

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)

2010

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 2010 calendar year, or tax year beginning OCT 1, 2010 and ending SEP 30, 2011

Form sections B through M: B Check if applicable; C Name of organization (KQED INC.); D Employer identification number (94-1241309); E Telephone number (415-864-2000); F Name and address of principal officer (MITZIE KELLEY); G Gross receipts (\$63,996,680); H(a) Is this a group return; I Tax-exempt status; J Website (WWW.KQED.ORG); K Form of organization (Corporation); L Year of formation (1954); M State of legal domicile (CA)

COPY FOR PUBLIC DISCLOSURE

Part I Summary

Table with 3 columns: Description, Prior Year, Current Year. Rows include: 1-7a Activities & Governance; 8-12 Revenue; 13-19 Expenses; 20-22 Net Assets or Fund Balances.

Part II Signature Block

Signature block section: Declaration of preparer; Sign Here (MITZIE KELLEY, CFO); Paid Preparer (TAMARA L. BONGI); Firm's name (HOOD & STRONG LLP); Firm's address (100 FIRST STREET, 14TH FLOOR, SAN FRANCISCO, CA 94105); Phone no. (415) 781-0793

May the IRS discuss this return with the preparer shown above? (see instructions) [X] 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 KQED 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	01	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.

KQED INC. FINANCE DEPARTMENT

- The books are in the care of ▶ **2601 MARIPOSA STREET - SAN FRANCISCO, CA 94110-1400**
Telephone No. ▶ **(415) 864-2000** FAX No. ▶ _____
- If the organization does not have an office or place of business in the United States, check this box
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____ . If this is for the whole group, check this box . If it is for part of the group, check this box and attach a list with the names and EINs of all members the extension is for.

4 I request an additional 3-month extension of time until **AUGUST 15, 2012**

5 For calendar year _____, or other tax year beginning **OCT 1, 2010**, and ending **SEP 30, 2011**

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 ▶ **ATTORNEY/RETURN PREPARER** Date ▶ **4/30/2012**

Application for Extension of Time To File an Exempt Organization Return

OMB No. 1545-1709

▶ **File a separate application for each return.**

- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** and check this box
- If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** (on page 2 of this form).

Do not complete Part II unless you have already been granted an automatic 3-month extension on a previously filed Form 8868.

Electronic filing (e-file). You can electronically file Form 8868 if you need a 3-month automatic extension of time to file (6 months for a corporation required to file Form 990-T), or an additional (not automatic) 3-month extension of time. You can electronically file Form 8868 to request an extension of time to file any of the forms listed in Part I or Part II with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, which must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit www.irs.gov/efile and click on *e-file for Charities & Nonprofits*.

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

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

Part I only

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

Type or print	Name of exempt organization KQED INC.	Employer identification number 94-1241309
File by the due date for filing your return. See instructions.	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-T (corporation)	07
Form 990-BL	02	Form 1041-A	08
Form 990-EZ	01	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

KQED INC. FINANCE DEPARTMENT

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

Telephone No. ▶ **(415) 864-2000** FAX No. ▶ _____

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

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

1 I request an automatic 3-month (6 months for a corporation required to file Form 990-T) extension of time until **MAY 15, 2012**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

- ▶ calendar year _____ or
- ▶ tax year beginning **OCT 1, 2010**, and ending **SEP 30, 2011**

2 If the tax year entered in line 1 is for less than 12 months, check reason: Initial return Final return Change in accounting period

3a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	3a	\$	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.	3b	\$	0.
c Balance due. Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	3c	\$	0.

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

LHA For Paperwork Reduction Act Notice, see Instructions.

Form 8868 (Rev. 1-2011)

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III [X]

1 Briefly describe the organization's mission:

KQED IS FOR EVERYONE WHO WANTS TO BE MORE. OUR TELEVISION, RADIO, DIGITAL MEDIA AND EDUCATIONAL SERVICES CHANGE LIVES FOR THE BETTER AND HELP INDIVIDUALS AND COMMUNITIES ACHIEVE THEIR FULL POTENTIAL.

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

[] Yes [X] No

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

[] Yes [X] No

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

4a (Code:) (Expenses \$ 19,502,431. including grants of \$) (Revenue \$ 604,858.)

KQED 9 IS ONE OF THE NATION'S MOST-WATCHED PUBLIC TELEVISION STATIONS WITH AN AVERAGE OF APPROXIMATELY 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 2011, KQED CONTINUED TO BROADCAST LOCALLY-PRODUCED SERIES

4b (Code:) (Expenses \$ 10,544,261. including grants of \$) (Revenue \$ 156,988.)

KQED PUBLIC RADIO IS AMONG THE MOST-LISTENED-TO PUBLIC RADIO STATIONS IN THE NATION, WITH CLOSE TO 811,000 WEEKLY RADIO LISTENERS IN THE SAN FRANCISCO METRO SURVEY AREA, AND AN ADDITIONAL 44,000+ 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 2011); 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 \$ 2,425,371. including grants of \$) (Revenue \$ 2,089.)

KQED INTERACTIVE, WHICH INCLUDES KQED.ORG AND KQEDNEWS.ORG, 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; "WRITERS' 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 "SCIENCE ON THE SPOT" ONLINE VIDEO SERIES. KQED'S BLOGS INCLUDE "CAPITAL NOTES," A GLIMPSE OF THE POLICIES, PEOPLE AND

4d Other program services. (Describe in Schedule O.)

(Expenses \$ 3,355,972. including grants of \$) (Revenue \$ 42,612.)

4e Total program service expenses 35,828,035.

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	X	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>	X	
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>	X	
c	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e	Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI, XII, and XIII</i>		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional</i>		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>	X	
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	X	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a	Did the organization operate one or more hospitals? <i>If "Yes," complete Schedule H</i>		X
b	If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)		

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		X
22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No", go to line 25		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	X	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	X	
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?	X	
a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2 <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

Main form area containing questions 1a through 14b with input fields and checkboxes. Includes sub-questions for various IRS forms and tax compliance issues.

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.

Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year		
1a			28
b	Enter the number of voting members included in line 1a, above, who are independent		
1b			28
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 governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant 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	
8a		X	
b	Each committee with authority to act on behalf of the governing body?	X	
8b		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.)

		Yes	No
10a	Does the organization have local chapters, branches, or affiliates?		X
b	If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?		
10b			
11a	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	X	
b	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	
b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
12b		X	
c	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done	X	
12c		X	
13	Does the organization have a written whistleblower policy?	X	
14	Does the organization have a written document retention and destruction policy?	X	
14		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	
15a		X	
b	Other officers or key employees of the organization	X	
15b		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
16a			X
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?		
16b			

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
- 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

Check if Schedule O contains a response to any question in this Part VII

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.

- 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, if any. 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 neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(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 BOARD CHAIR	1.80	X					0.	0.	0.	
LARRY BAER BOARD MEMBER	0.70	X					0.	0.	0.	
MICHAEL BILLECI BOARD MEMBER	0.90	X					0.	0.	0.	
BRENDA BOUDREAUX BOARD MEMBER	0.90	X					0.	0.	0.	
JOHN BUOYMASTER BOARD MEMBER	0.70	X					0.	0.	0.	
LEE CARAHER BOARD MEMBER	1.80	X					0.	0.	0.	
SIMONE OTUS COXE BOARD MEMBER	0.70	X					0.	0.	0.	
YOGEN DALAL BOARD MEMBER	0.90	X					0.	0.	0.	
SCOTT DETTMER BOARD MEMBER	1.80	X					0.	0.	0.	
TOM EPSTEIN BOARD MEMBER	0.90	X					0.	0.	0.	
ELIZABETH HAMBRECHT BOARD MEMBER	1.80	X					0.	0.	0.	
DIANNE HARRISON BOARD MEMBER	0.90	X					0.	0.	0.	
MARIE JORAJURIA BOARD MEMBER	0.90	X					0.	0.	0.	
CHUCK KISSNER BOARD MEMBER	0.70	X					0.	0.	0.	
DAVID LEE BOARD MEMBER	0.70	X					0.	0.	0.	
DAPHNE LI BOARD MEMBER	1.80	X					0.	0.	0.	
MELISSA MA 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 (describe hours for related organizations in Schedule O)	(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	0.90	X					0.	0.	0.	
DAVID MAHONEY BOARD MEMBER	0.70	X					0.	0.	0.	
CHARLEY MOORE BOARD MEMBER	0.70	X					0.	0.	0.	
MOHAMMAD QAYOUMI BOARD MEMBER	0.70	X					0.	0.	0.	
MIKE RAMSAY BOARD MEMBER	0.90	X					0.	0.	0.	
JOSE RIVERO BOARD MEMBER	0.70	X					0.	0.	0.	
WILLA SELDON BOARD MEMBER	4.00	X					0.	0.	0.	
HEIDI LOCKE SIMON BOARD MEMBER	0.90	X					0.	0.	0.	
ROSELYNE SWIG BOARD MEMBER	0.70	X					0.	0.	0.	
1b Sub-total							0.	0.	0.	
c Total from continuation sheets to Part VII, Section A							3,253,867.	0.	403,108.	
d Total (add lines 1b and 1c)							3,253,867.	0.	403,108.	

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 17

	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 or individual 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 STREET, FIRST FLR, WHITE PLAINS, NY 10601	FUNDRAISING SERVICES	1,758,254.
THE NIELSEN COMPANY (US) P.O. BOX 88961, CHICAGO, IL 60695-8961	VIEWERS IN PROFILE REPORT	307,264.
SANTA FE PRODUCTION, 8314 CALLE PICAFLOR NW, ALBUQUERQUE, NM 97120	PRODUCTION SERVICES	248,046.
DIRECT ADVANTAGE MARKETING P.O. BOX 55043, BOSTON, MA 02205	FUNDRAISING SERVICES	130,692.
HOOD & STRONG LLP, 100 FIRST STREET, 14TH FLOOR, SAN FRANCISCO, CA 94105	AUDIT AND TAX SERVICES	127,500.

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 PART VII, SECTION A CONTINUATION SHEETS

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			
JAY YAMADA BOARD MEMBER	0.90	X					0.	0.	0.	
JOHN YOST BOARD MEMBER	0.70	X					0.	0.	0.	
JOHN BOLAND PRESIDENT & CEO	55.00			X			279,658.	0.	27,073.	
DON DERHEIM EXEC VP/CHIEF OPERATING OFFICER	55.00			X			259,894.	0.	39,922.	
MITZIE KELLEY CHIEF FINANCIAL OFFICER	46.00			X			174,340.	0.	38,613.	
WILLIAM LOWERY GENERAL COUNSEL/CORPORATE SECRETARY	48.00			X			161,701.	0.	23,859.	
TRACI ECKELS CHIEF DEVELOPMENT OFFICER	60.00				X		179,367.	0.	27,534.	
JO ANNE WALLACE VP/RADIO GENERAL MANAGER	55.00				X		165,185.	0.	28,574.	
STEPHEN WELCH VP/OPERATIONS & ENGINEERING	52.00				X		155,827.	0.	29,837.	
JOANNE CARDER VP/HR & LABOR RELATIONS	45.00				X		153,544.	0.	28,247.	
MICHAEL ISIP VP TELEVISION	50.00				X		152,569.	0.	23,806.	
TIM OLSON VP DIGITAL & EDUCATION	45.00					X	145,456.	0.	29,698.	
DAVID SHIMADA LOCAL MARKETING DIR, TEAM LEAD	42.50					X	166,531.	0.	14,859.	
SARAH SAWYER LOCAL MARKETING DIR.	50.00					X	161,957.	0.	4,132.	
STEVE CHERRY DIRECTOR, IT	50.00					X	145,665.	0.	17,601.	
MICHAEL KRASNY HOST FORUM	54.00					X	138,707.	0.	7,097.	
JEFFERY NEMY FORMER CHIEF FINANCIAL OFFICER	0.00						97,500.	0.	0.	
JEFF CLARK FORMER PRESIDENT & CEO	0.00						286,272.	0.	28,980.	
MARGARET BERRY FORMER GEN COUNSEL/CORP SECRETARY	0.00						119,951.	0.	20,991.	
LINDA O' BRYON FORMER CHIEF CONTENT OFFICER	0.00						309,743.	0.	12,285.	
Total to Part VII, Section A, line 1c								3,253,867.		403,108.

Part VIII Statement of Revenue

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e	5,282,093.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	51950379.				
	g Noncash contributions included in lines 1a-1f: \$		3,654,937.				
	h Total. Add lines 1a-1f			57232472.			
Program Service Revenue	2 a <u>SERVICE CONTRACTS</u>	Business Code	515100	2,329,858.	2,329,858.		
	b <u>PRESENTING STATION FEE</u>		515100	320,817.	320,817.		
	c <u>PROGRAM SALES</u>		515100	35,520.	35,520.		
	d						
	e						
	f All other program service revenue						
	g Total. Add lines 2a-2f			2,686,195.			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)			1,055,422.		1055422.	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties			111,177.		111,177.	
	6 a Gross Rents	(i) Real	182,915.				
		(ii) Personal					
		b Less: rental expenses					
		c Rental income or (loss)	182,915.				
	d Net rental income or (loss)			182,915.		182,915.	
	7 a Gross amount from sales of assets other than inventory	(i) Securities	1793292.	484,857.			
		(ii) Other					
		b Less: cost or other basis and sales expenses	1605716.	484,857.			
		c Gain or (loss)	187,576.	0.			
	d Net gain or (loss)			187,576.		187,576.	
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a	43,707.				
		b Less: direct expenses	12,896.				
c Net income or (loss) from fundraising events				30,811.		30,811.	
9 a Gross income from gaming activities. See Part IV, line 19	a						
	b Less: direct expenses						
	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						
	c Net income or (loss) from sales of inventory						
Miscellaneous Revenue		Business Code					
11 a <u>PARKING REVENUE</u>		812930	117,195.		3,264.	113,931.	
b <u>MISCELLANEOUS</u>		515100	116,773.			116,773.	
c <u>PRODUCTION REVENUE</u>		515100	68,500.	68,500.			
d All other revenue		515100	104,175.			104,175.	
e Total. Add lines 11a-11d			406,643.				
12 Total revenue. See instructions.			61893211.	2,754,695.	3,264.	1902780.	

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				
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	2,318,023.	741,367.	1,369,844.	206,812.
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	20,117,467.	13,343,412.	2,833,091.	3,940,964.
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	585,000.	359,204.	120,117.	105,679.
9 Other employee benefits	4,459,673.	2,773,919.	951,199.	734,555.
10 Payroll taxes	1,922,923.	1,180,719.	394,831.	347,373.
11 Fees for services (non-employees):				
a Management				
b Legal	119,461.		112,873.	6,588.
c Accounting	128,250.	11,500.	116,750.	
d Lobbying	45,061.	45,061.		
e Professional fundraising services. See Part IV, line 17	1,705,659.			1,705,659.
f Investment management fees	194,343.		194,343.	
g Other	2,251,917.	1,640,562.	207,980.	403,375.
12 Advertising and promotion	717,862.	119,937.		597,925.
13 Office expenses	2,982,869.	992,504.	176,724.	1,813,641.
14 Information technology	849,449.	630,453.	41,570.	177,426.
15 Royalties	92,547.	86,840.		5,707.
16 Occupancy	1,697,496.	1,337,974.	254,416.	105,106.
17 Travel	398,595.	293,652.	46,548.	58,395.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	203,057.	89,612.	85,416.	28,029.
20 Interest	48,510.	29,286.	12,712.	6,512.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	3,550,913.	3,203,772.	178,563.	168,578.
23 Insurance	133,819.	93,050.	23,495.	17,274.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)				
a PROG ACQ & DUES	7,547,602.	7,547,602.		
b FUNDRAISING EXP	4,295,170.	111,941.		4,183,229.
c SPACE RENTAL	908,950.	908,950.		
d OTHER G & S	522,884.	205,439.	83,381.	234,064.
e PRODUCTION EQUIP EXP	113,346.	81,279.	18,736.	13,331.
f All other expenses				
25 Total functional expenses. Add lines 1 through 24f	57,910,846.	35,828,035.	7,222,589.	14,860,222.
26 Joint costs. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720). 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) Beginning of year		(B) End of year	
Assets	1	Cash - non-interest-bearing	600.	1	599.
	2	Savings and temporary cash investments	13,747,831.	2	14,716,428.
	3	Pledges and grants receivable, net	4,634,100.	3	4,893,509.
	4	Accounts receivable, net	807,934.	4	449,342.
	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)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use	206,267.	8	199,934.
	9	Prepaid expenses and deferred charges	544,447.	9	674,758.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 80,533,631.		
	b	Less: accumulated depreciation	10b 43,621,199.	10c	36,912,432.
	11	Investments - publicly traded securities	0.	11	
	12	Investments - other securities. See Part IV, line 11	39,070,564.	12	40,566,143.
	13	Investments - program-related. See Part IV, line 11		13	
	14	Intangible assets	2,772,361.	14	2,686,566.
	15	Other assets. See Part IV, line 11	321,504.	15	284,130.
16	Total assets. Add lines 1 through 15 (must equal line 34)	99,407,932.	16	101,383,841.	
Liabilities	17	Accounts payable and accrued expenses	8,358,436.	17	8,574,200.
	18	Grants payable		18	
	19	Deferred revenue	498,330.	19	852,025.
	20	Tax-exempt bond liabilities	3,340,000.	20	2,950,000.
	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	1,196,518.	25	1,130,004.
	26	Total liabilities. Add lines 17 through 25	13,393,284.	26	13,506,229.
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	61,761,622.	27	64,125,676.
	28	Temporarily restricted net assets	8,938,037.	28	8,243,750.
	29	Permanently restricted net assets	15,314,989.	29	15,508,186.
	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	86,014,648.	33	87,877,612.	
34	Total liabilities and net assets/fund balances	99,407,932.	34	101,383,841.	

Form 990 (2010)

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	61,893,211.
2	Total expenses (must equal Part IX, column (A), line 25)	2	57,910,846.
3	Revenue less expenses. Subtract line 2 from line 1	3	3,982,365.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	86,014,648.
5	Other changes in net assets or fund balances (explain in Schedule O)	5	-2,119,401.
6	Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	87,877,612.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> 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?		X
2b	Were the organization's financial statements audited by an independent accountant?	X	
2c	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.	X	
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 separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> 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?	X	
3b	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.	X	

Form 990 (2010)

SCHEDULE A
(Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No. 1545-0047

2010

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

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

Name of the organization **KOED INC.** Employer identification number **94-1241309**

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)
- 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8 A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)
- 10 An organization organized and operated exclusively to test for public safety. See section 509(a)(4).
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h.
 - a Type I
 - b Type II
 - c Type III - Functionally integrated
 - d Type III - Other
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

	Yes	No
(i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? 11g(i)		
(ii) A family member of a person described in (i) above? 11g(ii)		
(iii) A 35% controlled entity of a person described in (i) or (ii) above? 11g(iii)		
- h Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of support
			Yes	No	Yes	No	Yes	No	
Total									

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 or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	58565406.	59332349.	56630891.	52283294.	59013862.	285825802
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	58565406.	59332349.	56630891.	52283294.	59013862.	285825802
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.						285825802

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4	58565406.	59332349.	56630891.	52283294.	59013862.	285825802
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	2321992.	1951530.	1331539.	1252615.	1349514.	8207190.
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.)	722,931.	902,309.	625,526.	336,655.	403,379.	2990800.
11 Total support. Add lines 7 through 10						297023792
12 Gross receipts from related activities, etc. (see instructions)					12	3,677,401.
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 2010 (line 6, column (f) divided by line 11, column (f))	14	96.23 %
15 Public support percentage from 2009 Schedule A, Part II, line 14	15	95.47 %
16a 33 1/3% support test - 2010. 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 - 2009. 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 - 2010. 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 - 2009. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions	<input type="checkbox"/>	

Schedule A (Form 990 or 990-EZ) 2010

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 or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(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) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(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						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

15 Public support percentage for 2010 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2009 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2010 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2009 Schedule A, Part III, line 17	18	%

- 19a 33 1/3% support tests - 2010.** 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 - 2009.** 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

2010

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 Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2010)

Name of organization KQED INC.	Employer identification number 94-1241309
--	---

Part I Contributors (see instructions)

(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1	<hr/> <hr/> <hr/> <hr/>	\$ 5,282,093.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

Name of organization KOED INC.	Employer identification number 94-1241309
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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

(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

(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

(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

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2010

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

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 V, 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), or Form 990-EZ, Part V, line 35a (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 the filing organization made payments. 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-

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												
1a 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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="text-align: left;">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?	<input type="checkbox"/> Yes	<input type="checkbox"/> 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) 2007	(b) 2008	(c) 2009	(d) 2010	(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		4,262.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		45,061.
i Other activities? If "Yes," describe in Part IV		X	
j Total. Add lines 1c through 1i			49,323.
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
b If "Yes," enter the amount of any tax incurred under section 4912			
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?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?	3	

Part III-B 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 CALIFORNIA PUBLIC TELEVISION (CPT).

CALIFORNIA PUBLIC TELEVISION IS THE CALIFORNIA VERSION OF APTS. THEY'RE

REPRESENTING ALL 14 PUBLIC TELEVISION STATION IN CALIFORNIA. CALIFORNIA

PUBLIC TELEVISION LOBBIES THE CALIFORNIA LEGISLATURE AND CALIFORNIA

STATE AGENCIES TO WORK IN PARTNERSHIP AND FINANCIALLY SUPPORT PUBLIC

Part IV Supplemental Information (continued)

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.

KQED IS A DUES-PAYING MEMBER OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS (APTS). APTS' PRIMARY ROLE IS TO ADVOCATE PUBLIC TELEVISION STATIONS' INTERESTS AT THE NATIONAL LEVEL BEFORE CONGRESS, THE ADMINISTRATION, FEDERAL AGENCIES AND OTHER NATIONAL ORGANIZATIONS. APTS LOBBIES FOR THE ANNUAL APPROPRIATION TO BE THE CORPORATION FOR PUBLIC BROADCASTING, THE PUBLIC TELECOMMUNICATIONS FACILITIES PROGRAM AT THE DEPARTMENT OF COMMERCE AND PROGRAMS AT THE DEPARTMENT OF EDUCATION THAT SUPPORT PUBLIC TELEVISION STATIONS' EDUCATIONAL ACTIVITIES. APTS ALSO PROMOTES POLICIES FAVORABLE TO PUBLIC TELEVISION STATIONS AT THE FCC AND OTHER FEDERAL AGENCIES. STAFF PARTICIPATES IN RULEMAKINGS WITH THE GOALS OF PURSUING REGULATORY POLICIES THAT BENEFIT PUBLIC TELEVISION AND OF ELIMINATING OR REDUCING REGULATORY BURDENS.

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

2010

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 education) 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, and not on a historic structure listed in the National Register	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 (ASC 958), 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 (ASC 958), 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 (ASC 958) 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 the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV.

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	33,941,615.	30,206,348.	28,561,983.		
b Contributions	1,706,529.	1,891,258.	2,470,133.		
c Net investment earnings, gains, and losses	-716,763.	3,315,349.	693,438.		
d Grants or scholarships					
e Other expenditures for facilities and programs	1,461,461.	1,471,340.	1,519,206.		
f Administrative expenses					
g End of year balance	33,469,920.	33,941,615.	30,206,348.		

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

- a Board designated or quasi-endowment \blacktriangleright 42.84 %
- b Permanent endowment \blacktriangleright 45.67 %
- c Term endowment \blacktriangleright 11.49 %

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

	Yes	No
(i) unrelated organizations		X
(ii) related organizations		X
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	3b	

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

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

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		3,269,691.		3,269,691.
b Buildings		28,467,459.	10,218,674.	18,248,785.
c Leasehold improvements				
d Equipment		48,796,481.	33,402,525.	15,393,956.
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				36,912,432.

Part VII Investments - Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) MUTUAL FUNDS - EQUITY		
(B) SECURITIES	22,603,748.	END-OF-YEAR MARKET VALUE
(C) MUTUAL FUNDS - BONDS	10,697,118.	END-OF-YEAR MARKET VALUE
(D) CASH AND MONEY MARKET		
(E) FUNDS	169,054.	END-OF-YEAR MARKET VALUE
(F) CHARITABLE GIFT ANNUITIES		
(G) AND TRUSTS	5,079,346.	END-OF-YEAR MARKET VALUE
(H) CERTIFICATES OF DEPOSIT	2,016,877.	END-OF-YEAR MARKET VALUE
(I)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 12.) ▶	40,566,143.	

Part VIII Investments - Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 13.) ▶		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 15.) ▶	

Part X Other Liabilities. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Amount
(1) Federal income taxes	
(2) ACCRUED BROADCAST RIGHTS	1,130,004.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 25.) ▶	1,130,004.

2. FIN 48 (ASC 740) Footnote. In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740).

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	61,893,211.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	57,910,846.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	3,982,365.
4	Net unrealized gains (losses) on investments	4	-1,752,707.
5	Donated services and use of facilities	5	-153,317.
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV.)	8	-213,377.
9	Total adjustments (net). Add lines 4 through 8	9	-2,119,401.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	1,862,964.

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

1	Total revenue, gains, and other support per audited financial statements	1	61,315,388.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	-1,752,707.
b	Donated services and use of facilities	2b	1,558,814.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV.)	2d	-213,377.
e	Add lines 2a through 2d	2e	-407,270.
3	Subtract line 2e from line 1	3	61,722,658.
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	194,344.
b	Other (Describe in Part XIV.)	4b	-23,790.
c	Add lines 4a and 4b	4c	170,554.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	61,893,212.

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

1	Total expenses and losses per audited financial statements	1	59,452,423.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	1,712,131.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV.)	2d	10,894.
e	Add lines 2a through 2d	2e	1,723,025.
3	Subtract line 2e from line 1	3	57,729,398.
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	194,344.
b	Other (Describe in Part XIV.)	4b	-12,897.
c	Add lines 4a and 4b	4c	181,447.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	57,910,845.

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 KOED;
 PROVIDED THAT A DONOR MAKING A CONTRIBUTION TO THE PERMANENT ENDOWMENT MAY
 IMPOSE SPECIFIC USE RESTRICTIONS ON THE DONOR'S CONTRIBUTION.

PART X, LINE 2: 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. THE

Part XIV Supplemental Information (continued)

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 JUDGMENT WITH RESPECT TO THE LIKELY OUTCOME OF EACH UNCERTAIN TAX POSITION. MANAGEMENT BELIEVES THAT THERE ARE NO UNCERTAIN TAX POSITIONS. WITH FEW EXCEPTIONS, THE CORPORATION IS NO LONGER SUBJECT TO INCOME TAX EXAMINATIONS BY FEDERAL OR STATE AUTHORITIES FOR YEARS BEFORE 2009 AND 2008 RESPECTIVELY.

PART XI, LINE 8 - OTHER ADJUSTMENTS:

CHANGE IN VALUE - CHARITABLE GIFT ANNUITIES AND TRUSTS	-213,377.
--	-----------

PART XII, LINE 2D - OTHER ADJUSTMENTS:

CHANGE IN VALUE - CHARITABLE GIFT ANNUITIES AND TRUSTS	-213,377.
--	-----------

PART XII, LINE 4B - OTHER ADJUSTMENTS:

SPECIAL EVENTS EXPENSE	-12,896.
LOSS ON INVESTMENT	-10,894.
TOTAL TO SCHEDULE D, PART XII, LINE 4B	-23,790.

PART XIII, LINE 2D - OTHER ADJUSTMENTS:

LOSS ON INVESTMENT	10,894.
--------------------	---------

PART XIII, LINE 4B - OTHER ADJUSTMENTS:

SPECIAL EVENTS EXPENSE	-12,897.
------------------------	----------

SCHEDULE G
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

**Supplemental Information Regarding
Fundraising or Gaming Activities**

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19,
or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No. 1545-0047

2010

Open To Public
Inspection

Name of the organization **KQED INC.** Employer identification number **94-1241309**

Part I Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

- 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.
- a Mail solicitations
 - b Internet and email solicitations
 - c Phone solicitations
 - d In-person solicitations
 - e Solicitation of non-government grants
 - f Solicitation of government grants
 - g Special fundraising events
- 2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? Yes No
- b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
CARL BLOOM ASSOCIATES, INC. - 81 MAIN STREET, FIRST FLOOR, DIRECT ADVANTAGE MARKETING - P.O. BOX 55043, BOSTON, MA	GENERAL FUNDRAISING		X	9,538,444.	1,758,254.	7,780,190.
	TELEMARKETING		X	236,021.	130,692.	105,329.
Total				9,774,465.	1,888,946.	7,885,519.

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

AL, AK, AZ, AR, CA, CO, CT, DC, FL, HI, IL, KS, KY, MA, ME, MD, MI, MN, MO, NH, NJ, NM, NY, OH, OK, OR, PA, SC, TN, UT, VA, WA, WI, WV, MS

Part II Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. 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))	
		JACQUES PEPIN DINNER (event type)	FILM SCREENING (event type)	NONE (total number)		
Revenue	1	28,598.	15,109.		43,707.	
	2					
	3	28,598.	15,109.		43,707.	
Direct Expenses	4					
	5					
	6		4,398.		4,398.	
	7	2,383.			2,383.	
	8					
	9		6,115.		6,115.	
	10	Direct expense summary. Add lines 4 through 9 in column (d)				(12,896)
	11	Net income summary. Combine line 3, column (d), and line 10				30,811.

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				
	2				
Direct Expenses	3				
	4				
	5				
6	<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				

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? Yes No
 b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No
 b If "Yes," explain: _____

- 11 Does the organization operate gaming activities with nonmembers? Yes No
- 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? Yes No
- 13 Indicate the percentage of gaming activity operated in:

13a		%
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? Yes No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____

c If "Yes," enter name and address of the third party:

Name ▶ _____

Address ▶ _____

16 Gaming manager information:

Name ▶ _____

Gaming manager compensation ▶ \$ _____

Description of services provided ▶ _____

- Director/officer Employee Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No

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 IV **Supplemental Information.** Complete this part to provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions).

SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:

(I) NAME OF FUNDRAISER: CARL BLOOM ASSOCIATES, INC.

(I) ADDRESS OF FUNDRAISER:

81 MAIN STREET, FIRST FLOOR, WHITE PLAINS, NY 10601-1711

(I) NAME OF FUNDRAISER: DIRECT ADVANTAGE MARKETING

(I) ADDRESS OF FUNDRAISER: P.O. BOX 55043, BOSTON, MA 02205

**SCHEDULE J
(Form 990)**

Compensation Information

OMB No. 1545-0047

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

2010

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

Open to Public Inspection

▶ Attach to Form 990. ▶ See separate instructions.

Department of the Treasury
Internal Revenue Service

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 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 from the organization or a related organization?

b Participate in, or receive payment from, a supplemental nonqualified retirement plan?

c Participate in, or receive payment from, an equity-based compensation arrangement?

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?

b Any related organization?

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?

b Any related organization?

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

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 Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

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

Yes No

1b

2

4a

4b

4c

5a

5b

6a

6b

7

8

9

X

X

X

X

X

X

X

X

X

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

Schedule J (Form 990) 2010

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies 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				
1 JOHN BOLAND	(i) 252,658.	(ii) 27,000.	(iii) 0.	23,850.	3,223.	306,731.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
2 DON DERHEIM	(i) 235,394.	(ii) 24,500.	(iii) 0.	23,850.	16,072.	299,816.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
3 MITZIE KELLEY	(i) 166,325.	(ii) 8,015.	(iii) 0.	22,541.	16,072.	212,953.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
4 WILLIAM LOWERY	(i) 151,321.	(ii) 10,380.	(iii) 0.	15,607.	8,252.	185,560.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
5 TRACI ECKELS	(i) 158,487.	(ii) 20,880.	(iii) 0.	21,383.	6,151.	206,901.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
6 JO ANNE WALLACE	(i) 145,676.	(ii) 19,509.	(iii) 0.	21,996.	6,578.	193,759.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
7 STEPHEN WELCH	(i) 140,727.	(ii) 15,100.	(iii) 0.	21,813.	8,024.	185,664.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
8 JOANNE CARDER	(i) 135,197.	(ii) 18,347.	(iii) 0.	21,669.	6,578.	181,791.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
9 MICHAEL ISIP	(i) 137,069.	(ii) 15,500.	(iii) 0.	20,639.	3,167.	176,375.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
10 TIM OLSON	(i) 128,176.	(ii) 17,280.	(iii) 0.	13,487.	16,211.	175,154.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
11 DAVID SHIMADA	(i) 166,531.	(ii) 0.	(iii) 0.	5,140.	9,719.	181,390.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
12 SARAH SAWYER	(i) 161,957.	(ii) 0.	(iii) 0.	3,227.	905.	166,089.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
13 STEVE CHERRY	(i) 145,665.	(ii) 0.	(iii) 0.	4,635.	12,966.	163,266.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
14 JEFFERY NEMY	(i) 97,500.	(ii) 0.	(iii) 0.	0.	0.	97,500.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
15 JEFF CLARK	(i) 210,462.	(ii) 75,810.	(iii) 0.	23,850.	5,130.	315,252.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.
16 MARGARET BERRY	(i) 119,951.	(ii) 0.	(iii) 0.	18,077.	2,914.	140,942.	0.
	(ii) 0.	(iii) 0.	0.	0.	0.	0.	0.

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies 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				
1 LINDA O' BRYON	(i) 309,743.	(ii) 0.	(iii) 0.	4,667.	7,618.	322,028.	0.
2	(i)	(ii)	(iii)				
3	(i)	(ii)	(iii)				
4	(i)	(ii)	(iii)				
5	(i)	(ii)	(iii)				
6	(i)	(ii)	(iii)				
7	(i)	(ii)	(iii)				
8	(i)	(ii)	(iii)				
9	(i)	(ii)	(iii)				
10	(i)	(ii)	(iii)				
11	(i)	(ii)	(iii)				
12	(i)	(ii)	(iii)				
13	(i)	(ii)	(iii)				
14	(i)	(ii)	(iii)				
15	(i)	(ii)	(iii)				
16	(i)	(ii)	(iii)				

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2010

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

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

Name of the organization **KOED INC.** Employer identification number **94-1241309**

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
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	3,418	2,159,257.	SALES OF COMPARABLE
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	88	409,777.	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 &)	X	17	1,085,903.	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 Acknowledgement **29**

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

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

Schedule M (Form 990) (2010)

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, CHARITABLE AUTO RESOURCES INC, TO ADMINISTER ITS VEHICLE DONATION PROGRAM. CHARITABLE AUTO RESOURCES WORKS ON OUR BEHALF AND SENDS A LETTER TO THE DONOR ACKNOWLEDGING THE DONATIONS. THE CHARITABLE DONATIONS ARE THEN RECEIVED AT KQED LESS CHARITABLE AUTO RESOURCES' FEE.

SCHEDULE O
(Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

OMB No. 1545-0047

2010

Open to Public
Inspection

Department of the Treasury
Internal Revenue Service

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

Name of the organization

KQED INC.

Employer identification number

94-1241309

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

KQED SERVES THE PEOPLE OF NORTHERN CALIFORNIA WITH A
COMMUNITY-SUPPORTED ALTERNATIVE TO COMMERCIAL MEDIA. WE PROVIDE
CITIZENS WITH THE INFORMATION THEY NEED TO MAKE INFORMED DECISIONS,
CONVENE COMMUNITY DIALOGUE, BRING THE ARTS TO EVERYONE, AND ENGAGE
AUDIENCES TO SHARE THEIR STORIES. WE HELP STUDENTS AND TEACHERS THRIVE
IN 21ST CENTURY CLASSROOMS, AND TAKE PEOPLE OF ALL AGES ON JOURNEYS OF
EXPLORATION, EXPOSING THEM TO NEW PEOPLE, PLACES AND IDEAS.

WE CELEBRATE DIVERSITY, EMBRACE INNOVATION, VALUE LIFELONG LEARNING AND
PARTNER WITH THOSE WHO SHARE OUR PASSION FOR PUBLIC SERVICE.

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

KQED IS A NON-PROFIT 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 U.S. KQED OWNS AND OPERATES PUBLIC
TELEVISION STATIONS KQED-TV/DT CHANNEL 9 (SAN FRANCISCO), KQEH-TV/DT
CHANNEL 54 (SAN JOSE), AND KQET-TV-DT CHANNEL 25
(WATSONVILLE/MONTEREY); KQED PUBLIC RADIO (88.5 FM SAN FRANCISCO AND
89.3 FM SACRAMENTO); THE INTERACTIVE PLATFORMS KQED.ORG AND
KQEDNEWS.ORG; AND KQED EDUCATION, WHICH HELPS STUDENTS AND TEACHERS
THRIVE IN 21ST CENTURY CLASSROOMS THROUGH MULTIMEDIA RESOURCES AND
TRAINING. KQED'S DIGITAL TELEVISION CHANNELS INCLUDE KQED 9, KQED PLUS,
KQED LIFE, KQED WORLD, KQED KIDS AND KQED V-ME, AND ARE AVAILABLE 24/7
OVER THE AIR AND ON COMCAST.

Name of the organization KQED INC.	Employer identification number 94-1241309
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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 FIFTH SEASON; CHECK, PLEASE! BAY AREA, WHERE

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

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

PROGRAM OFFERING JOURNALISTS' THOUGHT-PROVOKING ROUNDTABLE DISCUSSIONS,

WHICH HAD ITS TWENTY-SECOND SEASON IN 2011.

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.

IN 2011, KQED PACKAGED AND PRESENTED A SECOND SEASON OF FOUR

FULL-LENGTH OPERAS FROM THE SAN FRANCISCO OPERA, FOR NINE HOURS OF

WORLD-CLASS CONTENT HOSTED BY JOAN CHEN. THE OPERAS BROADCAST WERE LA

BOHEME, LUCIA DI LAMMERMOOR, TOSCA AND THE ELIXIR OF LOVE.

KQED WAS ALSO A LEADER IN PRESENTING INDEPENDENT PRODUCTIONS TO

NATIONWIDE AUDIENCES. AVEC ERIC, BAD BLOOD, THE CAT IN THE HAT KNOWS A

LOT ABOUT THAT!, GLOBAL FOCUS: THE NEW ENVIRONMENTALISTS, IRENA

SENDLER: IN THE NAME OF THEIR MOTHERS, KEEPING SCORE, NOT IN OUR TOWN,

ROADTRIP NATION AND TRAVELSCOPE ARE PROGRAMS WHICH KQED SUPPORTED IN

FINDING DISTRIBUTION AND NATIONAL AUDIENCES.

Name of the organization KQED INC.	Employer identification number 94-1241309
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KQED PLUS AND KQET SERVE THE LARGE SOUTH BAY AND CENTRAL COAST POPULATIONS WITH A WIDE ARRAY OF PROGRAMS THAT HIGHLIGHT THE DIVERSITY OF THEIR POPULATIONS. KQED PLUS PRODUCED A NUMBER OF SPECIALS REFLECTING ITS COMMUNITY. ITS 2011 PREMIERES INCLUDED NEW EPISODES OF THIS IS US, A SERIES PROFILING REMARKABLE INDIVIDUALS FROM THE LOCAL AREA, HISTORY QUIZ AND CLASSIC CLIPS. ADDITIONALLY, KQED PLUS LAUNCHED EQUAL TIME, A NEW SERIES PRODUCED BY THE SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS AT SAN JOSE STATE UNIVERSITY IN ASSOCIATION WITH KQED PLUS, DESIGNED TO LOOK IN-DEPTH AT ISSUES OF IMPORTANCE TO CALIFORNIANS.

KQED PUBLIC TELEVISION RECEIVED A NUMBER OF AWARDS IN 2011 INCLUDING FIVE REGIONAL EMMY AWARDS FOR THE PRODUCTIONS THIS IS US AND QUEST. THE ACOUSTICAL SOCIETY OF AMERICA RECOGNIZED QUEST WITH A "SCIENCE WRITING AWARD FOR JOURNALISTS," AND THE SOCIETY OF PROFESSIONAL JOURNALISTS, NORTHERN CALIFORNIA CHAPTER, AWARDED QUEST AND CLIMATE WATCH TELEVISION PRODUCTIONS WITH TWO "EXCELLENCE IN JOURNALISM" AWARDS. FOR THEIR TELEVISION COLLABORATION, "GOING UP: SEA LEVEL RISE IN SAN FRANCISCO BAY" QUEST AND CLIMATE WATCH ALSO RECEIVED THE PRESTIGIOUS "KAVLI SCIENCE JOURNALISM AWARD" FROM AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE (AAAS). THIS WEEK IN NORTHERN CALIFORNIA RECEIVED A SAN FRANCISCO PENINSULA PRESS CLUB AWARD FOR BELVA DAVIS' INTERVIEW WITH CONDOLEEZZA RICE.

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; THE DO LIST, A WEEKLY LOOK AT UPCOMING ARTS OFFERINGS AND EVENTS; AS WELL AS 18

Name of the organization

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WEEKDAY KQED NEWS REPORTS, PERSPECTIVES 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 CONTINUED TO EMBRACE 21ST CENTURY MEDIA TECHNIQUES IN 2011, EXPANDING THE REACH OF KQED PUBLIC 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 REPORTERS AND PROGRAMS INCLUDING THE CALIFORNIA REPORT, FORUM, QUEST, AND THE SPECIALS "33X20" AND "ON SHAKY GROUND," RECEIVED A NUMBER OF AWARDS IN 2011: FIVE AWARDS FROM THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION OF NORTHERN CALIFORNIA; FOUR FROM THE SOCIETY OF PROFESSIONAL JOURNALISTS, NORTHERN CALIFORNIA CHAPTER; THREE FROM THE SAN FRANCISCO PENINSULA PRESS CLUB; AND FIVE FROM THE SAN DIEGO SOCIETY OF PROFESSIONAL JOURNALISTS. KQED PUBLIC RADIO ALSO RECEIVED AWARDS FROM THE ASIAN AMERICAN JOURNALISTS ASSOCIATION, THE ASSOCIATION OF HEALTH CARE JOURNALISTS, THE CENTER FOR CALIFORNIA STUDIES AT CALIFORNIA STATE UNIVERSITY SACRAMENTO AND THE SACRAMENTO PRESS CLUB, AND THE PUBLIC RADIO NEWS DIRECTORS ASSOCIATION.

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

POLITICS OF CALIFORNIA STATE GOVERNMENT; "BAY AREA BITES," A POPULAR FOOD BLOG; THE KQED ARTS AND CULTURE BLOG, "MINDSHIFT," ON EDUCATION

TECHNOLOGY AND THE FUTURE OF LEARNING; "NEWS FIX," AN UP-TO-THE-MINUTE

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01-24-11

Schedule O (Form 990 or 990-EZ) (2010)

Name of the organization

KQED INC.

Employer identification number

94-1241309

DIGEST OF BAY AREA NEWS; AND CLIMATE WATCH, FEATURING A BLOG AND OTHER MULTIMEDIA CONTENT ON CLIMATE CHANGE ISSUES.

IN ADDITION, KQED.ORG CREATES A WEB PRESENCE FOR ONGOING KQED-PRODUCED SERIES SUCH AS QUEST, THIS WEEK IN NORTHERN CALIFORNIA, IMAGEMAKERS AND CHECK, PLEASE! BAY AREA. KQED.ORG ALSO HOSTS A LIVE-STREAM FOR KQED PUBLIC RADIO AND MAINTAINS SEARCHABLE ARCHIVES OF LOCALLY-PRODUCED CONTENT. KQED INTERACTIVE IS A LEADER IN THE NATIONAL PUBLIC BROADCASTING ARENA THROUGH ITS EXPERIMENTATION WITH NEW PROJECTS LIKE WIDGETS, DOWNLOADABLE VIDEO, PODCASTS, COMMUNITY BLOGGERS AND MOBILE CONTENT. IN 2011, KQED INTRODUCED AN APP FOR THE IPHONE THAT ALLOWS FOR RADIO STREAMING, TELEVISION VIEWING, NEWS HEADLINES AND STORIES, MEMBER BENEFITS AND MORE.

KQED.ORG'S AUDIENCE CONTINUES TO GROW, AND IS ONE OF THE MOST-TRAFFICKED STATION WEBSITES IN PUBLIC MEDIA IN THE UNITED STATES. IN 2011, KQED.ORG SERVED AN AVERAGE OF OVER 647,000 UNIQUE USERS EACH MONTH AND HAD APPROXIMATELY 1.8 MILLION MONTHLY PAGEVIEWS OF ITS ONLINE CONTENT. THERE WERE A TOTAL OF OVER 691,000 UNIQUE REQUESTS FOR THE KQED PUBLIC RADIO LIVE AUDIO STREAM IN FY11, OVER 160,000 PLAYS OF AUDIO ARCHIVES AND CLOSE TO 419,000 PLAYS OF ONLINE VIDEO.

KQED RECEIVED PROMINENT AWARDS FOR NEW MEDIA IN 2011. CLIMATE WATCH RECEIVED AN EDWARD R. MURROW AWARD FOR ITS BLOG, AND KQEDNEWS.ORG RECEIVED AN AWARD FOR BEST NEWS WEBSITE FROM THE RADIO TELEVISION NEWS DIRECTORS ASSOCIATION OF NORTHERN CALIFORNIA.

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

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Name of the organization

KQED INC.

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KQED EDUCATION OFFERS POWERFUL TOOLS FOR USING AND MAKING MEDIA IN THE CLASSROOM, INSPIRING LEARNING THROUGHOUT NORTHERN CALIFORNIA AND BEYOND. THROUGH MULTIMEDIA RESOURCES, TRAINING AND PROFESSIONAL DEVELOPMENT WORKSHOPS, PUBLIC SCREENINGS, SPECIAL EVENTS AND COMMUNITY PARTNERSHIPS, KQED EDUCATION SERVES STUDENTS, TEACHERS, CHILDCARE PROFESSIONALS, PARENTS AND ADULT LEARNERS THROUGH A VARIETY OF PROGRAMS DESIGNED TO ENRICH, EDUCATE, INSPIRE AND ENTERTAIN BAY AREA AUDIENCES.

IN 2011, KQED EDUCATION, IN PARTNERSHIP WITH THE CALIFORNIA ACADEMY OF SCIENCE'S EDUCATION TEAM, LAUNCHED KQED SCIENCE LAB, WHICH EQUIPS TEACHERS WITH THE CONFIDENCE TO USE NEW DIGITAL MEDIA TOOLS, INTEGRATE PBS SCIENCE CONTENT INTO THEIR LESSON PLANS AND HELP KIDS THRIVE IN SCIENCE LEARNING. KQED EDUCATION ALSO CO-SPONSORED THE FIRST EVER TED XSFED CONFERENCE, FOCUSING ON RETHINKING THE WORLD OF EDUCATION. UNDER KQED'S LEADERSHIP, PBS STATIONS IN CALIFORNIA CREATED A CUSTOMIZED VERSION OF THE NEW PBS LEARNING MEDIA SERVICE, SPECIFICALLY FOR CALIFORNIA. THIS OFFERS CALIFORNIA'S PRE-K-12 EDUCATORS ACCESS TO AN ONLINE LIBRARY OF MORE THAN 18,000 DIGITAL ASSETS, INCLUDING VIDEOS, AUDIO, PHOTOS, IN-DEPTH LESSON PLANS AND EVEN DISCUSSION QUESTIONS - ALL CLASSROOM-READY AND ALL ABSOLUTELY FREE.

EXPENSES \$ 3,355,972. INCLUDING GRANTS OF \$ 0. REVENUE \$ 42,612.

KQED BRINGS ITS PROGRAMMING DIRECTLY TO COMMUNITY MEMBERS WHERE THEY LIVE, THROUGH ANNUAL COMMUNITY EVENTS INCLUDING HERITAGE MONTH CELEBRATIONS, DOZENS OF SCREENINGS, PANEL DISCUSSIONS AND MORE, STRIVING TO BRING FOCUS TO IMPORTANT STORIES AND FOSTER DISCUSSION. WORKING WITH NATIONAL PARTNERS, KQED CREATED EVENTS FOR DIVERSE

NATIONAL PROGRAMMING IN 2011 INCLUDING KEN BURNS'S PROHIBITION,

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01-24-11

Schedule O (Form 990 or 990-EZ) (2010)

Name of the organization KQED INC.	Employer identification number 94-1241309
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AMERICAN EXPERIENCE: FREEDOM RIDERS, AMERICAN EXPERIENCE: STONEWALL UPRISING, MASTERPIECE, NOT IN OUR TOWN, ESSENTIAL PEPIN, THE STORM THAT SWEPT MEXICO, THE CAT IN THE HAT KNOWS A LOT ABOUT THAT! AND HOSTED MANY OTHER PERSONALITIES INCLUDING JUDY WOODRUFF AND HARI SREENIVASAN OF PBS NEWSHOUR, AND IRA GLASS, GARRISON KEILLOR, IRA FLATOW, STEVE INSKEEP AND OTHERS FROM NPR.

IN ADDITION, KQED CELEBRATES THE DIVERSITY OF THE BAY AREA BY HONORING UNSUNG LOCAL HEROES DURING SEVEN DIFFERENT HERITAGE MONTHS (BLACK HISTORY; WOMEN'S HISTORY; ASIAN-AMERICAN PACIFIC ISLANDER HERITAGE; LESBIAN, GAY, BISEXUAL, TRANSGENDER PRIDE; LATINO HERITAGE; DISABILITY CULTURE AWARENESS; AND AMERICAN INDIAN HERITAGE). KQED HONORED MORE THAN 30 INDIVIDUALS IN 2011.

KQED IS PROUD TO BRING WIDER EXPOSURE TO FILM, LITERARY AND EDUCATION FESTIVALS AND CONFERENCES THROUGH SPONSORSHIP. PARTNERS INCLUDE LITQUAKE, THE BAY AREA SCIENCE FESTIVAL, THE SAN FRANCISCO INTERNATIONAL FESTIVAL, THE AMERICAN INDIAN FILM FESTIVAL, THE SILENT FILM FESTIVAL, FRAMELINE LGBT FESTIVAL, BLACK FILM FESTIVAL, MILL VALLEY FILM FESTIVAL, ASIAN FILM FESTIVAL, JEWISH FILM FESTIVAL, THE TED CONFERENCE AND MORE.

IN 2011, KQED BECAME A CONVENER FOR A SERIES OF MEETINGS TO DISCUSS WORKFORCE ENGAGEMENT IN SAN FRANCISCO'S TROUBLED BAYVIEW/HUNTER'S POINT AREA. WITH AN INFLUX OF REDEVELOPMENT MONIES COMING TO THE NEIGHBORHOOD, KQED CONVENED BUSINESS LEADERS, HEADS OF NGOS, AND OTHER THOUGHT LEADERS FROM THE DISTRICT TO SEEK SOLUTIONS FOR THE CRIPPLING UNEMPLOYMENT PROBLEM.

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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: IN ACCORDANCE WITH THE ORGANIZATION'S CONFLICT OF INTEREST POLICY, ALL DIRECTORS, OFFICERS, AND KEY EMPLOYEES FILL OUT AND SIGN A CONFLICT OF INTEREST DISCLOSURE FORM, WHICH IS REVIEWED AND MAINTAINED IN THE GENERAL COUNSEL'S OFFICE. KEY EMPLOYEES AND OFFICERS FILL OUT THE CONFLICT OF INTEREST DISCLOSURE FORM ANNUALLY. DIRECTORS FILL OUT THE CONFLICT OF INTEREST DISCLOSURE FORM WHEN THEIR INITIAL BOARD TERM COMMENCES, AND THEN ARE ASKED ANNUALLY TO REPORT ANY CHANGES THAT WOULD GIVE RISE TO A CONFLICT OF INTEREST.

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

Name of the organization KQED INC.	Employer identification number 94-1241309
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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. CONDENSED FINANCIALS ARE INCLUDED IN THE REPORT TO THE COMMUNITY WHICH IS POSTED ON KQED.ORG WITH A NOTE THAT A COMPLETE COPY OF THE AUDITED FINANCIALS ARE AVAILABLE ON REQUEST.

FORM 990, PART XI, LINE 5, CHANGES IN NET ASSETS:

NET UNREALIZED LOSSES ON INVESTMENTS:	-1,752,707.
DONATED SERVICES AND USE OF FACILITIES:	-153,317.
CHANGE IN VALUE - CHARITABLE GIFT ANNUITIES AND TRUSTS	-213,377.
TOTAL TO FORM 990, PART XI, LINE 5	-2,119,401.

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.
▶ Attach to Form 990. ▶ See separate instructions.

Name of the organization

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Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.)

(a) Name, address, and EIN of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No

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

Schedule R (Form 990) 2010

Part III Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership
CHARITABLE REMAINDER ANNUITY TRUST (1)	INVESTMENT	CA	N/A	TRUST			
CHARITABLE REMAINDER UNITRUST (7)	INVESTMENT	CA	N/A	TRUST			

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35, 35a, or 36.)

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.		Yes	No
1	During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
a	Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity		X
b	Gift, grant, or capital contribution to other organization(s)		X
c	Gift, grant, or capital contribution from other organization(s)		X
d	Loans or loan guarantees to or for other organization(s)		X
e	Loans or loan guarantees by other organization(s)		X
f	Sale of assets to other organization(s)		X
g	Purchase of assets from other organization(s)		X
h	Exchange of assets		X
i	Lease of facilities, equipment, or other assets to other organization(s)		X
j	Lease of facilities, equipment, or other assets from other organization(s)		X
k	Performance of services or membership or fundraising solicitations for other organization(s)		X
l	Performance of services or membership or fundraising solicitations by other organization(s)		X
m	Sharing of facilities, equipment, mailing lists, or other assets		X
n	Sharing of paid employees		X
o	Reimbursement paid to other organization for expenses		X
p	Reimbursement paid by other organization for expenses		X
q	Other transfer of cash or property to other organization(s)		X
r	Other transfer of cash or property from other organization(s)		X
2	If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.		

	(a) Name of other organization	(b) Transaction type (a-r)	(c) Amount involved	(d) Method of determining amount involved
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

Part VI Unrelated Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 37.)

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Are all partners section 501(c)(3) organizations?		(e) Share of end-of- year assets	(f) Dispropor- tionate allocations?		(g) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(h) General or managing partner?	
			Yes	No		Yes	No		Yes	No

Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions).

SCHEDULE R, PART IV

THE FULL LEGAL NAMES OF THE TRUSTS LISTED IN PART IV INCLUDE THE
 DONORS' NAMES. FOR EXAMPLE, "THE JOHN DOE CHARITABLE REMAINDER TRUST."
 IN ORDER TO AVOID UNINTENDED PUBLIC DISCLOSURE OF DONOR IDENTIFYING
 INFORMATION, FOR REASONS SIMILAR TO NONDISCLOSURE OF SCHEDULE B
 INFORMATION. THIS PRESENTATION IS CONSISTENT WITH THE 2011 FORM 990
 SCHEDULE R INSTRUCTIONS APPLICABLE TO SPLIT-INTEREST TRUST REPORTING.