

Form **990**

Return of Organization Exempt From Income Tax

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

OMB No. 1545-0047

2009

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 **2009** calendar year, or tax year beginning **OCT 1, 2009** and ending **SEP 30, 2010**

B Check if applicable: <input type="checkbox"/> Address change <input checked="" type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated return <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	Please use IRS label or print or type. See Specific Instructions.	C Name of organization KQED INC.		D Employer identification number 94-1241309
		Doing Business As		E Telephone number 415-864-2000
		Number and street (or P.O. box if mail is not delivered to street address) Room/suite 2601 MARIPOSA STREET		G Gross receipts \$ 56,604,672.
		City or town, state or country, and ZIP + 4 SAN FRANCISCO, CA 94110-1400		H(a) Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶
F Name and address of principal officer: MITZIE KELLEY SAME AS C ABOVE		I Tax-exempt status: <input checked="" type="checkbox"/> 501(c) (3) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
J Website: ▶ WWW.KQED.ORG		K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		
		L Year of formation: 1954		M State of legal domicile: CA

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: <u>TO PROVIDE INFORMATIVE, EDUCATIONAL, ENGAGING AND ENTERTAINING PUBLIC MEDIA.</u>		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
3 Number of voting members of the governing body (Part VI, line 1a)	3	24	
4 Number of independent voting members of the governing body (Part VI, line 1b)	4	24	
5 Total number of employees (Part V, line 2a)	5	417	
6 Total number of volunteers (estimate if necessary)	6	3119	
7a Total gross unrelated business revenue from Part VIII, column (C), line 12	7a	3,091.	
b Net unrelated business taxable income from Form 990-T, line 34	7b	<2,704.>	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	56,630,891.	52,283,294.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	883,845.	778,990.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	1,333,056.	948,378.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	958,475.	682,816.
	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	59,806,267.	54,693,478.
	14 Benefits paid to or for members (Part IX, column (A), line 4)	62,000.	13,600.
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		
	16a Professional fundraising fees (Part IX, column (A), line 11e)	29,069,236.	27,789,002.
	b Total fundraising expenses (Part IX, column (D), line 25) ▶ 12,563,102.	1,718,344.	1,392,230.
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	27,590,181.	24,311,722.	
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	58,439,761.	53,506,554.	
19 Revenue less expenses. Subtract line 18 from line 12	1,366,506.	1,186,924.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 26)	94,971,876.	99,407,932.
	22 Net assets or fund balances. Subtract line 21 from line 20	12,621,668.	13,393,284.
		82,350,208.	86,014,648.

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 | 8.12.11
Signature of officer | Date

▶ **MITZIE KELLEY, CFO**
Type or print name and title

Paid Preparer's Use Only

Preparer's signature ▶ Raym G. Dunleavy | Date **AUG 11 2009** | Check if 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 **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. Only file the original (no copies needed).	
Type or print File by the extended due date for filing your 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	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. SAN FRANCISCO, CA 94110-1400	

Enter the Return code for the return that this application is for (file a separate application for each return) 01

Application Is For	Return Code	Application Is For	Return Code
Form 990	01		
Form 990-BL	02	Form 1041-A	08
Form 990-EZ	03	Form 4720	09
Form 990-PF	04	Form 5227	10
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069	11
Form 990-T (trust other than above)	06	Form 8870	12

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 **SEE STATEMENT 1**
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, 2011**.

5 For calendar year _____, or other tax year beginning **OCT 1, 2009**, and ending **SEP 30, 2010**.

6 If the tax year entered in line 5 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 FINANCIAL MATTERS ARE QUITE COMPLEX. ADDITIONAL TIME IS REQUIRED TO 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	\$	0.
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	\$	0.
c Balance due. Subtract line 8b from line 8a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	8c	\$	0.

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 Title **CPA FOR CLIENT** Date **MAY 14 2011**

Part III Statement of Program Service Accomplishments

1 Briefly describe the organization's mission: SEE SCHEDULE O FOR CONTINUATION
KQED INC. (2010 CORPORATE NAME WAS NORTHERN CALIFORNIA PUBLIC BROADCASTING OR NCPB, INC.) PROVIDES CONSISTENTLY HIGH QUALITY PUBLIC MEDIA THAT INFORMS, EDUCATES, ENTERTAINS AND ENGAGES OUR COMMUNITIES FROM A NORTHERN CALIFORNIA PERSPECTIVE. KQED IS A NOT-FOR-PROFIT

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 [X] No
If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [] Yes [X] No
If "Yes," describe these changes on Schedule O.

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 \$ 18,987,344. including grants of \$) (Revenue \$ 715,714.)
KQED PUBLIC TELEVISION IS ONE OF THE NATION'S MOST-WATCHED PUBLIC TELEVISION STATIONS WITH AN AVERAGE OF CLOSE TO 2.5 MILLION VIEWERS TUNING IN WEEKLY 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.

KQED PUBLIC TELEVISION IS COMMITTED TO PRODUCING, CO-PRODUCING, AND PRESENTING CONTENT THAT SERVES THE PEOPLE OF NORTHERN CALIFORNIA AND BEYOND. IN 2010, KQED CONTINUED TO BROADCAST LOCALLY-PRODUCED SERIES

4b (Code:) (Expenses \$ 9,173,201. including grants of \$ 13,600.) (Revenue \$ 65,230.)
KQED PUBLIC RADIO IS AMONG THE MOST-LISTENED-TO PUBLIC RADIO STATIONS IN THE NATION, WITH OVER 746,000 WEEKLY RADIO LISTENERS IN THE SAN FRANCISCO METRO SURVEY AREA, AND AN ADDITIONAL 43,000+ 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. KQED PUBLIC RADIO BROADCASTS MANY OF NPR'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 2010); THE CALIFORNIA REPORT, THE DAILY NEWS SEGMENT AND WEEKLY 30-MINUTE NEWS MAGAZINE CARRIED BY OVER 25 STATIONS IN THE STATE OF CALIFORNIA, WHICH INCLUDES RADIO REPORTS FROM CLIMATE WATCH, A

4c (Code:) (Expenses \$ 2,530,444. including grants of \$) (Revenue \$ 6,212.)
KQED INTERACTIVE, WHICH INCLUDES WWW.KQED.ORG, WWW.KTEH.ORG AND WWW.KQET.COM, DEVELOPS CONTENT AND APPLICATIONS FOR DIGITAL PLATFORMS AND MOBILE DEVICES. KQED'S WEBSITES 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. ORIGINAL AUDIO OR VIDEO PODCAST SERIES INCLUDE "GALLERY CRAWL," A MONTHLY LOOK AT BAY AREA GALLERIES; "WRITER'S BLOCK," FEATURING NEW BAY AREA WRITERS; "NOISE POP" AND "THE BAY BRIDGED," SPOTLIGHTS ON NEW INDEPENDENT AND UNDERGROUND MUSIC; "TRULY CA SHORTS," A SHOWCASE OF SHORT INDEPENDENT FILMS; AND QUEST'S NEW "SCIENCE ON THE SPOT" ONLINE VIDEO SERIES. KQED'S BLOGS INCLUDE "CAPITAL NOTES," A GLIMPSE OF THE

4d Other program services. (Describe in Schedule O.)
(Expenses \$ 3,423,941. including grants of \$) (Revenue \$ 135,223.)

4e Total program service expenses \$ 34,114,930.

Part IV Checklist of Required Schedules

Table with 3 main columns: Question, Yes, No. Rows 1-20 contain various organizational questions with 'X' marks in the Yes or No columns. Row 12A includes a sub-table with Yes/No columns.

Part IV Checklist of Required Schedules (continued)

Table with 3 columns: Question ID, Question Text, Yes, No. Rows include questions 21 through 38 regarding grants, compensation, tax-exempt bonds, and other organizational activities.

Part V Statements Regarding Other IRS Filings and Tax Compliance

Table with columns for question number, description, and Yes/No checkboxes. Includes questions 1a through 12b regarding IRS filings and tax compliance.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a Enter the number of voting members of the governing body (24), 1b Enter the number of voting members that are independent (24), 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), 7b 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), 9 Is there any officer, director, 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 (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a Does the organization have local chapters, branches, or affiliates? (X), 10b 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?, 11 Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? (X), 11A Describe in Schedule O the process, if any, used by the organization to review this Form 990., 12a Does the organization have a written conflict of interest policy? If "No," go to line 13 (X), 12b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? (X), 12c 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 (X), If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.), 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), 16b 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
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 (X)
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:
KQED 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. Report compensation for the calendar year ending with or within the organization's tax year. 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. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

• List all of the organization's **current** key employees. See instructions for definition of "key employee."

• 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 current officer, director, or trustee.

(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 EXECUTIVE COMMITTEE	1.80	X						0.	0.	0.
BRENDA BOUDREAUX EXECUTIVE COMMITTEE	1.80	X						0.	0.	0.
LEE CARAHER COMMITTEE CHAIR	0.90	X						0.	0.	0.
YOGEN DALAL EXECUTIVE COMMITTEE	0.90	X						0.	0.	0.
SCOTT DETTMER EXECUTIVE COMMITTEE	1.80	X						0.	0.	0.
TOM EPSTEIN COMMITTEE CHAIR	0.90	X						0.	0.	0.
ELIZABETH HAMBRECHT EXECUTIVE COMMITTEE	1.80	X						0.	0.	0.
DIANNE HARRISON COMMITTEE CHAIR	0.90	X						0.	0.	0.
DAVID LEE BOARD MEMBER	0.70	X						0.	0.	0.
DAVID MAHONEY COMMITTEE CHAIR	0.90	X						0.	0.	0.
MARIE JORAJURIA COMMITTEE CHAIR	0.90	X						0.	0.	0.
MIKE RAMSAY BOARD MEMBER	0.70	X						0.	0.	0.
WILLA SELDON BOARD CHAIR	4.00	X						0.	0.	0.
HEIDI LOCKE SIMON COMMITTEE CHAIR	0.90	X						0.	0.	0.
ROSELYNE SWIG BOARD MEMBER	0.70	X						0.	0.	0.
CHARLEY MOORE BOARD MEMBER	0.70	X						0.	0.	0.
CHUCK KISSNER BOARD MEMBER	0.70	X						0.	0.	0.

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			
DAPHNE LI COMMITTEE CHAIR	0.90	X						0.	0.	0.
JAY YAMADA COMMITTEE CHAIR	0.90	X						0.	0.	0.
JOHN BUOYMASTER BOARD MEMBER	0.70	X						0.	0.	0.
JOHN YOST BOARD MEMBER	0.70	X						0.	0.	0.
RITA MORENO BOARD MEMBER	0.70	X						0.	0.	0.
WARREN HELLMAN BOARD MEMBER	0.70	X						0.	0.	0.
JILLIAN MANUS BOARD MEMBER	0.70	X						0.	0.	0.
MICHAEL BILLECI BOARD MEMBER	0.70	X						0.	0.	0.
MOHAMMAD QAYOUMI BOARD MEMBER	0.70	X						0.	0.	0.
SIMONE OTUS COXE BOARD MEMBER	0.70	X						0.	0.	0.
1b Total								2,993,179.	0.	220,538.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization **59**

	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	3 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	4 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	5	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	1,190,520.
OCEAN FUTURES SOCIETY 325 CHAPALA STREET, SANTA BARBARA, CA 93101	PRODUCTION SERVICES	471,493.
THE NIELSEN COMPANY (US) PO BOX 88961, CHICAGO, IL 60695-8961	VIEWERS IN PROFILE REPORTS	225,381.
RONALD M. BLATMAN, 3844 CLAY STREET, SAN FRANCISCO, CA 94118-1616	PRODUCTION SERVICES	207,944.
FOLGER LEVIN & KAHN LLP, 275 BATTERY STREET, 23RD FL, SAN FRANCISCO, CA 94111	LEGAL SERVICES	175,460.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **6**

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

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	34,499.					
	d Related organizations	1d						
	e Government grants (contributions)	1e	7,646,877.					
	f All other contributions, gifts, grants, and similar amounts not included above	1f	44,601,918.					
	g Noncash contributions included in lines 1a-1f: \$		2,770,902.					
	h Total. Add lines 1a-1f			52,283,294.				
	Program Service Revenue	2 a PRESENTING STATION FEE	Business Code	515100	324,580.	324,580.		
		b SERVICE CONTRACTS		515100	310,551.	310,551.		
c PROGRAM SALES			515100	143,859.	143,859.			
d								
e								
f All other program service revenue								
g Total. Add lines 2a-2f				778,990.				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)			909,633.			909,633.	
	4 Income from investment of tax-exempt bond proceeds							
	5 Royalties			160,994.	160,994.			
	6 a Gross Rents	(i) Real	(ii) Personal					
		181,988.						
		b Less: rental expenses						
	c Rental income or (loss)			181,988.				
	d Net rental income or (loss)			181,988.			181,988.	
	7 a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other					
		1,595,767.	294,663.					
		b Less: cost or other basis and sales expenses			1,555,343.	296,342.		
		c Gain or (loss)			40,424.	<1,679.		
	d Net gain or (loss)			38,745.			38,745.	
	8 a Gross income from fundraising events (not including \$ 34,499. of contributions reported on line 1c). See Part IV, line 18	a			59,509.			
		b Less: direct expenses	b		59,509.			
c Net income or (loss) from fundraising events				0.				
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 PARKING REVENUE		812930		101,461.		3,091.	98,370.	
b MISCELLANEOUS		515100		71,218.	71,218.			
c LIST RENTALS		515100		69,829.	69,829.			
d All other revenue		515100		97,326.	97,326.			
e Total. Add lines 11a-11d				339,834.				
12 Total revenue. See instructions.				54,693,478.	1,178,357.	3,091.	1,228,736.	

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	13,600.	13,600.		
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	2,715,785.	1,023,005.	1,288,915.	403,865.
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	18,570,857.	12,290,532.	2,789,407.	3,490,918.
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	543,000.	323,165.	119,051.	100,784.
9 Other employee benefits	4,133,632.	2,520,590.	886,387.	726,655.
10 Payroll taxes	1,825,728.	1,086,577.	400,287.	338,864.
11 Fees for services (non-employees):				
a Management				
b Legal	136,604.	900.	79,627.	56,077.
c Accounting	123,375.	9,000.	114,375.	
d Lobbying	22,100.	22,100.		
e Professional fundraising services. See Part IV, line 17	1,392,230.			1,392,230.
f Investment management fees	166,728.		166,728.	
g Other	1,809,630.	1,407,421.	92,516.	309,693.
12 Advertising and promotion	518,225.	83,162.	4,877.	430,186.
13 Office expenses	2,860,471.	962,460.	163,806.	1,734,205.
14 Information technology	752,061.	538,403.	30,886.	182,772.
15 Royalties	100,588.	84,342.		16,246.
16 Occupancy	1,713,118.	1,343,126.	263,418.	106,574.
17 Travel	368,235.	264,928.	53,077.	50,230.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	152,544.	108,584.	25,502.	18,458.
20 Interest	48,143.	32,737.	7,703.	7,703.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	3,648,451.	3,302,336.	176,527.	169,588.
23 Insurance	163,846.	116,334.	26,288.	21,224.
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 ACQ & DUES	7,403,602.	7,403,602.		
b INDIRECT FUNDRAISING	3,130,091.	185,592.		2,944,499.
c SPACE RENTAL	907,322.	907,322.		
d OTHER G & S	158,569.	22,791.	84,293.	51,485.
e PRODUCTION EQUIP EXP	128,019.	62,321.	54,852.	10,846.
f All other expenses				
25 Total functional expenses. Add lines 1 through 24f	53,506,554.	34,114,930.	6,828,522.	12,563,102.
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 ...				

Part X Balance Sheet

		(A)		(B)	
		Beginning of year		End of year	
Assets	1	Cash - non-interest-bearing	600.	1	600.
	2	Savings and temporary cash investments	11,799,477.	2	13,747,831.
	3	Pledges and grants receivable, net	5,553,527.	3	4,634,100.
	4	Accounts receivable, net	1,147,193.	4	807,934.
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. 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	342,614.	8	206,267.
	9	Prepaid expenses and deferred charges	413,393.	9	544,447.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	77,943,262.		
	10b	Less: accumulated depreciation	40,640,938.	10c	37,302,324.
	11	Investments - publicly traded securities		11	
	12	Investments - other securities. See Part IV, line 11	35,108,958.	12	39,070,564.
	13	Investments - program-related. See Part IV, line 11		13	
	14	Intangible assets	2,858,156.	14	2,772,361.
	15	Other assets. See Part IV, line 11	304,133.	15	321,504.
16	Total assets. Add lines 1 through 15 (must equal line 34)	94,971,876.	16	99,407,932.	
Liabilities	17	Accounts payable and accrued expenses	7,253,666.	17	8,358,436.
	18	Grants payable		18	
	19	Deferred revenue	475,974.	19	498,330.
	20	Tax-exempt bond liabilities	3,730,000.	20	3,340,000.
	21	Escrow or custodial 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 to unrelated third parties		24	
	25	Other liabilities. Complete Part X of Schedule D	1,162,028.	25	1,196,518.
	26	Total liabilities. Add lines 17 through 25	12,621,668.	26	13,393,284.
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	57,975,547.	27	61,761,622.
	28	Temporarily restricted net assets	9,076,769.	28	8,938,037.
	29	Permanently restricted net assets	15,297,892.	29	15,314,989.
	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	82,350,208.	33	86,014,648.	
34	Total liabilities and net assets/fund balances	94,971,876.	34	99,407,932.	

Part XI Financial Statements and Reporting

1 Accounting method used to prepare the Form 990: Cash Accrual Other _____

If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.

2a Were the organization's financial statements compiled or reviewed by an independent accountant?

b Were the organization's financial statements audited by an independent accountant?

c If "Yes" to line 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?

If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.

d If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both:

Separate basis Consolidated basis Both consolidated and separate basis

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?

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

	Yes	No
2a		X
2b	X	
2c	X	
3a	X	
3b	X	

Form 990 (2009)

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) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	47,711,496.	58,565,406.	59,332,349.	56,630,891.	52,283,294.	274,523,436.
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 through 3	47,711,496.	58,565,406.	59,332,349.	56,630,891.	52,283,294.	274,523,436.
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.						274,523,436.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
7 Amounts from line 4	47,711,496.	58,565,406.	59,332,349.	56,630,891.	52,283,294.	274,523,436.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	1,913,810.	2,321,992.	1,951,530.	1,331,539.	1,252,615.	8,771,486.
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.)	783,062.	722,931.	902,309.	625,526.	336,655.	3,370,483.
11 Total support. Add lines 7 through 10						286,665,405.
12 Gross receipts from related activities, etc. (see instructions)					12	3,720,893.
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 2009 (line 6, column (f) divided by line 11, column (f))	14	95.76 %
15 Public support percentage from 2008 Schedule A, Part II, line 14	15	95.37 %
16a 33 1/3% support test - 2009. 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 - 2008. 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 - 2009. 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 - 2008. 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"/>

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) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(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 through 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 \$5,000 or 1% of the amount on line 13 for the year						
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) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(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 2009 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2008 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2008 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2009. 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 - 2008. 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, or 990-PF.

OMB No. 1545-0047

2009

Name of the organization

KQED 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 an organization 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 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 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 (i) Form 990, Part VIII, line 1h or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, aggregate contributions 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 990-EZ that received from any one contributor, during the year, 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. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2 of its Form 990, or check the box on line H of its Form 990-EZ, or on line 2 of its Form 990-PF, to certify that it does 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, 990-EZ, or 990-PF.

Schedule B (Form 990, 990-EZ, or 990-PF) (2009)

Name of organization

Employer identification number

KQED INC.

94-1241309

Part I Contributors (see instructions)

(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1		\$ 6,200,066.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
2		\$ 1,212,359.	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.)

Name of organization

Employer identification number

KQED INC.

94-1241309

Part II Noncash Property (see instructions)

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____

Name of organization

Employer identification number

KQED INC.

94-1241309

Part III Exclusively religious, charitable, etc., individual contributions to section 501(c)(7), (8), or (10) organizations aggregating more than \$1,000 for the year. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of *exclusively* religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once. See instructions.) ▶ \$

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

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

OMB No. 1545-0047

2009

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ Complete if the organization is described below.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

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 KQED INC. Employer identification number 94-1241309

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 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 Complete if the organization is exempt under section 501(c)(3).

- 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 Complete if the organization is exempt under section 501(c), except section 501(c)(3).

- 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 exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ▶ \$ _____
- 4 Did the filing organization file Form 1120-POL for this year? Yes No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which payments were made. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were 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-

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. Schedule C (Form 990 or 990-EZ) 2009 LHA

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- 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												
1 a	Total lobbying expenditures to influence public opinion (grass roots 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. If zero or less, enter -0-														
i	Subtract line 1f from line 1c. If zero or less, enter -0-														
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 on page 4.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(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 similar means?	X		22,100.
i Other activities? If "Yes," describe in Part IV		X	
j Total. Add lines 1c through 1i			22,100.
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			
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 Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

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

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes."

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) nondeductible 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 (see instructions)	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:

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

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.

KQED IS ALSO A DUES-PAYING MEMBER OF CALIFORNIA PUBLIC TELEVISION
 (CPT). CPT IS THE CALIFORNIA VERSION OF APTS, AND IT REPRESENTS ALL 14
 PUBLIC TELEVISION STATIONS IN CALIFORNIA. CPT LOBBIES THE CALIFORNIA
 LEGISLATURE AND CALIFORNIA STATE AGENCIES TO WORK IN PARTNERSHIP WITH
 AND FINANCIALLY SUPPORT PUBLIC TELEVISION STATIONS IN CALIFORNIA. THESE
 STATE AGENCIES INCLUDE, BUT ARE NOT LIMITED TO, THE CALIFORNIA
 DEPARTMENT OF EDUCATION, THE OFFICE OF EMERGENCY SERVICES, THE
 CALIFORNIA STATE LIBRARIES AND THE MENTAL HEALTH SERVICES COMMISSION.
 THE LOBBYING DONE WITH THE CALIFORNIA LEGISLATURE PROMOTES POLICIES
 FAVORABLE TO PUBLIC TELEVISION STATIONS THROUGHOUT CALIFORNIA.

Schedule D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

2009

Open to Public Inspection

Name of the organization

KQED 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 can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring 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 a certified historic structure
- Preservation of open space
- 2 Complete lines 2a through 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 Tax 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 tax 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, handling of violations, and enforcement of the conservation easements it holds?
- Yes No
- 6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ _____
- 7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation 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)?
- Yes No
- 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
- ▶ \$ _____

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

3 Using the organization's acquisition, 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 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:

Table with 2 columns: Description, Amount. Rows: 1c Beginning balance, 1d Additions during the year, 1e Distributions during the year, 1f Ending balance.

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 the organization answered "Yes" to Form 990, Part IV, line 10.

Table with 6 columns: (a) Current year, (b) Prior year, (c) Two years back, (d) Three years back, (e) Four years back. Rows: 1a Beginning of year balance, b Contributions, c Net investment earnings, gains, and losses, d Grants or scholarships, e Other expenditures for facilities and programs, f Administrative expenses, g End of year balance.

2 Provide the estimated percentage of the year end balance held as:

- a Board designated or quasi-endowment 40.41%
b Permanent endowment 44.26%
c Term endowment 15.34%

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

Table with 2 columns: Yes, No. Rows: 3a(i) unrelated organizations, 3a(ii) related organizations, 3b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

(i) unrelated organizations, (ii) related organizations

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

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.

Table with 5 columns: (a) Cost or other basis (investment), (b) Cost or other basis (other), (c) Accumulated depreciation, (d) Book value. Rows: 1a Land, b Buildings, c Leasehold improvements, d Equipment, e Other, Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)

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

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	54,693,478.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	53,506,554.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	1,186,924.
4	Net unrealized gains (losses) on investments	4	2,549,370.
5	Donated services and use of facilities	5	<71,854.>
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV.)	8	
9	Total adjustments (net). Add lines 4 through 8	9	2,477,516.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	3,664,440.

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	58,937,894.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	2,549,370.
b	Donated services and use of facilities	2b	987,000.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV.)	2d	815,265.
e	Add lines 2a through 2d	2e	4,351,635.
3	Subtract line 2e from line 1	3	54,586,259.
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	166,728.
b	Other (Describe in Part XIV.)	4b	<59,509.>
c	Add lines 4a and 4b	4c	107,219.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	54,693,478.

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

1	Total expenses and losses per audited financial statements	1	55,273,454.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	1,058,854.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV.)	2d	815,265.
e	Add lines 2a through 2d	2e	1,874,119.
3	Subtract line 2e from line 1	3	53,399,335.
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	166,728.
b	Other (Describe in Part XIV.)	4b	<59,509.>
c	Add lines 4a and 4b	4c	107,219.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	53,506,554.

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, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

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

OBJECTIVE IS TO PROVIDE GENERAL SUPPORT IN MEETING THE NEEDS OF KQED,

PROVIDED THAT A DONOR MAKING A CONTRIBUTION TO THE PERMANENT ENDOWMENT MAY

IMPOSE SPECIFIC USE RESTRICTIONS ON THE DONOR'S CONTRIBUTION.

PART X: 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.

Part XIV Supplemental Information (continued)

THE CORPORATION'S CURRENT ACCOUNTING POLICY IS TO EVALUATE UNCERTAIN TAX POSITIONS. ACCORDINGLY, A LOSS CONTINGENCY IS RECOGNIZED WHEN IT IS PROBABLE THAT A LIABILITY HAS BEEN INCURRED AS OF THE DATE OF THE FINANCIAL STATEMENTS AND THE AMOUNT OF THE LOSS CAN BE REASONABLY ESTIMATED. THE AMOUNT RECOGNIZED IS SUBJECT TO ESTIMATE AND MANAGEMENT JUDGEMENT WITH RESPECT TO THE LIKELY OUTCOME OF EACH UNCERTAIN TAX POSITION. MANAGEMENT BELIEVES THAT THERE ARE NO UNCERTAIN TAX POSITIONS.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

CONTRIBUTED PLEDGE PREMIUMS AND SERVICES: 815265.

PART XII, LINE 4B - OTHER ADJUSTMENTS:

SPECIAL EVENTS EXPENSE: -59509.

PART XIII, LINE 2D - OTHER ADJUSTMENTS:

CONTRIBUTED PLEDGE PREMIUMS AND SERVICES: 815265.

PART XIII, LINE 4B - OTHER ADJUSTMENTS:

SPECIAL EVENTS EXPENSE: -59509.

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.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add col. (a) through col. (c))
		OTHER CAFE 30TH REUNION COMEDY (event type)	JACQUES PEPIN DINNER (event type)	NONE (total number)	
Revenue	1	Gross receipts	76,491.	17,517.	94,008.
	2	Less: Charitable contributions			
	3	Gross income (line 1 minus line 2)	76,491.	17,517.	94,008.
Direct Expenses	4	Cash prizes			
	5	Noncash prizes			
	6	Rent/facility costs	10,493.		10,493.
	7	Food and beverages	33,923.	6,000.	39,923.
	8	Entertainment			
	9	Other direct expenses	1,911.	7,182.	9,093.
	10	Direct expense summary. Add lines 4 through 9 in column (d)			(59,509)
	11	Net income summary. Combine line 3, column (d), and line 10			34,499.

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.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Revenue	1	Gross revenue			
	2	Cash prizes			
Direct Expenses	3	Noncash 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 line 1, column (d), and line 7			

	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	

		Yes	No
13 Indicate the percentage of gaming activity operated in:			
a The organization's facility	13a	%	
b An outside facility	13b	%	
14 Enter 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			
<p>b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____ .</p> <p>c If "Yes," enter name and address of the third party:</p> <p>Name ▶ _____</p> <p>Address ▶ _____</p>			
16 Gaming manager information:			
Name ▶ _____			
Gaming manager compensation ▶ \$ _____			
Description of services provided ▶ _____			
<input type="checkbox"/> Director/officer <input type="checkbox"/> Employee <input type="checkbox"/> 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 to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____			

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22. Use Part IV and 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 J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

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

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 23.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

2009

Open to Public Inspection

Name of the organization

KQED INC.

Employer identification number

94-1241309

Part I Questions Regarding Compensation

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.

- | | |
|--|--|
| <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) |

b If any of the boxes on line 1a are 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

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?

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.

- | | |
|--|---|
| <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 |

4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment? **4a** X
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? **4b** X
- c** Participate in, or receive payment from, an equity-based compensation arrangement? **4c** X
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.

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:

- a** The organization? **5a** X
- b** Any related organization? **5b** X
- If "Yes" to line 5a or 5b, describe in Part III.

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:

- a** The organization? **6a** X
- b** Any related organization? **6b** X
- If "Yes" to line 6a or 6b, describe in Part III.

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 **7** X

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 **8** X

9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? **9**

	Yes	No
1a		
1b		
2		
3		
4a	X	
4b		X
4c		X
5a		X
5b		X
6a		X
6b		X
7		X
8		X
9		

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

Schedule J (Form 990) 2009

Part I 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) Retirement and other 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 reportable compensation				
(i) MARGARET BERRY, SEE SCH. J, PART III	169,475.	16,750.	0.	6,612.	6,327.	199,164.	0.
(ii) MARGARET BERRY, SEE SCH. J, PART III	0.	0.	0.	0.	0.	0.	0.
(i) JEFF CLARKE, SEE SCH. J, PART III	352,351.	16,500.	0.	7,350.	7,043.	383,244.	0.
(ii) JEFF CLARKE, SEE SCH. J, PART III	0.	0.	0.	0.	0.	0.	0.
(i) MITZIE KELLEY, SEE SCH. J, PART III	134,309.	0.	0.	4,835.	14,724.	153,868.	0.
(ii) MITZIE KELLEY, SEE SCH. J, PART III	0.	0.	0.	0.	0.	0.	0.
(i) DON DERHEIM, SEE SCH. J, PART III	242,199.	0.	0.	7,350.	14,795.	264,344.	0.
(ii) DON DERHEIM, SEE SCH. J, PART III	0.	0.	0.	0.	0.	0.	0.
(i) WILLIAM LOWERY, SEE SCH. J, PART III	142,172.	0.	0.	4,708.	7,622.	154,502.	0.
(ii) WILLIAM LOWERY, SEE SCH. J, PART III	0.	0.	0.	0.	0.	0.	0.
(i) LINDA O'BRYON	262,366.	12,500.	0.	7,350.	14,438.	296,654.	0.
(ii) LINDA O'BRYON	0.	0.	0.	0.	0.	0.	0.
(i) TRACI ECKELS	174,894.	0.	0.	5,759.	5,517.	186,170.	0.
(ii) TRACI ECKELS	0.	0.	0.	0.	0.	0.	0.
(i) STEPHEN WELCH	156,843.	0.	0.	5,258.	7,424.	169,525.	0.
(ii) STEPHEN WELCH	0.	0.	0.	0.	0.	0.	0.
(i) JO ANNE WALLACE	160,793.	0.	0.	5,346.	5,924.	172,063.	0.
(ii) JO ANNE WALLACE	0.	0.	0.	0.	0.	0.	0.
(i) JOANNE CARDER	150,869.	0.	0.	5,059.	5,910.	161,838.	0.
(ii) JOANNE CARDER	0.	0.	0.	0.	0.	0.	0.
(i) MICHAEL ISIP	146,962.	0.	0.	4,860.	2,909.	154,731.	0.
(ii) MICHAEL ISIP	0.	0.	0.	0.	0.	0.	0.
(i) STEVE CHERRY	146,542.	0.	0.	5,039.	12,424.	164,005.	0.
(ii) STEVE CHERRY	0.	0.	0.	0.	0.	0.	0.
(i) TIM OLSON	136,475.	0.	0.	4,694.	14,750.	155,919.	0.
(ii) TIM OLSON	0.	0.	0.	0.	0.	0.	0.
(i) JEFFERY NEMY, SEE SCH. J, PART III	298,584.	0.	0.	6,763.	2,457.	307,804.	0.
(ii) JEFFERY NEMY, SEE SCH. J, PART III	0.	0.	0.	0.	0.	0.	0.
(i)							
(ii)							
(i)							
(ii)							

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 4c, 5a, 5b, 6a, 6b, 7, and 8. Also complete this part for any additional information.

PART I, LINE 4A: SEE BELOW FOR SEVERANCE.

JOHN BOLAND'S START DATE WAS 3/22/10.

DON DERHEIM AND WILLIAM LOWERY BECAME OFFICERS ON 6/15/10.

MARGARET BERRY RETIRED ON 4/2/10.

JEFF CLARKE RETIRED ON 6/30/10.

MITZIE KELLEY WAS INTERIM CFO FROM 9/17/09 THROUGH 6/14/10 AND BECAME CFO

EFFECTIVE 6/15/10.

JEFFERY NEMY LEFT THE ORGANIZATION ON 9/30/09 AND RECEIVED A SEVERANCE OF

\$97,500.

SCHEDULE J-2
(Form 990)

Department of the Treasury
Internal Revenue Service

Continuation Sheet for Form 990

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

OMB No. 1545-0047

2009

Open to Public Inspection

Name of the Organization

KQED 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			
SRINI MADALA BOARD MEMBER	0.70	X					0.	0.	0.	
NOELLE LECA BOARD CHAIR	4.00	X					0.	0.	0.	
GLENN PERRY BOARD MEMBER	0.70	X					0.	0.	0.	
MARK PERRY EXECUTIVE COMMITTEE	1.80	X					0.	0.	0.	
GARY SBONA EXECUTIVE COMMITTEE	1.80	X					0.	0.	0.	
JOHN SOBRATO EXECUTIVE COMMITTEE	1.80	X					0.	0.	0.	
KIMBERLY WRIGHT-VIOLICH BOARD MEMBER	0.70	X					0.	0.	0.	
MARGARET BERRY, SEE SCH. J, PART III GENERAL COUNSEL & CORP. SECURITY	50.00			X			186,225.	0.	12,939.	
JEFF CLARKE, SEE SCH. J, PART III PRESIDENT & CHIEF EXECUTIVE OFFICER	70.00			X			368,851.	0.	14,393.	
MITZIE KELLEY, SEE SCH. J, PART III CHIEF FINANCIAL OFFICER	45.00			X			134,309.	0.	19,559.	
DON DERHEIM, SEE SCH. J, PART III EVP/MARKETING	50.00			X			242,199.	0.	22,145.	
WILLIAM LOWERY, SEE SCH. J, PART III GENERAL COUNSEL & CORP. SECURITY	48.00			X			142,172.	0.	12,330.	
JOHN BOLAND, SEE SCH. J, PART III PRESIDENT & CHIEF EXECUTIVE OFFICER	55.00			X			0.	0.	0.	
LINDA O'BRYON CHIEF CONTENT OFFICER	56.00				X		274,866.	0.	21,788.	
TRACI ECKELS CHIEF DEVELOPMENT OFFICER	60.00				X		174,894.	0.	11,276.	
STEPHEN WELCH VP/OPERATIONS & ENGINEERING	51.00				X		156,843.	0.	12,682.	
JO ANNE WALLACE VP/RADIO GENERAL MANAGER	55.00				X		160,793.	0.	11,270.	
JOANNE CARDER VP/HR & LABOR RELATIONS	40.00				X		150,869.	0.	10,969.	
MICHAEL ISIP VP TELEVISION CONTENT	50.00					X	146,962.	0.	7,769.	
STEVE CHERRY DIRECTOR, IT	50.00					X	146,542.	0.	17,463.	

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

Schedule J-2 (Form 990) 2009

**SCHEDULE M
(Form 990)**

Department of the Treasury
Internal Revenue Service

Noncash Contributions

▶ **Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.
▶ Attach to Form 990.**

OMB No. 1545-0047

2009

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Name of the organization

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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	3,288	1,548,527.	SALES OF COMPARABLE PROP
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	53	229,933.	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 ▶ (TRADE GOODS/P)	X	9	177,177.	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

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?

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?

32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?

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.

	Yes	No
30a		X
31	X	
32a	X	
33		

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

Schedule M (Form 990) 2009

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, PART I, COLUMN (B): THE NUMBER OF CONTRIBUTORS LISTED

ABOVE REFLECTS THE NUMBER OF CONTRIBUTIONS, NOT THE NUMBER OF ITEMS CONTRIBUTED.

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
Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.
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OMB No. 1545-0047

2009

Open to Public
Inspection

Name of the organization

KQED INC.

Employer identification number

94-1241309

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

CORPORATION OPERATING ONE OF THE MOST-LISTENED-TO PUBLIC RADIO STATIONS

IN THE NATION AS WELL AS ONE OF THE MOST-WATCHED PUBLIC TELEVISION

STATIONS IN THE COUNTRY. KQED 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); KQED

EDUCATION, WHICH BRINGS THE IMPACT OF KQED CONTENT TO HUNDREDS OF

THOUSANDS OF TEACHERS, STUDENTS, PARENTS AND THE GENERAL PUBLIC THROUGH

WORKSHOPS, COMMUNITY SCREENINGS AND MULTIMEDIA RESOURCES AND ON-AIR

CONTENT; AND INTERACTIVE PLATFORMS KQED.ORG, KTEH.ORG, AND KQET.COM.

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

EACH WEEK SHOWCASING DIFFERENT ASPECTS OF LIFE IN THE BAY AREA.

PROGRAMS INCLUDE QUEST, KQED'S MULTIMEDIA SCIENCE, NATURE AND

ENVIRONMENT SERIES, IN ITS FOURTH SEASON; CHECK, PLEASE! BAY AREA,

WHERE LOCAL DINERS REVIEW THEIR FAVORITE BAY AREA RESTAURANTS, IN ITS

FIFTH SEASON; AND THIS WEEK IN NORTHERN CALIFORNIA, THE CURRENT AFFAIRS

PROGRAM OFFERING JOURNALIST'S THOUGHT-PROVOKING ROUNDTABLE DISCUSSIONS,

WHICH HAD ITS TWENTY-FIRST SEASON IN 2010.

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.

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

Schedule O (Form 990) 2009

932211
02-03-10

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990
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Name of the organization

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IN 2010, KQED PARTNERED WITH THE SAN FRANCISCO OPERA TO PACKAGE AND
PRESENT FOUR OF THEIR FULL-LENGTH OPERAS FOR TELEVISION BROADCAST:
MADAMA BUTTERFLY, DON GIOVANNI, LA RONDINE AND SAMSON AND DELILAH. RITA
MORENO HOSTED THE SAN FRANCISCO OPERA SERIES, WHICH TOTALED TEN HOURS
OF NEW HD TELEVISION CONTENT FOR THE FOUR OPERAS BROADCAST. KQED 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.
SAVING THE BAY PREMIERED ON KQED AND KTEH IN FISCAL YEAR 2010, AND IT
WILL BE DISTRIBUTED NATIONALLY ON PBS IN 2011.

KQED WAS ALSO A LEADER IN PRESENTING INDEPENDENT PRODUCTIONS TO
NATIONWIDE AUDIENCES. A THOUSAND SUNS, ABORTION TRILOGY, AVEC ERIC, THE
BOTANY OF DESIRE, A NEW CHILDREN'S SERIES FOR THE PBS KIDS BLOCK THE
CAT IN THE HAT KNOWS A LOT ABOUT THAT!, CELTIC PILGRIMAGE, GLOBAL FOCUS
VI: THE NEW ENVIRONMENTALISTS, A RE-RELEASE OF JULIA & JACQUES: COOKING
AT HOME, KEEPING SCORE, ROADTRIP NATION, AND TRAVELSCOPE ARE PROGRAMS
IN WHICH KQED SUPPORTED IN FINDING DISTRIBUTION AND NATIONAL AUDIENCES.

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

Schedule O (Form 990) 2009

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SCHEDULE O
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Department of the Treasury
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PUBLIC TELEVISION PRODUCED A NUMBER OF SPECIALS REFLECTING ITS

COMMUNITY. 2010 PREMIERES INCLUDED THIS IS US, A SERIES PROFILING

REMARKABLE INDIVIDUALS FROM THE LOCAL AREA; KTEH CLASSIC CLIPS; AS WELL

AS INTERSTITIALS AROUND LOCAL HISTORY AND THE ANNUAL STATE OF THE

VALLEY CONFERENCE.

KTEH REACHED SIGNIFICANT AUDIENCES IN 2010, WITH CLOSE TO 1.4 MILLION

VIEWERS IN THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET TUNING IN TO THE

CHANNEL WEEKLY. WEEKLY VIEWERS IN THE MONTEREY-SALINAS MARKET AVERAGED

OVER 169,000 FOR THE PRIMARY KQED/KQET CHANNEL AND CLOSE TO 96,000 FOR

KTEH.

KQED AND KTEH PUBLIC TELEVISION RECEIVED A NUMBER OF AWARDS IN 2010

INCLUDING SIX REGIONAL EMMY AWARDS FOR THE PRODUCTIONS SAVING THE BAY,

QUEST AND MARK KISTLER'S IMAGINATION STATION, AS WELL AS A GOVERNORS'

CITATION FOR FORMER CEO JEFF CLARKE. THIS WEEK IN NORTHERN CALIFORNIA

WAS AWARDED BEST PUBLIC AFFAIRS PROGRAM BY THE SAN FRANCISCO PENINSULA

PRESS CLUB, AND HOST BELVA DAVIS RECEIVED A LIFETIME ACHIEVEMENT AWARD

FROM THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION. QUEST WAS HONORED

BY THE SOCIETY OF ENVIRONMENTAL JOURNALISTS WITH AWARDS FOR FOUR

TELEVISION PRODUCTIONS, AND THE SOCIETY OF PROFESSIONAL JOURNALISTS,

NORTHERN CALIFORNIA CHAPTER AWARDED THE QUEST/CLIMATE WATCH

COLLABORATION, "UNLOCKING THE GRID" WITH BEST EXPLANATORY

JOURNALISM/BROADCAST, AND THE QUEST SEGMENT "ALGAE POWER" WITH BEST

FEATURE STORYTELLING/BROADCAST. CHECK, PLEASE! BAY AREA WON FOR BEST

CITY OR REGIONAL PROGRAM FROM TASTY AWARDS. IN ADDITION, KQED'S

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

Schedule O (Form 990) 2009

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SCHEDULE O
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Department of the Treasury
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TELEVISION PROGRAM DIRECTOR RECEIVED THE "SAVVY SCHEDULER AWARD" FROM
AMERICAN PUBLIC TELEVISION.

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

MULTIMEDIA SERIES PROVIDING IN-DEPTH COVERAGE OF CLIMATE-RELATED

SCIENCE AND POLICY ISSUES FROM A CALIFORNIA PERSPECTIVE, AND MONTHLY

REPORTS FROM THE HEALTH DIALOGUES SERIES; THE DO LIST, A WEEKLY LOOK AT

UPCOMING ARTS OFFERINGS AND EVENTS; AS WELL AS 18 WEEKDAY KQED NEWS

REPORTS, PERSPECTIVES, CALIFORNIA MONEY AND QUEST RADIO REPORTS. KQED

PUBLIC RADIO ALSO PRESENTS CONTENT FROM THE COMMONWEALTH CLUB OF

CALIFORNIA, THE WORLD AFFAIRS COUNCIL OF NORTHERN CALIFORNIA AND CITY

ARTS AND LECTURES.

KQED PUBLIC RADIO EMBRACED 21ST CENTURY MEDIA TECHNIQUES IN 2010,

EXPANDING THE REACH OF KQED 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 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 2010.

THE SOCIETY OF PROFESSIONAL JOURNALISTS, NORTHERN CALIFORNIA CHAPTER

RECOGNIZED JOHN MYERS IN THE BREAKING NEWS/BROADCAST CATEGORY AND SASHA

KHOKHA IN THE INVESTIGATIVE JOURNALISM/BROADCAST CATEGORY WITH

EXCELLENCE IN JOURNALISM AWARDS. THE RADIO-TELEVISION NEWS DIRECTORS

ASSOCIATION OF NORTHERN CALIFORNIA RECOGNIZED THE CALIFORNIA REPORT FOR

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

Schedule O (Form 990) 2009

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SCHEDULE O
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Department of the Treasury
Internal Revenue Service

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BEST SPECIALTY REPORTING/AUDIO FOR SARAH VARNEY'S "HEALTH CARE" STORY,

AND THE CALIFORNIA REPORT AND QUEST RADIO FOR BEST INVESTIGATIVE

REPORTING/AUDIO FOR OANH HA'S "PLAYING WITH LEAD" STORY. "PLAYING WITH

LEAD" ALSO WON SECOND PLACE IN INVESTIGATIVE REPORTING FROM THE PUBLIC

RADIO NEWS DIRECTORS ASSOCIATION.

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

POLICIES, PEOPLE AND POLITICS OF CALIFORNIA STATE GOVERNMENT, FROM JOHN

MYERS OF THE CALIFORNIA REPORT; "BAY AREA BITES," THE POPULAR FOOD

BLOG; "SHIFTING GEARS," EXPLORING HOW CALIFORNIA'S MANUFACTURING

INDUSTRY IS ADAPTING TO A CHANGING INDUSTRY AND ECONOMY; THE KQED ARTS

AND CULTURE BLOG, AND CLIMATE WATCH, FEATURING A BLOG AND OTHER

MULTIMEDIA CONTENT ON CLIMATE CHANGE ISSUES. KQED.ORG LAUNCHED A NEW

BLOG IN 2010 ON EDUCATION TECHNOLOGY AND THE FUTURE OF LEARNING CALLED

"MINDSHIFT," AND ALSO LAUNCHED "NEWS FIX," JON BROOK'S UP-TO-THE-MINUTE

DIGEST OF BAY AREA NEWS.

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 A WEB PRESENCE FOR ONGOING KQED-PRODUCED SERIES SPARK,

QUEST AND THIS WEEK IN NORTHERN CALIFORNIA, AS WELL AS ORIGINAL WEB

CONTENT SUCH AS WRITER'S BLOCK, BAY AREA BITES AND MINDSHIFT, AMONG

OTHERS. KQED INTERACTIVE IS A LEADER IN THE NATIONAL PUBLIC

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

Schedule O (Form 990) 2009

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SCHEDULE O
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Department of the Treasury
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BROADCASTING ARENA THROUGH ITS EXPERIMENTATION WITH NEW PROJECTS LIKE

WIDGETS, DOWNLOADABLE VIDEO, PODCASTS, COMMUNITY BLOGGERS AND MOBILE

CONTENT.

IN 2010, KQED.ORG SERVED AN AVERAGE OF OVER 542,000 UNIQUE USERS EACH

MONTH AND HAD CLOSE TO 1.5 MILLION MONTHLY PAGEVIEWS OF ITS ONLINE

CONTENT. THERE WERE CLOSE TO 142,000 UNIQUE REQUESTS FOR THE KQED

PUBLIC RADIO LIVE AUDIO STREAM EACH MONTH, AND 203,100 DOWNLOADS OF MP3

AUDIO ARCHIVES. IN ADDITION, KQED HAD 213,000 SUBSCRIBERS TO ITS EMAIL

NEWSLETTERS.

KQED RECEIVED PROMINENT AWARDS FOR NEW MEDIA IN 2010. CLIMATE WATCH

RECEIVED THE KNIGHT CENTER FOR ENVIRONMENTAL JOURNALISM'S "EJ INNOVATOR

OF THE YEAR" AWARD FOR THE FACEBOOK APPLICATION "A MATTER OF DEGREE:

WHAT IS YOUR CLIMATE PROFILE?" THE SOCIETY OF PROFESSIONAL JOURNALISTS,

NORTHERN CALIFORNIA CHAPTER HONORED QUEST WITH AN AWARD FOR

MULTIPLATFORM JOURNALISM FOR A PACKAGE OF CONTENT PRODUCED ON THE

FARALLON ISLANDS, WHICH INCLUDED INNOVATIVE ONLINE COMPONENTS IN

ADDITION TO RADIO AND TELEVISION STORIES.

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

UTILIZING THE POWER OF PUBLIC MEDIA, KQED EDUCATION INSPIRES LEARNING

THROUGHOUT NORTHERN CALIFORNIA, THROUGH PARENT EDUCATION AND

PROFESSIONAL DEVELOPMENT WORKSHOPS, PUBLIC SCREENINGS, MULTIMEDIA

RESOURCES SPECIAL EVENTS AND COMMUNITY PARTNERSHIPS, KQED EDUCATION

SERVES PEOPLE OF ALL AGES, WITH A PARTICULAR EMPHASIS ON REACHING

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

Schedule O (Form 990) 2009

932211
02-03-10

SCHEDULE O
(Form 990)

Department of the Treasury
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Name of the organization

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UNDERSERVED COMMUNITIES. KQED EDUCATION SERVES CHILDREN, TEACHERS,
CHILD CARE PROFESSIONALS, PARENTS AND ADULT LEARNERS THROUGH A VARIETY
OF PROGRAMS DESIGNED TO ENRICH, EDUCATE, INSPIRE AND ENTERTAIN BAY AREA
AUDIENCES.

IN 2010, KQED EDUCATION REACHED APPROXIMATELY 23,000 PEOPLE THROUGH
CLOSE TO 280 WORKSHOPS, EDUCATIONAL SEMINARS, CLASSROOM VISITS,
CONFERENCES AND SPECIAL EVENTS. ORIGINAL CURRICULAR MATERIALS,
CLASSROOM LESSON PLANS, DIGITAL STORIES, MEDIA AND EDUCATIONAL GAMES
PRODUCED OR PRESENTED BY KQED EDUCATION TO ACCOMPANY KQED PROGRAMS ARE
MADE AVAILABLE ONLINE AND ARE DOWNLOADED MORE THAN 133,700 TIMES
ANNUALLY. IN ADDITION, KQED EDUCATION HAS BEEN A LEADER NATIONWIDE IN
CREATING SYMPOSIUMS AND WORKSHOPS THAT ILLUMINATE THE WIDE VARIETY OF
PROGRAMS AND ISSUES PRESENTED ON KQED'S OTHER PLATFORMS.

KQED'S PROGRAM PROMOTION UTILIZED ITS INTERNAL MEDIA PLATFORMS (RADIO,
TELEVISION, INTERNET, PUBLICATIONS) 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. KQED 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.
KQED BECAME KNOWN FOR ITS USE OF SOCIAL MEDIA, BUILDING PARTNERSHIPS
WITH MANY OF SILICON VALLEY'S MOST TALKED-ABOUT COMPANIES INCLUDING
FACEBOOK, GOOGLE, TWITTER, AND ITUNES, AND MADE PRESENTATIONS ABOUT
SOCIAL MEDIA AT NATIONAL CONFERENCES.

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Schedule O (Form 990) 2009

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IN ADDITION, KQED HAS BUILT CAMPAIGNS AROUND SPECIFIC PROGRAMS FOR BOTH
LOCAL AND NATIONAL AUDIENCES. IN 2010, KQED CREATED NATIONAL CAMPAIGNS
FOR THE KQED PRESENTATION THE BOTANY OF DESIRE, AS WELL AS CONCEIVED A
STRATEGY FOR THE ROLL-OUT OF THE NEW PBS KIDS PROGRAM THE CAT IN THE
HAT KNOWS A LOT ABOUT THAT! KQED ALSO CREATED LOCALIZED PROMOTION PLANS
SURROUNDING SEASON PREMIERES OF OUR LOCALLY-PRODUCED SERIES, WHICH
INCLUDED CABLE ADVERTISING, LOCAL RADIO, SOCIAL MEDIA TOOLS, TEXT AND
E-MAIL MESSAGING AND NEWSLETTERS, AND OUTREACH TO BLOGGERS AND OTHER
LOCAL PRINT PUBLICATIONS. ADDITIONAL ADVERTISING WAS CONDUCTED IN ORDER
TO LAUNCH SEASON FOUR OF KQED'S SCIENCE, NATURE AND ENVIRONMENT SERIES,
QUEST, AND SEASON FIVE OF CHECK, PLEASE! BAY AREA. NEW CAMPAIGNS FOR
KQED NEWS AND KQEDNEWS.ORG WERE CONCEIVED AND EXECUTED IN 2010.
EXPENSES \$ 3423941. INCLUDING GRANTS OF \$ 0. REVENUE \$ 135223.

FORM 990, PART VI, SECTION A, LINE 4: ON DECEMBER 22, 2010, NORTHERN
CALIFORNIA PUBLIC BROADCASTING, INC. CHANGED ITS NAME TO KQED INC.

FORM 990, PART VI, SECTION B, LINE 11: THE FORM 990 WILL BE REVIEWED BY
THE AUDIT COMMITTEE PRIOR TO FILING AND ONCE APPROVED, THE AUDIT COMMITTEE
COPIES WILL BE PROVIDED TO ALL DIRECTORS ON THE BOARD.

FORM 990, PART VI, SECTION B, LINE 12C: THE ORGANIZATION REQUIRES ALL
DIRECTORS, OFFICERS, AND KEY EMPLOYEES TO FILL OUT AND SIGN A CONFLICT OF
INTEREST DISCLOSURE FORM, WHICH IS REVIEWED AND MAINTAINED IN THE GENERAL
COUNSEL'S OFFICE.

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.
932211
02-03-10

Schedule O (Form 990) 2009

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990
Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.
▶ Attach to Form 990.

OMB No. 1545-0047

2009

Open to Public
Inspection

Name of the organization

KQED 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, KQED'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 KQED 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 FROM THE OFFICE OF THE CORPORATE
SECRETARY.

FORM 990, PART XI, LINE 2C: THE ROLE AND FUNCTION OF THE AUDIT
COMMITTEE HAS NOT CHANGED FROM PRIOR YEARS.

A0710227

ENDORSED - FILED
in the office of the Secretary of State
of the State of California

DEC 21 2010

CERTIFICATE OF AMENDMENT OF ARTICLES OF INCORPORATION

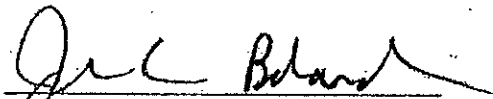
The undersigned certify that:

1. They are the **president** and the **secretary**, respectively, of Northern California Public Broadcasting, Inc., a California nonprofit public benefit corporation.
2. Article 1 of the Articles of Incorporation of this corporation is amended to read as follows:

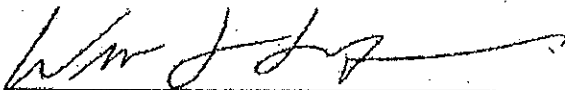
"The name of this corporation is and shall be KQED Inc."
3. The foregoing amendment of the Articles of Incorporation has been duly approved by the board of directors.
4. The corporation has no members.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

Date: December 20, 2010



John L. Boland
President and CEO



William L. Lowery
General Counsel and Corporate Secretary

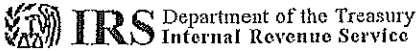


I hereby certify that the foregoing
transcript of _____ page(s)
is a full, true and correct copy of the
original record in the custody of the
California Secretary of State's office.

DEC 22 2010

Date: _____

Debra Bowen
DEBRA BOWEN, Secretary of State



Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077550279
Feb. 22, 2011 LTR 4168C 0
94-1241309 000000 00

00030704
BODC: TE

KQED INC
2601 MARIPOSA ST
SAN FRANCISCO CA 94110-1426

Employer Identification Number: 94-1241309
Person to Contact: Sophia Brown
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Dec. 23, 2010, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in March 1955.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

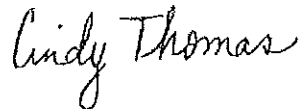
22307

4077550279
Feb. 22, 2011 LTR 4168C 0
94-1241309 000000 00
00030705

KQED INC
2601 MARIPOSA ST
SAN FRANCISCO CA 94110-1426

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

A handwritten signature in cursive script that reads "Cindy Thomas".

Cindy Thomas
Manager, EO Determinations

**State of California
Secretary of State**

CERTIFICATE OF STATUS

ENTITY NAME:

KQED INC.

FILE NUMBER: C0264210
FORMATION DATE: 06/19/1952
TYPE: DOMESTIC NONPROFIT CORPORATION
JURISDICTION: CALIFORNIA
STATUS: ACTIVE (GOOD STANDING)

I, DEBRA BOWEN, Secretary of State of the State of California,
hereby certify:

The records of this office indicate the entity is authorized to
exercise all of its powers, rights and privileges in the State of
California.

No information is available from this office regarding the financial
condition, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate
and affix the Great Seal of the State of
California this day of December 22, 2010.

Debra Bowen

DEBRA BOWEN
Secretary of State