exemption applications?	83a	X	
b	Did the organization comply with the disclosure requirements relating to <i>quid pro quo</i> contributions?	83b	X	
84 a	Did the organization solicit any contributions or gifts that were not tax deductible?	84a		N/A
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	84b		N/A
85 a	501(c)(4), (5), or (6). Were substantially all dues nondeductible by members?	85a		N/A
b	Did the organization make only in-house lobbying expenditures of \$2,000 or less?	85b		N/A
	If "Yes" was answered to either 85a or 85b, do not complete 85c through 85h below unless the organization received a waiver for proxy tax owed for the prior year.			
c	Dues, assessments, and similar amounts from members	85c		N/A
d	Section 162(e) lobbying and political expenditures	85d		N/A
e	Aggregate nondeductible amount of section 6033(e)(1)(A) dues notices	85e		N/A
f	Taxable amount of lobbying and political expenditures (line 85d less 85e)	85f		N/A
g	Does the organization elect to pay the section 6033(e) tax on the amount on line 85f?	85g		N/A
h	If section 6033(e)(1)(A) dues notices were sent, does the organization agree to add the amount on line 85f to its reasonable estimate of dues allocable to nondeductible lobbying and political expenditures for the following tax year?	85h		N/A
86	501(c)(7) organizations. Enter: a Initiation fees and capital contributions included on line 12	86a		N/A
b	Gross receipts, included on line 12, for public use of club facilities	86b		N/A
87	501(c)(12) organizations. Enter: a Gross income from members or shareholders	87a		N/A
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	87b		N/A
88 a	At any time during the year, did the organization own a 50% or greater interest in a taxable corporation or partnership, or an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Part IX	88a		X
b	At any time during the year, did the organization, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Part XI	88b		X
89 a	501(c)(3) organizations. Enter: Amount of tax imposed on the organization during the year under: section 4911 ▶ 0.; section 4912 ▶ 0.; section 4955 ▶ 0.			
b	501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or did it become aware of an excess benefit transaction from a prior year? If "Yes," attach a statement explaining each transaction	89b		X
c	Enter: Amount of tax imposed on the organization managers or disqualified persons during the year under sections 4912, 4955, and 4958			0.
d	Enter: Amount of tax on line 89c, above, reimbursed by the organization			0.
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction?	89e		X
f	All organizations. Did the organization acquire a direct or indirect interest in any applicable insurance contract?	89f		X
g	For supporting organizations and sponsoring organizations maintaining donor advised funds. Did the supporting organization, or a fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	89g		X
90 a	List the states with which a copy of this return is filed ▶ CA			
b	Number of employees employed in the pay period that includes March 12, 2007	90b		475
91 a	The books are in care of ▶ NCPB, INC. FINANCE DEPARTMENT Telephone no. ▶ (415) 864-2000 Located at ▶ 2601 MARIPOSA STREET, SAN FRANCISCO, CA ZIP + 4 ▶ 94110-1400			
b	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)? If "Yes," enter the name of the foreign country ▶ N/A See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.	91b		X

Form 990 (2007)

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Form 990 (2007)

94-1241309 Page 8

Part VI Other Information (continued) Yes No

c At any time during the calendar year, did the organization maintain an office outside of the United States? 91c
 If "Yes," enter the name of the foreign country N/A

92 Section 4947(a)(1) nonexempt charitable trusts filing Form 990 in lieu of Form 1041- Check here
 and enter the amount of tax-exempt interest received or accrued during the tax year 92 N/A

Part VII Analysis of Income-Producing Activities (See the instructions.)

Note: Enter gross amounts unless otherwise indicated.

	Unrelated business income		Excluded by section 512, 513, or 514		(E) Related or exempt function income
	(A) Business code	(B) Amount	(C) Exclu- sion code	(D) Amount	
93 Program service revenue:					
a PROGRAM SALES					318,077.
b SERVICE CONTRACTS					73,001.
c PRESENTING STATION FEES					335,680.
d					
e					
f Medicare/Medicaid payments					
g Fees and contracts from government agencies					
94 Membership dues and assessments					
95 Interest on savings and temporary cash investments			14	737,837.	
96 Dividends and interest from securities			14	936,246.	
97 Net rental income or (loss) from real estate:					
a debt-financed property			30	277,447.	
b not debt-financed property					
98 Net rental income or (loss) from personal property					
99 Other investment income					
100 Gain or (loss) from sales of assets other than inventory			18	1,642,220.	
101 Net income or (loss) from special events					
102 Gross profit or (loss) from sales of inventory					
103 Other revenue:					
a SEE STATEMENT 19		3,173.		581,522.	317,614.
b					
c					
d					
e					
104 Subtotal (add columns (B), (D), and (E))		3,173.		4,175,272.	1,044,372.
105 Total (add line 104, columns (B), (D), and (E))					5,222,817.

Note: Line 105 plus line 1e, Part I, should equal the amount on line 12, Part I.

Part VIII Relationship of Activities to the Accomplishment of Exempt Purposes (See the instructions.)

Line No.	Explain how each activity for which income is reported in column (E) of Part VII contributed importantly to the accomplishment of the organization's exempt purposes (other than by providing funds for such purposes).
▼	SEE STATEMENT 20

Part IX Information Regarding Taxable Subsidiaries and Disregarded Entities (See the instructions.)

(A) Name, address, and EIN of corporation, partnership, or disregarded entity	(B) Percentage of ownership interest	(C) Nature of activities	(D) Total income	(E) End-of-year assets
N/A	%			
	%			
	%			
	%			

Part X Information Regarding Transfers Associated with Personal Benefit Contracts (See the instructions.)

(a) Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? Yes No

(b) Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? Yes No

Note: If "Yes" to (b), file Form 8870 and Form 4720 (see instructions).

Form 990 (2007)

Part XI Information Regarding Transfers To and From Controlled Entities. Complete only if the organization is a controlling organization as defined in section 512(b)(13). N/A

106 Did the reporting organization make any transfers to a controlled entity as defined in section 512(b)(13) of the Code? If "Yes," complete the schedule below for each controlled entity.

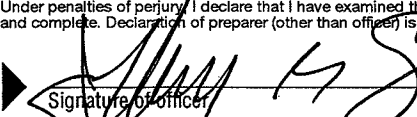
				Yes	No
(A) Name, address, of each controlled entity	(B) Employer Identification Number	(C) Description of transfer	(D) Amount of transfer		
a					
b					
c					
Totals					

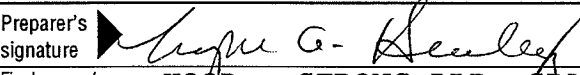
107 Did the reporting organization receive any transfers from a controlled entity as defined in section 512(b)(13) of the Code? If "Yes," complete the schedule below for each controlled entity.

				Yes	No
(A) Name, address, of each controlled entity	(B) Employer Identification Number	(C) Description of transfer	(D) Amount of transfer		
a					
b					
c					
Totals					

108 Did the organization have a binding written contract in effect on August 17, 2006, covering the interest, rents, royalties, and annuities described in question 107 above?

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.

Please Sign Here:  Date: 17 August 2009
 Signature of officer: _____ Date: _____
 Type or print name and title: CHIEF FINANCIAL OFFICER Jeffrey B. Nemy

Paid Preparer's Use Only: Preparer's signature:  Date: AUG 17 2009 Check if self-employed: Preparer's SSN or PTIN (See Gen. Inst. X): _____
 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

- If you are filing for an **Additional (Not Automatic) 3-Month Extension, complete only Part II** and check this box **X**
- 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. You must file original and one copy.	
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.

- The books are in the care of **KQED FINANCE DEPARTMENT**
Telephone No. **415-864-2000** FAX No. **415-553-2277**
- 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, 2009**.
- 5 For calendar year _____, or other tax year beginning **OCT 1, 2007**, and ending **SEP 30, 2008**.
- 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 AND FILE 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 *[Signature]* Title **CHIEF FINANCIAL OFFICER** Date **CPK**

Application for Extension of Time To File an Exempt Organization Return

▶ File a separate application for each return.

- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** and check this box **X**
 - If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** (on page 2 of this form).
- Do not complete Part II unless you have already been granted an automatic 3-month extension on a previously filed Form 8868.**

Part I Automatic 3-Month Extension of Time. Only submit original (no copies needed).

A corporation required to file Form 990-T and requesting an automatic 6-month extension - check this box and complete Part I only

All other corporations (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

Electronic Filing (e-file). Generally, you can electronically file Form 8868 if you want a 3-month automatic extension of time to file one of the returns noted below (6 months for a corporation required to file Form 990-T). However, you cannot file Form 8868 electronically if (1) you want the additional (not automatic) 3-month extension or (2) you file Forms 990-BL, 6069, or 8870, group returns, or a composite or consolidated Form 990-T. Instead, you must submit the fully completed and signed page 2 (Part II) of Form 8868. For more details on the electronic filing of this form, visit www.irs.gov/efile and click on e-file for Charities & Nonprofits.

Type or print	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	
File by the due date for filing your return. See instructions.	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):

- | | | |
|--|---|------------------------------------|
| <input checked="" type="checkbox"/> Form 990 | <input type="checkbox"/> Form 990-T (corporation) | <input type="checkbox"/> Form 4720 |
| <input type="checkbox"/> Form 990-BL | <input type="checkbox"/> Form 990-T (sec. 401(a) or 408(a) trust) | <input type="checkbox"/> Form 5227 |
| <input type="checkbox"/> Form 990-EZ | <input type="checkbox"/> Form 990-T (trust other than above) | <input type="checkbox"/> Form 6069 |
| <input type="checkbox"/> Form 990-PF | <input type="checkbox"/> Form 1041-A | <input type="checkbox"/> Form 8870 |

- The books are in the care of ▶ **KQED FINANCE DEPARTMENT**
Telephone No. ▶ **415-864-2000** FAX No. ▶ **415-553-2277**
- 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 will cover.

1 I request an automatic 3-month (6-months for a corporation required to file Form 990-T) extension of time until **MAY 15, 2009**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:
▶ calendar year _____ or
▶ tax year beginning **OCT 1, 2007**, and ending **SEP 30, 2008**.

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

3a 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.	3a	\$	
b If this application is for Form 990-PF or 990-T, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	3b	\$	
c Balance Due. Subtract line 3b from line 3a. 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.	3c	\$	N/A

Caution. If you are going to make an electronic fund withdrawal with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions.

SCHEDULE A
(Form 990 or 990-EZ)

Organization Exempt Under Section 501(c)(3)

OMB No. 1545-0047

(Except Private Foundation) and Section 501(e), 501(f), 501(k),
501(n), or 4947(a)(1) Nonexempt Charitable Trust

2007

Department of the Treasury
Internal Revenue Service

Supplementary Information-(See separate instructions.)

▶ **MUST be completed by the above organizations and attached to their Form 990 or 990-EZ**

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

Part I Compensation of the Five Highest Paid Employees Other Than Officers, Directors, and Trustees

(See page 1 of the instructions. List each one. If there are none, enter "None.")

(a) Name and address of each employee paid more than \$50,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
DON DERHEIM 2601 MARIPOSA STREET, SAN FRANCISCO,	VP/MARKETING 55.00	261,147.	27,795.	
LINDA O'BRYON 2601 MARIPOSA STREET, SAN FRANCISCO,	CHIEF CONT OFFICER 55.00	282,360.	28,942.	
TRACI ECKELS 2601 MARIPOSA STREET, SAN FRANCISCO,	VP/DEVELOPMENT 60.00	183,092.	15,325.	
STEPHEN WELCH 2601 MARIPOSA STREET, SAN FRANCISCO,	VP/OPERATIONS & ENGI 60.00	162,292.	15,371.	
JO ANNE WALLACE 2601 MARIPOSA STREET, SAN FRANCISCO,	VP/GEN MGR FM 55.00	175,106.	15,019.	
Total number of other employees paid over \$50,000 ▶	232			

Part II-A Compensation of the Five Highest Paid Independent Contractors for Professional Services

(See page 2 of the instructions. List each one (whether individuals or firms). If there are none, enter "None.")

(a) Name and address of each independent contractor paid more than \$50,000	(b) Type of service	(c) Compensation
CARL BLOOM ASSOCIATES, INC. 81 MAIN ST., 1ST FL., WHITE PLAINS, NY 10601-1711	FUNDRAISING SERVICES	1874481.
OCEAN FUTURES SOCIETY 325 CHAPALA STREET, SANTA BARBARA, CA 93101	PRODUCTION SERVICES	577,250.
DIRECT ADVANTAGE MARKETING P.O. BOX 55043, BOSTON, MA 02205	FUNDRAISING SERVICES	251,284.
NIELSEN MEDIA RESEARCH PO BOX 88961, CHICAGO, IL 60695-8961	VIEWERS IN PROFILE REPORTS	241,743.
ROCKMAN ET AL, INC. 49 GEARY BLVD., STE 530, SAN FRANCISCO, CA 94108	PRODUCTION/CONSULTANT SERVICES	112,401.
Total number of others receiving over \$50,000 for professional services ▶	9	

Part II-B Compensation of the Five Highest Paid Independent Contractors for Other Services

(List each contractor who performed services other than professional services, whether individuals or firms. If there are none, enter "None." See page 2 of the instructions.)

(a) Name and address of each independent contractor paid more than \$50,000	(b) Type of service	(c) Compensation
NONE		
Total number of other contractors receiving over \$50,000 for other services ▶	0	

NORTHERN CALIFORNIA PUBLIC BROADCASTING,

Part III Statements About Activities (See page 2 of the instructions.)

	Yes	No
<p>1 During the year, has the organization attempted to influence national, state, or local legislation, including any attempt to influence public opinion on a legislative matter or referendum? If "Yes," enter the total expenses paid or incurred in connection with the lobbying activities ▶ \$ _____ \$ <u>53,189.</u> (Must equal amounts on line 38, Part VI-A, or line i of Part VI-B.)</p> <p style="text-align: center;">VI-B, LINE I</p> <p>Organizations that made an election under section 501(h) by filing Form 5768 must complete Part VI-A. Other organizations checking "Yes" must complete Part VI-B AND attach a statement giving a detailed description of the lobbying activities.</p>	1	X
<p>2 During the year, has the organization, either directly or indirectly, engaged in any of the following acts with any substantial contributors, trustees, directors, officers, creators, key employees, or members of their families, or with any taxable organization with which any such person is affiliated as an officer, director, trustee, majority owner, or principal beneficiary? (If the answer to any question is "Yes," attach a detailed statement explaining the transactions.)</p>		
a Sale, exchange, or leasing of property?	2a	X
b Lending of money or other extension of credit?	2b	X
c Furnishing of goods, services, or facilities?	2c	X
d Payment of compensation (or payment or reimbursement of expenses if more than \$1,000)? SEE PART V-A, FORM 990	2d	X
e Transfer of any part of its income or assets?	2e	X
3 a Did the organization make grants for scholarships, fellowships, student loans, etc.? (If "Yes," attach an explanation of how the organization determines that recipients qualify to receive payments.)	3a	X
b Did the organization have a section 403(b) annuity plan for its employees?	3b	X
c Did the organization receive or hold an easement for conservation purposes, including easements to preserve open space, the environment, historic land areas or historic structures? If "Yes," attach a detailed statement	3c	X
d Did the organization provide credit counseling, debt management, credit repair, or debt negotiation services?	3d	X
4 a Did the organization maintain any donor advised funds? If "Yes," complete lines 4b through 4g. If "No," complete lines 4f and 4g	4a	X
b Did the organization make any taxable distributions under section 4966?	4b	N/A
c Did the organization make a distribution to a donor, donor advisor, or related person?	4c	N/A
d Enter the total number of donor advised funds owned at the end of the tax year	N/A	
e Enter the aggregate value of assets held in all donor advised funds owned at the end of the tax year	N/A	
f Enter the total number of separate funds or accounts owned at the end of the year (excluding donor advised funds included on line 4d) where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts	0.	
g Enter the aggregate value of assets in all funds or accounts included on line 4f at the end of the tax year	0.	

Part IV Reason for Non-Private Foundation Status (See pages 4 through 8 of the instructions.)

I certify that the organization is not a private foundation because it is: (Please check only **ONE** applicable box.)

- 5 A church, convention of churches, or association of churches. Section 170(b)(1)(A)(i).
- 6 A school. Section 170(b)(1)(A)(ii). (Also complete Part V.)
- 7 A hospital or a cooperative hospital service organization. Section 170(b)(1)(A)(iii).
- 8 A federal, state, or local government or governmental unit. Section 170(b)(1)(A)(v).
- 9 A medical research organization operated in conjunction with a hospital. Section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state
- 10 An organization operated for the benefit of a college or university owned or operated by a governmental unit. Section 170(b)(1)(A)(iv). (Also complete the **Support Schedule** in Part IV-A.)
- 11a An organization that normally receives a substantial part of its support from a governmental unit or from the general public. Section 170(b)(1)(A)(vi). (Also complete the **Support Schedule** in Part IV-A.)
- 11b A community trust. Section 170(b)(1)(A)(vi). (Also complete the **Support Schedule** in Part IV-A.)
- 12 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its charitable, etc., functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Also complete the **Support Schedule** in Part IV-A.)
- 13 An organization that is not controlled by any disqualified persons (other than foundation managers) and otherwise meets the requirements of section 509(a)(3). Check the box that describes the type of supporting organization:
 Type I Type II Type III-Functionally Integrated Type III-Other

Provide the following information about the supported organizations. (See page 8 of the instructions.)

(a) Name(s) of supported organization(s)	(b) Employer identification number (EIN)	(c) Type of organization (described in lines 5 through 12 above or IRC section)	(d) Is the supported organization listed in the supporting organization's governing documents?		(e) Amount of support
			Yes	No	
Total					▶

- 14 An organization organized and operated to test for public safety. Section 509(a)(4). (See page 8 of the instructions.)

NORTHERN CALIFORNIA PUBLIC BROADCASTING,

Schedule A (Form 990 or 990-EZ) 2007 INC.

94-1241309 Page 4

Part IV A Support Schedule (Complete only if you checked a box on line 10, 11, or 12.) Use cash method of accounting.

Note: You may use the worksheet in the instructions for converting from the accrual to the cash method of accounting.

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2005	(c) 2004	(d) 2003	(e) Total
15 Gifts, grants, and contributions received. (Do not include unusual grants. See line 28.)	58,364,468.	47,624,160.	46,638,241.	54,313,903.	206,940,772.
16 Membership fees received					
17 Gross receipts from admissions, merchandise sold or services performed, or furnishing of facilities in any activity that is related to the organization's charitable, etc., purpose	813,881.	1,201,684.	282,975.	1,177,772.	3,476,312.
18 Gross income from interest, dividends, amounts received from payments on securities loans (section 512(a)(5)), rents, royalties, income from similar sources, and unrelated business taxable income (less section 511 taxes) from businesses acquired by the organization after June 30, 1975	2,321,992.	1,913,810.	1,448,551.	1,206,397.	6,890,750.
19 Net income from unrelated business activities not included in line 18					
20 Tax revenues levied for the organization's benefit and either paid to it or expended on its behalf					
21 The value of services or facilities furnished to the organization by a governmental unit without charge. Do not include the value of services or facilities generally furnished to the public without charge					
22 Other income. Attach a schedule. Do not include gain or (loss) from sale of capital assets	722,931.	783,062.	949,527.	662,564.	3,118,084.
23 Total of lines 15 through 22	62,223,272.	51,522,716.	49,319,294.	57,360,636.	220,425,918.
24 Line 23 minus line 17	61,409,391.	50,321,032.	49,036,319.	56,182,864.	216,949,606.
25 Enter 1% of line 23	622,233.	515,227.	493,193.	573,606.	
26 Organizations described on lines 10 or 11: a Enter 2% of amount in column (e), line 24					26a 4,338,992.
b Prepare a list for your records to show the name of and amount contributed by each person (other than a governmental unit or publicly supported organization) whose total gifts for 2003 through 2006 exceeded the amount shown in line 26a. Do not file this list with your return. Enter the total of all these excess amounts					26b 0.
c Total support for section 509(a)(1) test: Enter line 24, column (e)					26c 216,949,606.
d Add: Amounts from column (e) for lines: 18 6,890,750. 19 _____ 22 3,118,084. 26b _____					26d 10,008,834.
e Public support (line 26c minus line 26d total)					26e 206,940,772.
f Public support percentage (line 26e (numerator) divided by line 26c (denominator))					26f 95.3866%
27 Organizations described on line 12: a For amounts included in lines 15, 16, and 17 that were received from a "disqualified person," prepare a list for your records to show the name of, and total amounts received in each year from, each "disqualified person." Do not file this list with your return. Enter the sum of such amounts for each year: N/A (2006) _____ (2005) _____ (2004) _____ (2003) _____					
b For any amount included in line 17 that was received from each person (other than "disqualified persons"), prepare a list for your records to show the name of, and amount received for each year, that was more than the larger of (1) the amount on line 25 for the year or (2) \$5,000. (Include in the list organizations described in lines 5 through 11b, as well as individuals.) Do not file this list with your return. After computing the difference between the amount received and the larger amount described in (1) or (2), enter the sum of these differences (the excess amounts) for each year: N/A (2006) _____ (2005) _____ (2004) _____ (2003) _____					
c Add: Amounts from column (e) for lines: 15 _____ 16 _____ 17 _____ 20 _____ 21 _____					27c N/A
d Add: Line 27a total _____ and line 27b total _____					27d N/A
e Public support (line 27c total minus line 27d total)					27e N/A
f Total support for section 509(a)(2) test: Enter amount on line 23, column (e) ▶					27f N/A
g Public support percentage (line 27e (numerator) divided by line 27f (denominator))					27g N/A %
h Investment income percentage (line 18, column (e) (numerator) divided by line 27f (denominator))					27h N/A %
28 Unusual Grants: For an organization described in line 10, 11, or 12 that received any unusual grants during 2003 through 2006, prepare a list for your records to show, for each year, the name of the contributor, the date and amount of the grant, and a brief description of the nature of the grant. Do not file this list with your return. Do not include these grants in line 15. NONE					

NORTHERN CALIFORNIA PUBLIC BROADCASTING,

Part V Private School Questionnaire (See page 9 of the instructions.)

N/A

(To be completed ONLY by schools that checked the box on line 6 in Part IV)

		Yes	No
29	Does the organization have a racially nondiscriminatory policy toward students by statement in its charter, bylaws, other governing instrument, or in a resolution of its governing body?		
30	Does the organization include a statement of its racially nondiscriminatory policy toward students in all its brochures, catalogues, and other written communications with the public dealing with student admissions, programs, and scholarships?		
31	Has the organization publicized its racially nondiscriminatory policy through newspaper or broadcast media during the period of solicitation for students, or during the registration period if it has no solicitation program, in a way that makes the policy known to all parts of the general community it serves?		
	If "Yes," please describe; if "No," please explain. (If you need more space, attach a separate statement.)		

32	Does the organization maintain the following:		
a	Records indicating the racial composition of the student body, faculty, and administrative staff?		
b	Records documenting that scholarships and other financial assistance are awarded on a racially nondiscriminatory basis?		
c	Copies of all catalogues, brochures, announcements, and other written communications to the public dealing with student admissions, programs, and scholarships?		
d	Copies of all material used by the organization or on its behalf to solicit contributions?		
	If you answered "No" to any of the above, please explain. (If you need more space, attach a separate statement.)		

33	Does the organization discriminate by race in any way with respect to:		
a	Students' rights or privileges?		
b	Admissions policies?		
c	Employment of faculty or administrative staff?		
d	Scholarships or other financial assistance?		
e	Educational policies?		
f	Use of facilities?		
g	Athletic programs?		
h	Other extracurricular activities?		
	If you answered "Yes" to any of the above, please explain. (If you need more space, attach a separate statement.)		

34 a	Does the organization receive any financial aid or assistance from a governmental agency?		
b	Has the organization's right to such aid ever been revoked or suspended?		
	If you answered "Yes" to either 34a or b, please explain using an attached statement.		
35	Does the organization certify that it has complied with the applicable requirements of sections 4.01 through 4.05 of Rev. Proc. 75-50, 1975-2 C.B. 587, covering racial nondiscrimination? If "No," attach an explanation		

NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.

Schedule A (Form 990 or 990-EZ) 2007

94-1241309 Page 6

Part VI-A Lobbying Expenditures by Electing Public Charities (See page 11 of the instructions.)

N/A

(To be completed ONLY by an eligible organization that filed Form 5768)

Check **a** if the organization belongs to an affiliated group. Check **b** if you checked "a" and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Affiliated group totals	(b) To be completed for all electing organizations
		N/A	
36 Total lobbying expenditures to influence public opinion (grassroots lobbying)	36		
37 Total lobbying expenditures to influence a legislative body (direct lobbying)	37		
38 Total lobbying expenditures (add lines 36 and 37)	38		
39 Other exempt purpose expenditures	39		
40 Total exempt purpose expenditures (add lines 38 and 39)	40		
41 Lobbying nontaxable amount. Enter the amount from the following table -			
If the amount on line 40 is - The lobbying nontaxable amount is -			
Not over \$500,000	20% of the amount on line 40		
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	41	
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		
42 Grassroots nontaxable amount (enter 25% of line 41)	42		
43 Subtract line 42 from line 36. Enter -0- if line 42 is more than line 36	43		
44 Subtract line 41 from line 38. Enter -0- if line 41 is more than line 38	44		

Caution: If there is an amount on either line 43 or line 44, you must file Form 4720.

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 45 through 50 on page 13 of the instructions.)

Calendar year (or fiscal year beginning in) ▶	Lobbying Expenditures During 4-Year Averaging Period				N/A (e) Total
	(a) 2007	(b) 2006	(c) 2005	(d) 2004	
45 Lobbying nontaxable amount					0.
46 Lobbying ceiling amount (150% of line 45(e))					0.
47 Total lobbying expenditures					0.
48 Grassroots nontaxable amount					0.
49 Grassroots ceiling amount (150% of line 48(e))					0.
50 Grassroots lobbying expenditures					0.

Part VI-B Lobbying Activity by Nonelecting Public Charities

(For reporting only by organizations that did not complete Part VI-A) (See page 14 of the instructions.)

During the year, did the organization attempt to influence national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:	Yes	No	Amount
a Volunteers	X		
b Paid staff or management (Include compensation in expenses reported on lines c through h.)	X		
c Media advertisements		X	
d Mailings to members, legislators, or the public	X		102.
e Publications, or published or broadcast statements	X		82.
f Grants to other organizations for lobbying purposes		X	
g Direct contact with legislators, their staffs, government officials, or a legislative body	X		37,817.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any other means	X		15,188.
i Total lobbying expenditures (Add lines c through h.)			53,189.

If "Yes" to any of the above, also attach a statement giving a detailed description of the lobbying activities.

SEE STATEMENT 22

FORM 990 RENTAL INCOME STATEMENT 1

KIND AND LOCATION OF PROPERTY	ACTIVITY NUMBER	GROSS RENTAL INCOME
RENTAL REVENUE	1	277,447.
TOTAL TO FORM 990, PART I, LINE 6A		277,447.

FORM 990 GAIN (LOSS) FROM PUBLICLY TRADED SECURITIES STATEMENT 2

DESCRIPTION	GROSS SALES PRICE	COST OR OTHER BASIS	EXPENSE OF SALE	NET GAIN OR (LOSS)
PUBLICLY TRADED SECURITIES	8,522,631.	6,880,801.	0.	1,641,830.
TO FORM 990, PART I, LINE 8	8,522,631.	6,880,801.	0.	1,641,830.

FORM 990 GAIN (LOSS) FROM SALE OF OTHER ASSETS STATEMENT 3

DESCRIPTION	DATE ACQUIRED	DATE SOLD	METHOD ACQUIRED		
FIXED ASSETS	02/28/09	02/28/09	PURCHASED		
NAME OF BUYER	GROSS SALES PRICE	COST OR OTHER BASIS	EXPENSE OF SALE	DEPREC	NET GAIN OR (LOSS)
	618,889.	618,499.	0.	0.	390.
TO FM 990, PART I, LN 8	618,889.	618,499.	0.	0.	390.

FORM 990 OTHER CHANGES IN NET ASSETS OR FUND BALANCES STATEMENT 4

DESCRIPTION	AMOUNT
UNREALIZED LOSSES	-8,478,668.
TOTAL TO FORM 990, PART I, LINE 20	-8,478,668.

FORM 990 OTHER EXPENSES STATEMENT 5

DESCRIPTION	(A) TOTAL	(B) PROGRAM SERVICES	(C) MANAGEMENT AND GENERAL	(D) FUNDRAISING
INSURANCE	206,566.	155,920.	35,063.	15,583.
PROFESSIONAL SERVICES	6,681,314.	2,882,211.	1,752,887.	2,046,216.
OTHER G & S	442,502.	208,963.	211,324.	22,215.
RIGHTS AND ROYALTIES	86,129.	85,211.		918.
PROGRAM ACQ AND DUES	7,110,364.	7,110,364.		
SPACE RENTAL	866,488.	864,171.	2,317.	
COMPUTER SVC AND MTC	854,036.	610,282.		243,754.
INVESTMENT EXPENSE	169,083.		169,083.	
TOTAL TO FM 990, LN 43	16,416,482.	11,917,122.	2,170,674.	2,328,686.

FORM 990

CASH GRANTS AND ALLOCATIONS
TO OTHERS

STATEMENT 6

CLASS OF ACTIVITY/DONEE'S NAME AND ADDRESS	AMOUNT
HEALTH DIALOGUES KCLU-FM 60 WEST OLSEN ROAD #4400 THOUSAND OAKS, CA 91360	5,600.
HEALTH DIALOGUES RADIO BILINGUE 5005 E. BELMONT AVENUE FRESNO, CA 93727	5,600.
HEALTH DIALOGUES KPCC SO. CA PUBLIC RADIO 1570 E. COLORADO BLVD. PASADENA, CA 91106	5,600.
HEALTH DIALOGUES KUSP PATAPHYSICAL BROADCASTING FDTN PO BOX 423 SANTA CRUZ, CA 95061	5,600.
HEALTH DIALOGUES KVCR FOUNDATION 701 SOUTH MT. VERNON AVENUE SAN BERNARDINO, CA 92410	5,600.
OCEAN ADVENTURES SOUTH TEXAS PUBLIC BROADCASTING SYSTEM, INC. 4455 S. PADRE ISLAND #38 CORPUS CHRISTI, TX 78411-4481	5,000.
OCEAN ADVENTURES KTOO-TV 360 EGAN DRIVE JUNEAU, AK 99801	5,000.
OCEAN ADVENTURES NASHVILLE PUBLIC TELEVISION, INC. 161 RAINS AVENUE NASHVILLE, TN 37203-5330	5,000.
OCEAN ADVENTURES ALASKA DISCOVERY FOUNDATION DISCOVERY SOUTHEAST 416 HARRIS STREET, SUITE 208 JUNEAU, AK 99802	1,000.
TOTAL INCLUDED ON FORM 990, PART II, LINE 22B	44,000.

DESCRIPTION OF PROGRAM SERVICE ONE

KQED PUBLIC TELEVISION IS ONE OF THE NATION'S MOST-WATCHED PUBLIC TELEVISION STATIONS WITH CLOSE TO 2.7 MILLION VIEWERS TUNING IN EACH WEEK ON AVERAGE IN THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET. SINCE FIRST GOING ON THE AIR IN 1954, KQED 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.

IN 2008, KQED PUBLIC TELEVISION ACHIEVED ITS STRATEGIC GOAL OF OVER 10% OF ITS TELEVISION SCHEDULE PRODUCED, CO-PRODUCED OR CO-BRANDED BY KQED. KQED'S ONGOING LOCALLY PRODUCED SERIES SHOWCASING DIFFERENT ASPECTS OF LIFE IN THE BAY AREA WERE FEATURED AT 7:30PM EACH WEEKNIGHT. PROGRAMS INCLUDE THE ARTS SERIES SPARK, WHICH CELEBRATED ITS SIXTH SEASON IN 2008; QUEST, KQED'S SCIENCE, NATURE AND ENVIRONMENT SERIES IN ITS SECOND SEASON; CHECK, PLEASE! BAY AREA, WHERE LOCAL DINERS REVIEW THEIR FAVORITE BAY AREA RESTAURANTS; AND THIS WEEK IN NORTHERN CALIFORNIA, THE CURRENT AFFAIRS PROGRAM OFFERING JOURNALISTS' THOUGHT-PROVOKING ROUNDTABLE DISCUSSIONS, WHICH HAD ITS NINETEENTH SEASON IN 2008 AND INCLUDED SPECIAL COVERAGE LEADING UP TO THE NOVEMBER 2008 ELECTIONS.

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, AND STATEWIDE ISSUES AND AIRS ON PUBLIC TELEVISION STATIONS THROUGHOUT CALIFORNIA; AS WELL AS A NEW INSTALLMENT OF THE F.A.Q. SERIES TITLED "GOING GREEN," WHICH EXPLORED THE MANY WAYS INDIVIDUALS AND FAMILIES CAN IMPROVE THEIR CARBON FOOTPRINT BY MAKING SIMPLE LIFESTYLE CHANGES.

KQED PUBLIC TELEVISION PRODUCED MANY NATIONAL PRODUCTIONS DURING 2008, INCLUDING KQED'S ELEVENTH COOKING SERIES WITH RENOWNED CHEF JACQUES PEPIN, MORE FAST FOOD MY WAY; TWO NEW HOURS OF JEAN-MICHEL COUSTEAU: OCEAN ADVENTURES TITLED "RETURN TO THE AMAZON;" AND THE PLEDGE SPECIALS, THE HAPPINESS PRESCRIPTION WITH DEEPAK CHOPRA, FROM SUCCESS TO

SIGNIFICANCE WITH KEN DYCHTWARD, AND MADE IN SPAIN LIVE!. KQED PUBLIC TELEVISION ALSO COLLABORATED WITH OTHER PBS PROGRAMS TO PROVIDE CONTENT FOR NATIONAL AUDIENCES INCLUDING CAPTURING SAN FRANCISCO BALLET'S "NUTCRACKER" IN HIGH-DEFINITION, WHICH WAS SHOWN ON GREAT PERFORMANCES, CO-PRODUCING "THE HARDLY STRICTLY BLUEGRASS FESTIVAL" FOR AUSTIN CITY LIMITS, AND PROVIDING STORIES FOR THE NEWSHOUR, NIGHTLY BUSINESS REPORT, NOVA SCIENCENOW AND OTHERS.

KQED WAS ALSO A LEADER IN PRESENTING INDEPENDENT PRODUCTIONS TO NATIONWIDE AUDIENCES. ARTIST'S TABLE: JACQUES PEPIN AND ITZHAK PERLMAN, EMILE NORMAN: BY HIS OWN DESIGN, GLOBAL FOCUS IV: THE NEW ENVIRONMENTALISTS, THE COOKING SERIES MADE IN SPAIN, AND THE CHILDREN'S EDUCATIONAL SERIES RAGGS ARE TITLES IN WHICH NCPB SUPPORTED IN FINDING DISTRIBUTION AND NATIONAL AUDIENCES.

KTEH PUBLIC TELEVISION AND KQET 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 KQET CONTINUED BROADCASTING V-ME, A SPANISH-LANGUAGE PUBLIC TELEVISION CHANNEL. IN ADDITION, KTEH PUBLIC TELEVISION PRODUCED A NUMBER OF SPECIALS REFLECTING ITS COMMUNITY, INCLUDING VIDEO I, KTEH'S LONG-RUNNING INDEPENDENT FILM AND VIDEO SERIES, WHICH CELEBRATED ITS THIRTEENTH SEASON IN 2008; THIS IS US, A NEW SERIES PROFILING REMARKABLE INDIVIDUALS FROM THE LOCAL AREA; THE STATE OF SILICON VALLEY, A ROUND-UP OF THE ANNUAL STATE OF THE VALLEY CONFERENCE; KTEH COOKS WITH GARLIC, WHERE AUDIENCES SUBMITTED HOME VIDEOS FOR A CHANCE TO APPEAR ON LIVE TELEVISION COOKING THEIR GARLIC RECIPES; AS WELL AS LOCAL INTERSTITIALS TO ACCOMPANY THE PREMIERE OF THE PBS SERIES CARRIER. KTEH REACHED SIGNIFICANT AUDIENCES IN 2008, WITH CLOSE TO 1.3 MILLION VIEWERS IN THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET TUNING INTO THE CHANNEL EACH WEEK. VIEWERS IN THE MONTEREY-SALINAS MARKET AVERAGED AT OVER 180,000 EACH WEEK FOR THE PRIMARY KQED/KQET CHANNEL AND CLOSE TO 80,000 FOR KTEH.

KQED PUBLIC TELEVISION RECEIVED A NUMBER OF AWARDS IN 2008 INCLUDING A CINE GOLDEN EAGLE AWARD FOR CHINA FROM THE INSIDE, EIGHT REGIONAL EMMY AWARDS, ONE OF WHICH WAS A SPECIAL STATION AWARD FOR OUTSTANDING ACHIEVEMENT IN COMMUNITY SERVICE, A "BEST TV STATION" RECOGNITION BY SAN FRANCISCO MAGAZINE'S JULY 2008, BEST OF THE BAY! POLL, AND A SOCIETY OF PROFESSIONAL JOURNALISTS AWARD FOR FEATURE WRITING FOR QUEST. CHECK, PLEASE! BAY AREA RECEIVED A SF WEEKLY BEST OF SAN FRANCISCO AWARD FOR BEST PUBLIC

TELEVISION SHOW, 2008, AND WAS RECOGNIZED AGAIN BY THE SAN FRANCISCO BAY GUARDIAN, WHICH NAMED THE PROGRAM "BEST LOCALLY PRODUCED TV SHOW" IN THE 2008 CITY LIVING READERS POLL.

IN JUNE 2008 AT THE SAN FRANCISCO PENINSULA PRESS CLUB'S 31ST ANNUAL GREATER BAY AREA JOURNALISM AWARDS CEREMONY, KQED RADIO, TELEVISION AND COMMUNICATIONS STAFF AND KTEH WERE HONORED WITH A DOZEN AWARDS, INCLUDING SIX FIRST PLACE HONORS. KQED PUBLIC TELEVISION WON FIVE AWARDS.

	GRANTS	EXPENSES
TO FORM 990, PART III, LINE A	16,000.	24,000,290.

DESCRIPTION OF PROGRAM SERVICE TWO

KQED PUBLIC RADIO IS THE MOST-LISTENED-TO PUBLIC RADIO STATION IN THE NATION, WITH WELL OVER 800,000 WEEKLY RADIO LISTENERS ON AVERAGE. 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. KQED PUBLIC RADIO BROADCASTS MANY OF NATIONAL PUBLIC RADIO'S STELLAR PROGRAMS. IN ADDITION, KQED PUBLIC RADIO PRODUCES A SIGNIFICANT NUMBER OF LOCAL PROGRAMS AND SERIES INCLUDING THE AWARD-WINNING FORUM (OVER 500 NEW SHOWS IN 2008), AND THE CALIFORNIA REPORT, THE DAILY NEWS SEGMENT AND WEEKLY 30-MINUTE NEWS MAGAZINE CARRIED BY MORE THAN 29 STATIONS IN THE STATE OF CALIFORNIA, AS WELL AS KQED RADIO NEWS REPORTS, HEALTH DIALOGUES, PERSPECTIVES, AND QUEST RADIO REPORTS. KQED 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. KQED PUBLIC RADIO ACHIEVED ITS STRATEGIC GOAL OF KQED CONTENT COMPRISING 20% OF ITS RADIO SCHEDULE IN 2008.

IN 2008, KQED LAUNCHED TWO NEW PROGRAMS WITH MAJOR RADIO BROADCAST COMPONENTS. CLIMATE WATCH IS A NEW MULTIMEDIA SERIES PROVIDING IN-DEPTH COVERAGE OF CLIMATE-RELATED SCIENCE AND POLICY ISSUES FROM A CALIFORNIA PERSPECTIVE. THE CALIFORNIA REPORT LAUNCHED THE RADIO PORTION OF THE CLIMATE WATCH SERIES WITH A TWO-PART EXAMINATION OF DEVELOPMENTS IN SOLAR ENERGY TECHNOLOGIES. CLIMATE WATCH ONLINE SOCIAL MEDIA/COMMUNITY ENGAGEMENT ACTIVITIES, INCLUDING A BLOG AND PHOTO ESSAYS, COMPLEMENTED THE RADIO COVERAGE. KQED PUBLIC RADIO ALSO BEGAN BROADCASTING THE DO LIST, A WEEKLY LOOK AT UPCOMING ARTS OFFERINGS AND EVENTS, HOSTED BY SAN FRANCISCO CHRONICLE ARTS AND ENTERTAINMENT EDITOR DAVID WIEGAND AND KQED PUBLIC RADIO'S CY MUSIKER.

KQED PUBLIC RADIO EMBRACED 21ST CENTURY MEDIA TECHNIQUES IN 2008 THROUGH A VAST EXPANSION OF ONLINE SERVICES INCLUDING ACCOMPANYING SLIDE SHOWS, VIDEO FEATURES AND EXPANDED BLOGS AND PODCASTS, ALL AVAILABLE FREE ON KQED.ORG. SOME KQED PUBLIC RADIO BROADCASTS ARE ALSO PART OF THE SIRIUS SATELLITE NETWORK.

KQED PUBLIC RADIO RECEIVED A NUMBER OF AWARDS AND RECOGNITIONS IN 2008. THE CALIFORNIA REPORT WAS RECOGNIZED WITH AN EDWARD R. MURROW REGIONAL AWARD - NORTHERN CALIFORNIA CHAPTER/RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION - FOR ITS COVERAGE OF CLIMATE CHANGE AND CALIFORNIA WATER. THE SOCIETY OF PROFESSIONAL JOURNALISTS/NORTHERN CALIFORNIA CHAPTER RECOGNIZED THIS SERIES WITH A FIRST PLACE PRIZE IN EXPLANATORY JOURNALIST/BROADCAST, AS WELL AS AWARDING THE KQED RADIO NEWS TEAM A FIRST PLACE IN THE BREAKING NEWS/BROADCAST CATEGORY FOR ITS CONTINUING COVERAGE OF THE LEGAL BATTLE OVER GAY MARRIAGE IN CALIFORNIA. THE SAN FRANCISCO PENINSULA PRESS CLUB RECOGNIZED SIX KQED PUBLIC RADIO PRODUCTIONS WITH FIRST AND SECOND PLACE AWARDS IN 2008, AND MICHAEL KRASNY OF FORUM WAS NAMED "BEST RADIO TALK SHOW HOST" IN THE SF WEEKLY'S 2008 READER'S POLL.

TO FORM 990, PART III, LINE B

GRANTS	EXPENSES
28,000.	9,474,366.

DESCRIPTION OF PROGRAM SERVICE THREE

NCPB INTERACTIVE, WHICH INCLUDES WWW.KQED.ORG, WWW.KTEH.ORG AND WWW.KQET.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. KQED.ORG FUNCTIONS AS KQED'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," A NEW 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 BLOG; AND "WRITERS' BLOCK," FEATURING NEW BAY AREA WRITERS. IN 2008, NCPB INTERACTIVE DEVELOPED A SITE FOR KQED'S NEW CLIMATE WATCH SERIES (WWW.KQED.ORG/CLIMATEWATCH). WITH A BLOG AS THE CENTERPIECE, THE SITE IS UPDATED WITH FRESH CONTENT ALMOST EVERY WEEKDAY. IN ADDITION TO ARCHIVING CLIMATE WATCH STORIES, OTHER KQED PROGRAMS RELATED TO CLIMATE WATCH ARE COLLECTED ON THE SITE, INCLUDING STORIES THAT BROADCAST ON THE CALIFORNIA REPORT, HEALTH DIALOGUES, QUEST AND FORUM.

KQED.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. KQED.ORG HOSTS A LIVE-STREAM FOR KQED PUBLIC RADIO AND MAINTAINS SEARCHABLE ARCHIVES OF LOCALLY-PRODUCED CONTENT. IN ADDITION, KQED.ORG HAS CREATED AWARD-WINNING MINI-SITES FOR SUCH SERIES AS JEAN-MICHEL COUSTEAU: OCEAN ADVENTURES AS WELL AS ORIGINAL WEB CONTENT FOR THE KQED-PRODUCED SERIES SPARK AND QUEST. NCPB INTERACTIVE IS A LEADER IN THE NATIONAL PUBLIC BROADCASTING ARENA THROUGH ITS EXPERIMENTATION WITH NEW PROJECTS LIKE WIDGETS, DOWNLOADABLE VIDEO, PODCASTS, COMMUNITY BLOGGERS AND MOBILE CONTENT. DURING 2008, KQED.ORG SERVED 250,000 UNIQUE USERS EACH MONTH WHO ON A MONTHLY BASIS VIEWED 1.3 MILLION PAGES OF ITS ONLINE CONTENT, MADE 140,000 REQUESTS FOR THE KQED PUBLIC RADIO LIVE AUDIO STREAM, AND DOWNLOADED 15,000 MP3 AUDIO ARCHIVES. IN ADDITION, KQED HAD 100,000 SUBSCRIBERS TO ITS MONTHLY EMAIL NEWSLETTER, WHICH WON THE INNOVATOR AWARD FOR BEST EMAIL COMMUNICATIONS AT THE CONVO

SUMMIT IN 2008.

	GRANTS	EXPENSES
TO FORM 990, PART III, LINE C		1,830,183.

FORM 990 STATEMENT OF PROGRAM SERVICE ACCOMPLISHMENTS STATEMENT 10

DESCRIPTION OF PROGRAM SERVICE FOUR

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 ENTERTAIN BAY AREA AUDIENCES.

IN 2008, NCPB EDUCATION NETWORK REACHED OVER 389,000 PEOPLE THROUGH MORE THAN 700 WORKSHOPS, COMMUNITY SCREENINGS, EDUCATIONAL SEMINARS, CLASSROOM VISITS, CONFERENCES AND SPECIAL EVENTS. EDUCATION NETWORK'S "HANDS ON LITERACY" PROJECT DISTRIBUTED 14,500 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 WERE MADE AVAILABLE ONLINE AND DOWNLOADED MORE THAN 121,000 TIMES. 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.

	GRANTS	EXPENSES
TO FORM 990, PART III, LINE D		1,727,438.

FORM 990 STATEMENT OF ORGANIZATION'S PRIMARY EXEMPT PURPOSE STATEMENT 11
PART III

EXPLANATION

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 IS A NOT-FOR-PROFIT CORPORATION OPERATING THE MOST-LISTENED-TO PUBLIC RADIO STATION IN THE NATION AS WELL AS THE MOST-WATCHED PUBLIC TELEVISION STATION IN THE COUNTRY DURING PRIME TIME. NCPB OWNS AND OPERATES PUBLIC TELEVISION STATIONS KQED-TV/DT CHANNEL 9 (SAN FRANCISCO), KTEH-TV/DT CHANNEL 54 (SAN JOSE), AND KQET-TV-DT CHANNEL 25 (WATSONVILLE/MONTEREY); KQED PUBLIC RADIO (88.5FM SAN FRANCISCO AND 89.3FM SACRAMENTO); THE KQED AND KTEH EDUCATION NETWORK; AND INTERACTIVE PLATFORMS KQED.ORG, KTEH.ORG, AND KQET.COM. AUDIENCES AND USERS CAN ALSO ACCESS NCPB CONTENT THROUGH: DIGITAL TELEVISION CHANNELS 9HD/SD, LIFE, WORLD, KIDS, V-ME AND KQED PBS KIDS SPROUT; AND STREAM OR DOWNLOAD AVAILABLE CONTENT ON WWW.KQED.ORG AND WWW.KTEH.ORG.

FORM 990 OTHER PROGRAM SERVICES STATEMENT 12

DESCRIPTION OF OTHER PROGRAM SERVICES

GRANTS AND ALLOCATIONS EXPENSES

NCPB'S PROGRAM PROMOTION UTILIZED NCPB'S INTERNAL MEDIA PLATFORMS TO CROSS-PROMOTE PROGRAMS AND SERVICES TO AUDIENCES. IN ADDITION, KQED 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, KQED HAS BUILT CAMPAIGNS AROUND SPECIFIC PROGRAMS FOR BOTH LOCAL AND NATIONAL AUDIENCES. IN 2008, KQED CREATED NATIONAL CAMPAIGNS FOR THE KQED PRODUCTIONS JEAN-MICHEL COUSTEAU: OCEAN ADVENTURES, JACQUES PEPIN: MORE FAST FOOD MY WAY, AND THE GREAT PERFORMANCES CO-PRODUCTION "SAN FRANCISCO BALLET'S NUTCRACKER." KQED ALSO CREATED A LOCALIZED PROMOTION PLAN, WHICH INCLUDED CABLE ADVERTISING, LOCAL RADIO AND OTHER LOCAL PRINT PUBLICATIONS, SURROUNDING THE LAUNCH OF THE KQED "LOCAL STRIP" OF ONGOING SERIES. ADDITIONAL ADVERTISING WAS CONDUCTED IN ORDER TO LAUNCH KQED'S SCIENCE, NATURE AND ENVIRONMENT SERIES, QUEST. IN 2008, A NEW BRANDING STRATEGY WAS DEVELOPED TO SHOWCASE THE NUMEROUS BRITISH-THEMED PROGRAMS ON KTEH. THE CAMPAIGN, BRILLIANTLY BRITISH, HAS RECEIVED NUMEROUS ACCOLADES

AND HAS BEEN A FACTOR IN THE STATION'S GROWTH IN RATINGS. NEW CAMPAIGNS FOR KQED.ORG AND KQED PUBLIC RADIO ALSO BEGAN IN 2008.

KQED'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. KQED'S WORK WAS AWARDED A NATIONAL MY SOURCE COMMUNITY IMPACT AWARD BY THE CORPORATION FOR PUBLIC BROADCASTING.

BEYOND BROADCAST, NCPB'S DEDICATION TO BECOMING A GREENER ORGANIZATION HAS MADE IT A NATIONAL LEADER AMONG BROADCASTERS. 2008 MARKED THE SECOND YEAR OF A SPECIAL GREEN PLEDGE DAY ON KQED PUBLIC RADIO. GREEN PLEDGE HAS HELPED KQED REALIZE ITS GOAL OF PURCHASING CARBON CREDITS TO OFFSET THE CARBON FOOTPRINT IT PRODUCES AS A BROADCASTER. THE PLEDGE, COMBINED WITH A PARTNERSHIP WITH SOLARCITY, ALLOWED KQED TO MOUNT 160 SOLAR PANELS ON THE STATION'S ROOF IN 2008, GREATLY REDUCING THE COST OF POWERING ITS TECHNICAL OPERATIONS CENTER, OFFICES AND INFRASTRUCTURE. KQED'S EFFORTS HAVE NOT GONE UNNOTICED IN THE COMMUNITY. THE SAN FRANCISCO BUSINESS TIMES NAMED KQED NONPROFIT OF THE YEAR AT ITS 2008 GREEN AWARDS, AND FOR THREE CONSECUTIVE YEARS THE BAY AREA ENERGY ALLIANCE AND PG&E HAVE CITED KQED FOR REDUCING PEAK ENERGY BY MORE THAN 20% DURING HIGH-DEMAND PERIODS.

0. 1,908,673.

TOTAL TO FORM 990, PART III, LINE E

1,908,673.

FORM 990 OTHER INVESTMENTS STATEMENT 13

DESCRIPTION	VALUATION METHOD	AMOUNT
MUTUAL FUNDS - EQUITY SECURITIES	MARKET VALUE	18,758,070.
MUTUAL FUNDS - BONDS	MARKET VALUE	8,798,073.
CASH AND MONEY MARKET FUNDS	MARKET VALUE	1,005,840.
CHARITABLE GIFT ANNUITIES AND TRUSTS	MARKET VALUE	6,246,998.
BONDS - COMMERCIAL	MARKET VALUE	1,969,290.
TOTAL TO FORM 990, PART IV, LINE 56, COLUMN B		36,778,271.

FORM 990 **DEPRECIATION OF ASSETS NOT HELD FOR INVESTMENT** **STATEMENT 14**

DESCRIPTION	COST OR OTHER BASIS	ACCUMULATED DEPRECIATION	BOOK VALUE
LAND	3,269,691.	0.	3,269,691.
BUILDINGS AND IMPROVEMENTS	28,150,502.	8,623,284.	19,527,218.
FURN., FIXTURES & OFFICE EQUIP	8,346,323.	7,171,976.	1,174,347.
TV STATION EQUIPMENT	33,529,679.	20,369,850.	13,159,829.
RADIO STATION EQUIPMENT	4,896,823.	2,208,216.	2,688,607.
TOTAL TO FORM 990, PART IV, LN 57	78,193,018.	38,373,326.	39,819,692.

FORM 990 **OTHER ASSETS** **STATEMENT 15**

DESCRIPTION	BEGINNING OF YEAR	END OF YEAR
EMPLOYEE ADVANCES	1,092.	1,765.
BOND FINANCING COSTS	663,563.	320,851.
INTANGIBLE ASSETS	3,029,746.	2,943,951.
TOTAL TO FORM 990, PART IV, LINE 58	3,694,401.	3,266,567.

FORM 990 **OTHER REVENUE NOT INCLUDED ON FORM 990** **STATEMENT 16**

DESCRIPTION	AMOUNT
CONTRIBUTED PLEDGE PREMIUMS AND OTHER GOODS AND SERVICES	631,036.
TOTAL TO FORM 990, PART IV-A	631,036.

FORM 990 **OTHER EXPENSES NOT INCLUDED ON FORM 990** **STATEMENT 17**

DESCRIPTION	AMOUNT
CONTRIBUTED PLEDGE PREMIUMS AND OTHER GOODS AND SERVICES	631,036.
TOTAL TO FORM 990, PART IV-B	631,036.

FORM 990 PART V-A - LIST OF CURRENT OFFICERS, DIRECTORS, STATEMENT 18
 TRUSTEES AND KEY EMPLOYEES

NAME AND ADDRESS	TITLE AND AVRG HRS/WK	COMPEN- SATION	EMPLOYEE BEN PLAN CONTRIB	EXPENSE ACCOUNT
MARGARET BERRY 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	GEN CNSL & CORP 50.00	SEC 185,458.	16,112.	0.
JEFF CLARKE 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	PRESIDENT & CEO 70.00	406,501.	19,133.	0.
JEFFERY NEMY 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	CFO 60.00	234,058.	15,737.	0.
ANNE AVIS 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
DAVID BALABANIAN 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
CHRIS BOSKIN 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
BRENDA BOUDREAUX 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
JACQUELYN BRAND 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
ANNE CASSCELLS 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
CAITLIN CROUGHAN 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
NICK DONATIELLO 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 4.00	0.	0.	0.

TOM EPSTEIN 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
ELIZABETH HAMBRECHT 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
DIANNE HARRISON 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
LAURENE POWELL JOBS 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
NOELLE LECA 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
DAVID LEE 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
JENNIFER LIU 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
DAVID MAHONEY 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
RITA MORENO 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
GLENN PERRY 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
MARK PERRY 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
GARY SBONA 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
WILLA SELDON 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.

AJAY SHAH 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
JOHN SOBRATO 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
ROSELYNE SWIG 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
KIMBERLY WRIGHT-VIOLICH 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
JAN ZIVIC 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
STEPHEN JOHNSON 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
LEO MARTINEZ 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.90	0.	0.	0.
MARIE JORAJURIA 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
MIKE RAMSAY 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
WARREN HELLMAN 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
LEE CARAHER 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
YOGEN DALAL 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.
SCOTT DETTMER 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110	DIRECTOR 0.70	0.	0.	0.

HEIDI LOCKE SIMON DIRECTOR
 2601 MARIPOSA STREET 0.70 0. 0. 0.
 SAN FRANCISCO, CA 94110

TOTALS INCLUDED ON FORM 990, PART V-A 826,017. 50,982. 0.

FORM 990 OTHER REVENUE STATEMENT 19

DESCRIPTION	BUS CODE	UNRELATED BUSINESS INC	EXCL CODE	EXCLUDED AMOUNT	RELATED OR EXEMPT FUNCTION INCOME
LIST SALES			15	76,754.	
TAPES/FILMS/MANUALS					24,250.
ROYALTIES			15	344,283.	
AFFINITY CARDS			15	37,618.	
MISCELLANEOUS	515100				216,735.
PARKING REVENUE	812930	3,173.	03	122,867.	
FISCAL SPONSORSHIP FEES					10,972.
PRODUCTION REVENUE					65,657.
TO FORM 990, PART VII, LINE 103		<u>3,173.</u>		<u>581,522.</u>	<u>317,614.</u>

FORM 990 PART VIII - RELATIONSHIP OF ACTIVITIES TO ACCOMPLISHMENT OF EXEMPT PURPOSES STATEMENT 20

LINE	EXPLANATION OF RELATIONSHIP OF ACTIVITIES
93A	PROGRAMS BROADCAST ON OTHER STATIONS; REACH WIDER AUDIENCES
93B	PROGRAMS BROADCAST BY EDUCATIONAL INSTUTIONS; REACH WIDER AUDIENCES
93C	PRESENTATIONS BROADCAST ON KQED; REACH WIDER AUDIENCES.
93E	PRODUCTION REVENUE - PRODUCTION OF PROGRAMS BROADCAST ON KQED AND OTHER PUBLIC BROADCASTING STATIONS; REACH WIDER AND DIVERSE AUDIENCES.
103	REACH WIDER AUDIENCES THROUGH THE SALE OF TAPES, FILMS, AND MANUALS.

SCHEDULE A OTHER INCOME STATEMENT 21

DESCRIPTION	2006 AMOUNT	2005 AMOUNT	2004 AMOUNT	2003 AMOUNT
OTHER REVENUE	722,931.	783,062.	949,527.	662,564.
TOTAL TO SCHEDULE A, LINE 22	<u>722,931.</u>	<u>783,062.</u>	<u>949,527.</u>	<u>662,564.</u>

SCHEDULE A STATEMENT OF LOBBYING ACTIVITIES - PART VI-B STATEMENT 22

KQED 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 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.