

Form **990**

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

OMB No. 1545-0047

2013

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Do not enter Social Security numbers on this form as it may be made public.

Information about Form 990 and its instructions is at www.irs.gov/form990

A For the 2013 calendar year, or tax year beginning **OCT 1, 2013** and ending **SEP 30, 2014**

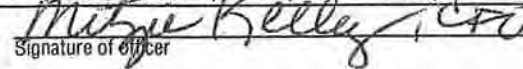
B Check if applicable:	C Name of organization KQED INC.	D Employer identification number 94-1241309
<input type="checkbox"/> Address change	Doing Business As	E Telephone number 415-864-2000
<input type="checkbox"/> Name change	Number and street (or P.O. box if mail is not delivered to street address) Room/suite 2601 MARIPOSA STREET	
<input type="checkbox"/> Initial return	City or town, state or province, country, and ZIP or foreign postal code SAN FRANCISCO, CA 94110-1400	G Gross receipts \$ 80,056,488.
<input type="checkbox"/> Terminated	F Name and address of principal officer: JOHN BOLAND SAME AS C ABOVE	H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<input type="checkbox"/> Amended return		H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions)
<input type="checkbox"/> Application pending	I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527	H(c) Group exemption number ▶
J Website: WWW.KQED.ORG		L Year of formation: 1954 M State of legal domicile: CA
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		


Part I Summary

1	Briefly describe the organization's mission or most significant activities: TO PROVIDE INFORMATIVE, EDUCATIONAL, ENGAGING AND ENTERTAINING PUBLIC MEDIA.		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
Activities & Governance	3 Number of voting members of the governing body (Part VI, line 1a)	3	28
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	28
	5 Total number of individuals employed in calendar year 2013 (Part V, line 2a)	5	473
	6 Total number of volunteers (estimate if necessary)	6	2955
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	71,403.
	7b Net unrelated business taxable income from Form 990-T, line 34	7b	0.
	Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year
9 Program service revenue (Part VIII, line 2g)		50,727,818.	49,151,040.
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		15,712,041.	18,004,573.
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		1,868,265.	1,800,031.
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		640,830.	807,212.
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		68,948,954.	69,762,856.
14 Benefits paid to or for members (Part IX, column (A), line 4)		0.	868,296.
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		0.	0.
16a Professional fundraising fees (Part IX, column (A), line 11e)		31,734,091.	35,038,420.
b Total fundraising expenses (Part IX, column (D), line 25) ▶ 16,359,308.		1,526,882.	1,589,129.
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		28,566,699.	29,885,602.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		61,827,672.	67,381,447.
19 Revenue less expenses. Subtract line 18 from line 12	7,121,282.	2,381,409.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 26)	122,805,316.	131,151,221.
	22 Net assets or fund balances. Subtract line 21 from line 20	11,997,094.	15,245,392.
		110,808,222.	115,905,829.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	 Signature of officer	Date 8/5/15
	MITZIE KELLEY, CFO Type or print name and title	

Paid Preparer Use Only	Print/Type preparer's name MAGA E. KISRIV	Preparer's signature 	Date 7/31/15	Check <input type="checkbox"/> if self-employed	PTIN P01008919
	Firm's name ▶ HOOD & STRONG LLP	Firm's EIN ▶ 94-1254756			
	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) Yes No

Application for Extension of Time To File an Exempt Organization Return

Department of the Treasury
Internal Revenue Service

▶ **File a separate application for each return.**
▶ **Information about Form 8868 and its instructions is at www.irs.gov/form8868.**

- 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.

		Enter filer's identifying number
Type or print	Name of exempt organization or other filer, see instructions. KQED, INC.	Employer identification number (EIN) or 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	Social security number (SSN)
	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 or Form 990-EZ	01	Form 990-T (corporation)	07
Form 990-BL	02	Form 1041-A	08
Form 4720 (individual)	03	Form 4720 (other than individual)	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

MITZIE KELLEY

- 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, 2015**, 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, 2013**, and ending **SEP 30, 2014**

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 Forms 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 Forms 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 funds withdrawal (direct debit) with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions.

- 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 due date for filing your return. See instructions.	Enter filer's identifying number, see instructions.	
	Name of exempt organization or other filer, see instructions. KQED, INC.	Employer identification number (EIN) or 94-1241309
	Number, street, and room or suite no. If a P.O. box, see instructions. 2601 MARIPOSA STREET	Social security number (SSN)
	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 or Form 990-EZ	01		
Form 990-BL	02	Form 1041-A	08
Form 4720 (individual)	03	Form 4720 (other than individual)	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.

MITZIE KELLEY

• 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, 2015**
 5 For calendar year **_____**, or other tax year beginning **OCT 1, 2013**, and ending **SEP 30, 2014**

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 Forms 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	8a	\$	0.
8b If this application is for Forms 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.
8c 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 must be completed for Part II only.

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 **▶ ACCOUNTANT** Date **▶ 5/13/15**

Part III Statement of Program Service Accomplishments

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

1 Briefly describe the organization's mission:

SEE SCHEDULE O

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [] Yes [X] No

If "Yes," describe these new services on Schedule O.

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

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations 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 \$ 20,306,902. including grants of \$ 868,296.) (Revenue \$ 3,552,016.) TELEVISION: SEE SCHEDULE O

4b (Code:) (Expenses \$ 11,967,894. including grants of \$) (Revenue \$ 12,456,047.) FM RADIO: SEE SCHEDULE O

4c (Code:) (Expenses \$ 3,667,106. including grants of \$) (Revenue \$ 470,644.) KQED INTERACTIVE: SEE SCHEDULE O

4d Other program services (Describe in Schedule O.) (Expenses \$ 6,614,074. including grants of \$) (Revenue \$ 1,894,174.)

4e Total program service expenses 42,555,976.

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>		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which 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, for escrow or custodial account liability; 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 temporarily restricted endowments, permanent endowments, 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 and XII</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 and XII 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, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <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 other assistance to or for any foreign organization? <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 other assistance to or for foreign individuals? <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 hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b <i>If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?</i>		

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	X	
22 Did the organization report more than \$5,000 of grants or other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		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? <i>If "Yes," complete Schedule J</i>	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? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
24b		
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?		
24c		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
24d		
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? <i>If "Yes," complete Schedule L, Part I</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? <i>If "Yes," complete Schedule L, Part I</i>		X
25b		X
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If so, complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		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? <i>If "Yes," complete Schedule L, Part IV</i>		X
28a		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
28b		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? <i>If "Yes," complete Schedule L, Part IV</i>		X
28c		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	X	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	X	
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	X	
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
35b		X
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	X	
38	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

Table with columns for question number, description, and Yes/No boxes. Includes rows for Form 1096, Form W-2G, Form W-3, Form 990-T, Form 8886-T, Form 8282, Form 8899, Form 1098-C, Form 990, Form 720, Form 1041, and Form 709.

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 or note to any line 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 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.		
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? 2		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? 3		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? 4		X
5 Did the organization become aware during the year of a significant diversion of the organization's assets? 5		X
6 Did the organization have members or stockholders? 6		X
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? 7a		X
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? 7b		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a The governing body? 8a	X	
b Each committee with authority to act on behalf of the governing body? 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 9		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10a Did the organization have local chapters, branches, or affiliates? 10a		X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? 10b		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? 11a	X	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990. 12a	X	
12a Did the organization have a written conflict of interest policy? If "No," go to line 13 12a	X	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? 12b	X	
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done 12c	X	
13 Did the organization have a written whistleblower policy? 13	X	
14 Did the organization have a written document retention and destruction policy? 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 15a	X	
b Other officers or key employees of the organization 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? 16a		X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take 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, AL, AK, AR, CO, CT, DC, FL, GA, HI, IL, KS**
- 18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain in Schedule O)
- 19** Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20** State the name, physical address, and telephone number of the person who possesses the books and records of the organization: **▶**
MITZIE KELLEY, KQED CFO - (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 or note to any line 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 (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(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			
(1) ANNE AVIS BOARD CHAIR	10.00	X						0.	0.	0.
(2) LARRY BAER BOARD MEMBER	0.70	X						0.	0.	0.
(3) HANK BARRY BOARD MEMBER	0.70	X						0.	0.	0.
(4) JOHN BUOYMASTER COMMITTEE CHAIR & NOMINATING COMM	1.80	X						0.	0.	0.
(5) LEE CARAHER COMMITTEE CHAIR AND EXECUTIVE COMM	1.80	X						0.	0.	0.
(6) BRIAN CHEU BOARD MEMBER	0.70	X						0.	0.	0.
(7) SIMONE OTUS COXE EXECUTIVE COMM AND TASK FORCE CHAIR	1.80	X						0.	0.	0.
(8) SCOTT DETTNER EXECUTIVE COMM AND NOMINATING COMMIT	1.80	X						0.	0.	0.
(9) NANCY FARESE BOARD MEMBER	0.70	X						0.	0.	0.
(10) CHUCK KISSNER EXECUTIVE COMM AND COMMITTEE CHAIR	1.80	X						0.	0.	0.
(11) DAPHNE LI BOARD MEMBER	0.70	X						0.	0.	0.
(12) EDWARD LICHTY COMMITTEE CHAIR	0.90	X						0.	0.	0.
(13) JULIA LOPEZ BOARD MEMBER	0.70	X						0.	0.	0.
(14) CHARLEY MOORE EXECUTIVE COMMITTEE	0.90	X						0.	0.	0.
(15) JENNIFER SIEBEL NEWSOM BOARD MEMBER	0.70	X						0.	0.	0.
(16) ANN O'LEARY NOMINATING COMMITTEE	0.90	X						0.	0.	0.
(17) MARK PERRY COMM CHAIR AND TASK FORCE CHAIR	1.80	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 (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(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			
(18) RAJ PHERWANI BOARD MEMBER	0.70	X						0.	0.	0.
(19) ED PROHASKA BOARD MEMBER	0.70	X						0.	0.	0.
(20) MOHAMMAD QAYOUMI BOARD MEMBER	0.70	X						0.	0.	0.
(21) MIKE RAMSAY BOARD MEMBER	0.70	X						0.	0.	0.
(22) JOSE RIVERO BOARD MEMBER	0.70	X						0.	0.	0.
(23) ALI ROSENTHAL BOARD MEMBER	0.70	X						0.	0.	0.
(24) NANCY SERRURIER COMMITTEE CHAIR	0.90	X						0.	0.	0.
(25) CAMILLA SMITH BOARD MEMBER	0.70	X						0.	0.	0.
(26) 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								3,481,858.	0.	391,696.
d Total (add lines 1b and 1c)								3,481,858.	0.	391,696.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **56**

	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. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
CARL BLOMM ASSOCIATES INC., 81 MAIN STREET, 1ST FL, WHITE PLAINS, NY 10601	FUNDRAISING SERVICES	1,837,171.
MWI WEB, INC. 4900 SUPERIOR STREET, LINCOLN, NE 68504	PRINTING AND MAILING SERVICES	655,490.
NIELSEN MEDIA RESEARCH P.O. BOX 88961, CHICAGO, IL 60695	VIEWERS IN PROFILE REPORT AND STATION I	376,439.
ACD DIRECT INC., 1353 NORTH 1075 WEST, SUITE 6, FARMINGTON, UT 84025	CALL CENTER USED FOR PLEDGE OVERFLOW CAL	300,848.
NEW LEAF PRESS 1792-A 5TH STREET, BERKELEY, CA 94710	PRINTING AND MAILING SERVICES	280,935.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **7**

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 (list any hours for related organizations below line)	(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			
(27) JAY YAMADA BOARD MEMBER	0.70	X						0.	0.	0.
(28) YOGEN DALAL BOARD MEMBER (THRU 12/31/13)	0.70	X						0.	0.	0.
(29) SRINI MADALA BOARD MEMBER (THRU 12/31/13)	0.70	X						0.	0.	0.
(30) HEIDI LOCKE SIMON BOARD MEMBER (THRU 12/31/13)	0.70	X						0.	0.	0.
(31) JOHN YOST TASK FORCE CHAIR	0.90	X						0.	0.	0.
(32) JOHN BOLAND PRESIDENT & CEO	50.00			X				438,120.	0.	32,263.
(33) DON DERHEIM EXECUTIVE VP & COO	40.00			X				303,042.	0.	43,823.
(34) MITZIE KELLEY CHIEF FINANCIAL OFFICER	45.00			X				194,815.	0.	42,859.
(35) WILLIAM LOWERY GEN. COUNSEL & CORP. SECRETARY	45.00			X				188,490.	0.	32,433.
(36) TRACI ECKELS CHIEF DEVELOPMENT OFFICER	65.00				X			205,598.	0.	20,540.
(37) MICHAEL LUPETIN VP MARKETING & BRAND	56.00				X			191,907.	0.	27,703.
(38) JO ANNE WALLACE VP & GENERAL MANAGER RADIO	55.00				X			180,279.	0.	30,803.
(39) MICHAEL ISIP VP TELEVISION	55.00				X			174,418.	0.	24,114.
(40) JOANNE CARDER VP/HR & LABOR RELATIONS	50.00				X			167,941.	0.	30,461.
(41) MICHAEL ENGLEHAUPT CHIEF TECHNOLOGY OFFICER	50.00				X			172,157.	0.	3,862.
(42) TIM OLSON VP DIGITAL MEDIA & EDUCATION	45.00				X			157,787.	0.	33,170.
(43) ELIZABETH SEIRMARCO LOCAL MARKETING DIRECTOR	50.00					X		293,262.	0.	23,217.
(44) SARAH SAWYER LOCAL MARKETING DIRECTOR	50.00					X		259,428.	0.	7,921.
(45) DAVID SHIMADA DIRECTOR, CORP. SUPPORT GEN. SALES	48.00					X		248,561.	0.	19,281.
(46) MICHAEL KRASNY HOST FORUM	60.00					X		153,050.	0.	6,724.
Total to Part VII, Section A, line 1c										

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
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	5,510,108.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	43,640,932.				
	g Noncash contributions included in lines 1a-1f: \$		4,613,264.				
	h Total. Add lines 1a-1f		49,151,040.				
Program Service Revenue	2 a UNDERWRITING	Business Code 515100	15,646,539.		69,281.	15,577,258.	
	b SERVICE CONTRACTS	515100	1,953,122.	1,953,122.			
	c PRESENTING STATION FEES	515100	252,520.	252,520.			
	d PRODUCTION REVENUE	515100	103,845.	103,845.			
	e PROGRAM SALES	515100	48,547.	48,547.			
	f All other program service revenue						
	g Total. Add lines 2a-2f		18,004,573.				
	Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		1,443,456.			1,443,456.
4 Income from investment of tax-exempt bond proceeds							
5 Royalties			147,141.			147,141.	
6 a Gross rents		(i) Real	168,285.				
		(ii) Personal	0.				
		b Less: rental expenses	168,285.				
		c Rental income or (loss)		168,285.			168,285.
d Net rental income or (loss)							
7 a Gross amount from sales of assets other than inventory		(i) Securities	10,650,207.				
		(ii) Other					
		b Less: cost or other basis and sales expenses	10,293,632.				
		c Gain or (loss)	356,575.				356,575.
d Net gain or (loss)							
8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a						
	b Less: direct expenses						
	c Net income or (loss) from fundraising events						
9 a Gross income from gaming activities. See Part IV, line 19	a						
	b Less: direct expenses						
	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 MISCELLANEOUS	515100	319,155.	319,261.	-106.			
b PARKING REVENUE	812930	123,584.		2,228.	121,356.		
c AFFINITY CARDS	515100	25,730.	25,730.				
d All other revenue	515100	23,317.	23,317.				
e Total. Add lines 11a-11d		491,786.					
12 Total revenue. See instructions.		69,762,856.	2,726,342.	71,403.	17,814,071.		

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).

Check if Schedule O contains a response or note to any line in this Part IX

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 United States. See Part IV, line 21	868,296.	868,296.		
2 Grants and other assistance to individuals in the United States. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	2,686,136.	843,337.	1,414,962.	427,837.
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	23,940,800.	16,004,133.	3,238,670.	4,697,997.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	1,030,999.	639,508.	192,883.	198,608.
9 Other employee benefits	5,107,913.	3,234,064.	993,732.	880,117.
10 Payroll taxes	2,272,572.	1,409,630.	425,161.	437,781.
11 Fees for services (non-employees):				
a Management				
b Legal	230,793.		222,084.	8,709.
c Accounting	128,500.		128,500.	
d Lobbying	24,588.		24,588.	
e Professional fundraising services. See Part IV, line 17	1,589,129.			1,589,129.
f Investment management fees	275,955.		275,955.	
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	2,852,228.	2,092,605.	388,467.	371,156.
12 Advertising and promotion	834,672.	158,869.	8,999.	666,804.
13 Office expenses	2,906,700.	1,015,449.	157,862.	1,733,389.
14 Information technology	1,273,774.	830,698.	22,215.	420,861.
15 Royalties	102,288.	101,463.		825.
16 Occupancy	1,702,675.	1,338,817.	236,170.	127,688.
17 Travel	485,472.	339,206.	90,608.	55,658.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	279,455.	177,364.	64,893.	37,198.
20 Interest	438.		438.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	3,626,519.	3,171,173.	224,373.	230,973.
23 Insurance	186,282.	136,516.	28,286.	21,480.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a PROGRAM ACQ & DUES	8,572,803.	8,572,803.		
b PREMIUMS, MAILING, POST	4,301,175.			4,301,175.
c SPACE RENTAL	1,143,510.	1,131,410.		12,100.
d LOSS ON DISPOSAL OF FIX	120,497.		120,497.	
e All other expenses	837,278.	490,635.	206,820.	139,823.
25 Total functional expenses. Add lines 1 through 24e	67,381,447.	42,555,976.	8,466,163.	16,359,308.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here if following SOP 98-2 (ASC 958-720)

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	600.	1	600.
	2 Savings and temporary cash investments	11,985,984.	2	15,860,178.
	3 Pledges and grants receivable, net	6,997,372.	3	4,561,438.
	4 Accounts receivable, net	1,784,338.	4	2,280,607.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other 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 instr). Complete Part II of Sch L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use	77,172.	8	149,097.
	9 Prepaid expenses and deferred charges	763,257.	9	922,289.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 78,831,152.		
	b Less: accumulated depreciation	10b 43,238,743.	10c	
	11 Investments - publicly traded securities	34,451,293.	11	35,592,409.
	12 Investments - other securities. See Part IV, line 11	57,221,722.	12	63,063,757.
	13 Investments - program-related. See Part IV, line 11	6,945,452.	13	6,253,715.
	14 Intangible assets	2,514,976.	14	2,429,181.
	15 Other assets. See Part IV, line 11	63,150.	15	37,950.
16 Total assets. Add lines 1 through 15 (must equal line 34)	122,805,316.	16	131,151,221.	
Liabilities	17 Accounts payable and accrued expenses	10,177,983.	17	12,181,233.
	18 Grants payable		18	
	19 Deferred revenue	529,471.	19	542,425.
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other 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 (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	1,289,640.	25	2,521,734.
	26 Total liabilities. Add lines 17 through 25	11,997,094.	26	15,245,392.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	77,190,583.	27	80,778,929.
	28 Temporarily restricted net assets	17,514,838.	28	18,854,323.
	29 Permanently restricted net assets	16,102,801.	29	16,272,577.
	Organizations that do not follow SFAS 117 (ASC 958), 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	110,808,222.	33	115,905,829.	
34 Total liabilities and net assets/fund balances	122,805,316.	34	131,151,221.	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	69,762,856.
2	Total expenses (must equal Part IX, column (A), line 25)	2	67,381,447.
3	Revenue less expenses. Subtract line 2 from line 1	3	2,381,409.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	110,808,222.
5	Net unrealized gains (losses) on investments	5	2,699,213.
6	Donated services and use of facilities	6	16,985.
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	115,905,829.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line 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
If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:			
<input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis			
2b	Were the organization's financial statements audited by an independent accountant?	X	
If "Yes," check a box below to indicate whether the financial statements for the year were audited 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			
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?	X	
If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.			
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	

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) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	43119663.	47583743.	48279126.	50727818.	49151040.	238861390
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	43119663.	47583743.	48279126.	50727818.	49151040.	238861390
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.						238861390

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
7 Amounts from line 4	43119663.	47583743.	48279126.	50727818.	49151040.	238861390
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	1252615.	1349514.	1416134.	1836455.	1758882.	7613600.
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.)	336,655.	403,379.	120,713.	118,579.	121,356.	1100682.
11 Total support. Add lines 7 through 10						247575672
12 Gross receipts from related activities, etc. (see instructions)					12	74,690,463.
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 2013 (line 6, column (f) divided by line 11, column (f))	14	96.48	%
15 Public support percentage from 2012 Schedule A, Part II, line 14	15	96.43	%
16a 33 1/3% support test - 2013. 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 - 2012. 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 - 2013. 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 - 2012. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	<input type="checkbox"/>		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions	<input type="checkbox"/>		

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I 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) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(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) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**

Section C. Computation of Public Support Percentage

15 Public support percentage for 2013 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2012 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2013 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2012 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2013. 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 - 2012. 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, Form 990-EZ, or Form 990-PF. Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2013

Name of the organization

KQED INC.

Employer identification number

94-1241309

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

[X] 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

[X] 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, total 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 total 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 its Form 990-PF, Part I, line 2, 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) (2013)

Name of organization KQED INC.	Employer identification number 94-1241309
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Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	<hr/> <hr/> <hr/> <hr/>	\$ 5,510,108.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

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

Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

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

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

Part III Exclusively religious, charitable, etc., individual contributions to section 501(c)(7), (8), or (10) organizations that total 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) ▶ \$ _____
Use duplicate copies of Part III if additional space is needed.

(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

2013

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527
 ▶ **Complete if the organization is described below. ▶ Attach to Form 990 or Form 990-EZ.**
 ▶ **See separate instructions. ▶ Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.**

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 35c (Proxy Tax), then

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

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

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. Schedule C (Form 990 or 990-EZ) 2013
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11-08-13

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 (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- 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) 2010	(b) 2011	(c) 2012	(d) 2013	(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)).

For each "Yes," response to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	(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		5,389.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		24,588.
i Other activities?		X	
j Total. Add lines 1c through 1i			29,977.
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 carry over 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) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OR (b) 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

Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group list); Part II-A, line 2; and Part II-B, line 1. Also, complete this part for any additional information.

PART II-B, LINE 1, LOBBYING ACTIVITIES:

EXPLANATION: KQED IS A DUES-PAYING MEMBER OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS (APTS).

THE ASSOCIATION OF PUBLIC TELEVISION STATIONS (APTS) IS A NONPROFIT MEMBERSHIP ORGANIZATION ESTABLISHED IN 1979. THE MISSION OF APTS IS TO

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, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
▶ Attach to Form 990.

▶ Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990

OMB No. 1545-0047

2013

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 XIII, 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 XIII, 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 XIII.

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 XIII 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 XIII. Check here if the explanation has been provided in Part XIII

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	51,815,085.	44,122,426.	33,469,920.	33,941,615.	30,206,348.
b Contributions	2,895,514.	3,438,376.	5,355,045.	1,706,529.	1,891,258.
c Net investment earnings, gains, and losses	4,557,627.	6,010,974.	6,849,666.	-716,763.	3,315,349.
d Grants or scholarships					
e Other expenditures for facilities and programs	2,014,920.	1,756,691.	1,552,205.	1,461,461.	1,471,340.
f Administrative expenses					
g End of year balance	57,253,306.	51,815,085.	44,122,426.	33,469,920.	33,941,615.

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment 55.52 %
 - b Permanent endowment 27.61 %
 - c Temporarily restricted endowment 16.87 %
- The percentages in lines 2a, 2b, and 2c should equal 100%.

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

- (i) unrelated organizations
- (ii) related organizations

	Yes	No
3a(i)		X
3a(ii)		X
3b		

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

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

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		1,269,691.		1,269,691.
b Buildings		29,833,450.	12,379,067.	17,454,383.
c Leasehold improvements				
d Equipment		46,201,570.	30,859,676.	15,341,894.
e Other		1,526,441.		1,526,441.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				35,592,409.

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11b. 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)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

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

Part IX Other Assets.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

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

Part X Other Liabilities.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) ACCRUED BROADCAST RIGHTS	1,199,660.
(3) DEFERRED COMPENSATION OBLIGATION	1,322,074.
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	2,521,734.

2. Liability for uncertain tax positions. In Part XIII, 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). Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	73,695,806.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains on investments	2a	2,699,213.	
b	Donated services and use of facilities	2b	1,504,386.	
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d	2e	4,203,599.	
3	Subtract line 2e from line 1	3	69,492,207.	
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	275,955.	
b	Other (Describe in Part XIII.)	4b	-5,306.	
c	Add lines 4a and 4b	4c	270,649.	
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	69,762,856.	

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	68,598,199.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a	1,487,401.	
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d	5,306.	
e	Add lines 2a through 2d	2e	1,492,707.	
3	Subtract line 2e from line 1	3	67,105,492.	
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	275,955.	
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b	4c	275,955.	
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	67,381,447.	

Part XIII Supplemental Information.

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

PART V, LINE 4:

EXPLANATION: THE ORGANIZATION'S PRIMARY LONG-TERM MANAGEMENT OBJECTIVE IS TO PROVIDE GENERAL SUPPORT IN MEETING THE NEEDS OF KQED; PROVIDED THAT A DONOR MAKING A CONTRIBUTION TO THE PERMANENT ENDOWMENT MAY IMPOSE SPECIFIC USE RESTRICTIONS ON THE DONOR'S CONTRIBUTION.

PART X, LINE 2:

EXPLANATION: THE CORPORATION IS A TAX EXEMPT ORGANIZATION UNDER INTERNAL REVENUE SERVICE CODE SECTION 501(C)(3) AND THE CALIFORNIA TAX CODE. THE CORPORATION'S CURRENT ACCOUNTING POLICY IS TO EVALUATE UNCERTAIN TAX POSITIONS. ACCORDINGLY, A LOSS CONTINGENCY IS RECOGNIZED WHEN IT IS PROBABLE THAT A LIABILITY HAS BEEN INCURRED AS OF THE DATE OF THE

Part XIII Supplemental Information (continued)

FINANCIAL STATEMENTS AND THE AMOUNT OF THE LOSS CAN BE REASONABLY ESTIMATED. MANAGEMENT EVALUATED THE CORPORATION'S TAX POSITION AND CONCLUDED THAT THE CORPORATION HAD MAINTAINED ITS TAX EXEMPT STATUS AND HAD TAKEN NO UNCERTAIN TAX POSITIONS THAT REQUIRED ADJUSTMENT TO THE FINANCIAL STATEMENTS. THEREFORE, NO PROVISION OR LIABILITY FOR INCOME TAXES HAS BEEN INCLUDED IN THE FINANCIAL STATEMENTS. THE CORPORATION CONTINUES TO REMAIN SUBJECT TO EXAMINATION BY U.S. FEDERAL AUTHORITIES FOR TAX YEARS 2010 THROUGH 2013 AND FOR CALIFORNIA STATE AUTHORITIES FOR TAX YEARS 2009 THROUGH 2013.

PART XI, LINE 4B - OTHER ADJUSTMENTS:

LOSS ON INVESTMENTS RECLASSIFIED TO REVENUE	-5,306.
---	---------

PART XII, LINE 2D - OTHER ADJUSTMENTS:

LOSS ON INVESTMENTS RECLASSIFIED TO REVENUE	5,306.
---	--------

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
		(event type)	(event type)	(total number)	(add col. (a) through col. (c))
Revenue	1 Gross receipts				
	2 Less: Contributions				
	3 Gross income (line 1 minus line 2)				
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs				
	7 Food and beverages				
	8 Entertainment				
	9 Other direct expenses				
	10 Direct expense summary. Add lines 4 through 9 in column (d)				
	11 Net income summary. Subtract line 10 from line 3, column (d)				

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

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
		1 Gross revenue			
Direct Expenses	2 Cash prizes				
	3 Noncash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
7 Direct expense summary. Add lines 2 through 5 in column (d)					
8 Net gaming income summary. Subtract line 7 from line 1, column (d)					

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:

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

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ▶ _____

Address ▶ _____

- 15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? 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.** 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, SUITE 126, WHITE PLAINS, NY 10601

**SCHEDULE I
(Form 990)**

Department of the Treasury
Internal Revenue Service

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States**

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

▶ Information about Schedule I (Form 990) and its instructions is at www.irs.gov/form990

OMB No. 1545-0047

2013

Open to Public
Inspection

Name of the organization

KQED INC.

Employer identification number
94-1241309

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
IDEASTREAM 1375 EUCLID AVENUE CLEVELAND, OH 44115-1835	34-1943865	501(C)(3)	186,970.	0.			QUEST: BEYOND LOCAL PRODUCTION
KCTS 9 TELEVISION 401 MERCER STREET SEATTLE, WA 98109	91-1532689	501(C)(3)	187,601.	0.			QUEST: BEYOND LOCAL PRODUCTION
NET FOUNDATION FOR TELEVISION, INC. - 1800 N 33RD STREET - LINCOLN, NE 68503	23-7122088	501(C)(3)	226,459.	0.			QUEST: BEYOND LOCAL PRODUCTION
UNIVERSITY OF NORTH CAROLINA- GENERAL ADMINISTRATION - PO BOX 2688 - CHAPEL HILL, NC 27515	56-6172047	501(C)(3)	159,602.	0.			QUEST: BEYOND LOCAL PRODUCTION
BOARD OF REGENTS OF UNIV OF WISCONSIN SYSTEM - US BANK LOCKBOX, BOX 78138 - MILWAUKEE, WI 53278-0138	39-1805963	501(C)(3)	107,664.	0.			QUEST: BEYOND LOCAL PRODUCTION

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table **5.**

3 Enter total number of other organizations listed in the line 1 table **0.**

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

Schedule I (Form 990) (2013)

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

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

Part IV Supplemental Information. Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

PART I, LINE 2:

EXPLANATION: THE ORGANIZATION REQUIRED SUB-GRANTEE'S QUARTERLY EXPENDITURE REPORTS WITH EXPLANATION OF VARIANCES TO APPROVED BUDGET. THE FINANCIAL REPORT MUST BE SIGNED BY AN OFFICER CERTIFYING THAT EXPENDITURES CONFORM WITH THE APPROVED PROJECT AND RECONCILES TO THE GENERAL LEDGER. A NARRATIVE DESCRIPTION OF PROGRESS MADE ON THE PROJECT QUARTERLY IS ALSO REQUIRED.

**SCHEDULE J
(Form 990)**

Compensation Information

OMB No. 1545-0047

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

2013

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

▶ Attach to Form 990. ▶ See separate instructions.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990

Name of the organization

KQED INC.

Employer identification number
94-1241309

Part I Questions Regarding Compensation

	Yes	No
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"/> Travel for companions <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Discretionary spending account <input type="checkbox"/> Housing allowance or residence for personal use <input type="checkbox"/> Payments for business use of personal residence <input type="checkbox"/> Health or social club dues or initiation fees <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	1b	
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?	2	
3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III. <input type="checkbox"/> Compensation committee <input checked="" type="checkbox"/> Independent compensation consultant <input type="checkbox"/> Form 990 of other organizations <input type="checkbox"/> Written employment contract <input checked="" type="checkbox"/> Compensation survey or study <input checked="" type="checkbox"/> Approval by the board or compensation committee		
4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization: a Receive a severance payment or change-of-control payment?	4a	X
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b	X
c Participate in, or receive payment from, an equity-based compensation arrangement?	4c	X
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.		
Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.		
5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: a The organization?	5a	X
b Any related organization?	5b	X
If "Yes" to line 5a or 5b, describe in Part III.		
6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: a The organization?	6a	X
b Any related organization?	6b	X
If "Yes" to line 6a or 6b, describe in Part III.		
7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III	7	X
8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8	X
9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9	

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

Schedule J (Form 990) 2013

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) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(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 as deferred in prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) JOHN BOLAND PRESIDENT & CEO	(i) 365,000.	(ii) 73,120.	(iii) 0.	25,150.	7,113.	470,383.	0.
(2) DON DERHEIM EXECUTIVE VP & COO	(i) 268,032.	(ii) 35,010.	(iii) 0.	25,150.	18,673.	346,865.	0.
(3) MITZIE KELLEY CHIEF FINANCIAL OFFICER	(i) 171,263.	(ii) 23,552.	(iii) 0.	24,186.	18,673.	237,674.	0.
(4) WILLIAM LOWERY GEN. COUNSEL & CORP. SECRETARY	(i) 166,466.	(ii) 22,024.	(iii) 0.	23,752.	8,681.	220,923.	0.
(5) TRACI ECKELS CHIEF DEVELOPMENT OFFICER	(i) 182,782.	(ii) 22,816.	(iii) 0.	13,427.	7,113.	226,138.	0.
(6) MICHAEL LUPETIN VP MARKETING & BRAND	(i) 170,907.	(ii) 21,000.	(iii) 0.	14,024.	13,679.	219,610.	0.
(7) JO ANNE WALLACE VP & GENERAL MANAGER RADIO	(i) 158,962.	(ii) 21,317.	(iii) 0.	23,505.	7,298.	211,082.	0.
(8) MICHAEL ISIP VP TELEVISION	(i) 154,048.	(ii) 20,370.	(iii) 0.	23,283.	831.	198,532.	0.
(9) JOANNE CARDER VP/HR & LABOR RELATIONS	(i) 148,479.	(ii) 19,462.	(iii) 0.	23,163.	7,298.	198,402.	0.
(10) MICHAEL ENGLEHAUPT CHIEF TECHNOLOGY OFFICER	(i) 162,157.	(ii) 10,000.	(iii) 0.	0.	3,862.	176,019.	0.
(11) TIM OLSON VP DIGITAL MEDIA & EDUCATION	(i) 139,455.	(ii) 18,332.	(iii) 0.	14,444.	18,726.	190,957.	0.
(12) ELIZABETH SEIRMARCO LOCAL MARKETING DIRECTOR	(i) 293,262.	(ii) 0.	(iii) 0.	7,650.	15,567.	316,479.	0.
(13) SARAH SAWYER LOCAL MARKETING DIRECTOR	(i) 259,428.	(ii) 0.	(iii) 0.	7,650.	271.	267,349.	0.
(14) DAVID SHIMADA DIRECTOR, CORP. SUPPORT GEN. SALES	(i) 248,561.	(ii) 0.	(iii) 0.	7,650.	11,631.	267,842.	0.
(15) MICHAEL KRASNY HOST FORUM	(i) 153,050.	(ii) 0.	(iii) 0.	4,599.	2,125.	159,774.	0.
(16) GEORGANNA KELLY SR DIRECTOR LEADERSHIP GIFTS	(i) 153,003.	(ii) 0.	(iii) 0.	4,750.	7,772.	165,525.	0.

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2013

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.
- ▶ Information about Schedule M (Form 990) and its instructions is at www.irs.gov/form990

Name of the organization

KQED 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	3,889	2,635,861.	FAIR MARKET VALUE
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	20	1,434,181.	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 ▶ (PRIZES/TICKET)	X	240	543,222.	
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** **5**

	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) (2013)

Part II **Supplemental Information.** Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

SCHEDULE M, PART I, COLUMN (B):

EXPLANATION: THE NUMBER OF CONTRIBUTORS REFLECTS THE NUMBER OF DONORS,
NOT THE NUMBER OF ITEMS DONATED.

SCHEDULE M, LINE 32B:

EXPLANATION: THE ORGANIZATION USES AN UNRELATED THIRD PARTY, CHARITABLE
AUTO RESOURCES INC. (CARS), TO ADMINISTER ITS VEHICLE DONATION PROGRAM.
CARS ACCEPTS VEHICLE DONATIONS ON KQED'S BEHALF AND SENDS A LETTER TO
THE DONOR ACKNOWLEDGING THE DONATION. THE CHARITABLE DONATIONS ARE THEN
RECEIVED AT KQED, NET OF CARS'S SERVICE FEE.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

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.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990

OMB No. 1545-0047

2013

Open to Public
Inspection

Name of the organization

KQED INC.

Employer identification number

94-1241309

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

EXPLANATION: 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.

KQED SERVES THE PEOPLE OF NORTHERN CALIFORNIA WITH A
COMMUNITY-SUPPORTED ALTERNATIVE TO COMMERCIAL MEDIA. WE PROVIDE
CITIZENS WITH THE KNOWLEDGE 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 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

KQED 9 IS ONE OF THE NATION'S MOST-WATCHED PUBLIC TELEVISION STATIONS
WITH AN AVERAGE OF APPROXIMATELY 926,000 VIEWERS TUNING IN WEEKLY IN
THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET. 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'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

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Employer identification number

94-1241309

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 2014, KQED CONTINUED TO BROADCAST LOCALLY-PRODUCED SERIES EACH WEEK SHOWCASING DIFFERENT ASPECTS OF LIFE IN THE BAY AREA. PROGRAMS INCLUDED QUEST, KQED'S MULTIMEDIA SCIENCE, NATURE AND ENVIRONMENT SERIES, IN ITS EIGHTH SEASON; CHECK, PLEASE! BAY AREA, WHERE LOCAL DINERS REVIEW THEIR FAVORITE BAY AREA RESTAURANTS, IN ITS NINTH SEASON; AND KQED NEWSROOM, A MULTIPLATFORM NEWS SERIES ON TELEVISION, RADIO AND ONLINE, IN ITS SECOND SEASON.

KQED ALSO PRODUCED THREE INDEPENDENT FILM SERIES: IMAGEMAKERS, A COLLECTION OF INTERNATIONALLY ACCLAIMED SHORT FILMS IN ITS 12TH SEASON; A SECOND SEASON OF THE NATIONALLY DISTRIBUTED FILM SCHOOL SHORTS, FEATURING SHORT STUDENT FILMS FROM TOP U.S. FILM SCHOOLS; AND TRULY CA, WHICH SHOWCASES DOCUMENTARIES FOCUSED ON LOCAL, REGIONAL AND STATEWIDE ISSUES, AND AIRS ON PUBLIC TELEVISION STATIONS ACROSS CALIFORNIA.

KQED'S COMMITMENT TO ARTS PROGRAMMING ALSO INCLUDED PRESENTING A FIFTH SEASON OF FOUR FULL-LENGTH OPERAS, I CAPUTLETI ET I MONTECCHI, ATTLA, MEFISTOFELE AND RIGOLETTO, FROM THE SAN FRANCISCO OPERA, HOSTED BY CELEBRATED MEZZO-SOPRANO FEDERICA VON STADE. AND KQED'S ANNUAL SPARK TELEVISION SPECIAL "CULTURE CREATES COMMUNITY" SHOWED HOW DIVERSE LOCAL

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ARTISTS ARE BRINGING PEOPLE TOGETHER TO BUILD LASTING SOCIAL BONDS.

KQED SILICON VALLEY PRESENTED A FOURTH SEASON OF EQUAL TIME, A SERIES CO-PRODUCED WITH THE SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS AT SAN JOSE STATE UNIVERSITY, AND DESIGNED TO LOOK IN-DEPTH AT ISSUES OF IMPORTANCE TO CALIFORNIANS. ADDITIONALLY, THE THIRD SEASON OF REVOLUTIONARIES, A 12-PART TELEVISION SERIES, PRODUCED BY THE COMPUTER HISTORY MUSEUM IN ASSOCIATION WITH KQED SILICON VALLEY, AIRED IN 2014 AND FEATURED CONVERSATIONS WITH TECH LUMINARIES INCLUDING ELECTRONIC ARTS FOUNDER TRIP HAWKINS AND FACEBOOK CHIEF OPERATING OFFICER SHERYL SANDBERG.

KQED WAS ALSO A LEADER IN PRESENTING INDEPENDENT PRODUCTIONS TO NATIONWIDE AUDIENCES. THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!, THE NEW ENVIRONMENTALISTS, MARTIN YAN: TASTE OF VIETNAM, ROADTRIP NATION, JOSEPH ROSENDO'S TRAVELSCOPE AND TWO CURRENT AFFAIRS SPECIALS PRODUCED IN PARTNERSHIP WITH THE CENTER FOR INVESTIGATIVE REPORTING (CIR) WERE JUST SOME OF THE PROGRAMS THAT KQED SUPPORTED IN FINDING DISTRIBUTION AND NATIONAL AUDIENCES.

KQED PUBLIC TELEVISION RECEIVED SEVERAL AWARDS IN 2014: SIX NORTHERN CALIFORNIA EMMY AWARDS, TWO AWARDS FROM BOTH THE SAN FRANCISCO PENINSULA PRESS CLUB AND THE SOCIETY OF PROFESSIONAL JOURNALISTS OF NORTHERN CALIFORNIA, AND ONE FROM THE RELIGION NEWSWRITERS ASSOCIATION.

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

KQED PUBLIC RADIO IS AMONG THE MOST-LISTENED-TO PUBLIC RADIO STATIONS IN THE NATION, WITH MORE THAN 747,000 WEEKLY RADIO LISTENERS IN THE SAN

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FRANCISCO METRO SURVEY AREA, AND AN ADDITIONAL 27,000 IN THE SACRAMENTO AREA. KQED OWNS AND OPERATES PUBLIC RADIO (88.5 FM SAN FRANCISCO AND 89.3 FM SACRAMENTO). 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 (MORE THAN 500 NEW SHOWS IN 2014); THE CALIFORNIA REPORT, THE DAILY NEWS SEGMENT AND WEEKLY 30-MINUTE NEWS MAGAZINE CARRIED BY MORE THAN 30 STATIONS IN CALIFORNIA; THE DO LIST, A WEEKLY LOOK AT UPCOMING ARTS OFFERINGS AND EVENTS; OUR LISTENER PERSPECTIVES SERIES; WEEKLY KQED SCIENCE RADIO REPORTS AND 18 WEEKDAY KQED NEWS REPORTS.

KQED PUBLIC RADIO ALSO PRESENTED CONTENT FROM THE COMMONWEALTH CLUB OF CALIFORNIA, THE WORLD AFFAIRS COUNCIL OF NORTHERN CALIFORNIA, CITY ARTS AND LECTURES, THE CHURCHILL CLUB AND THE COMPUTER HISTORY MUSEUM. IN 2014, KQED ALSO CONTINUED TO PRESENT A RADIO VERSION OF CHECK, PLEASE! BAY AREA AND SPECIAL KQED-CIR PARTNERSHIPS.

KQED PUBLIC RADIO CONTINUED TO EMBRACE 21ST-CENTURY MEDIA TECHNIQUES IN 2014, EXPANDING THE REACH OF KQED PUBLIC RADIO CONTENT THROUGH A WIDE ARRAY OF ONLINE SERVICES, INCLUDING ACCOMPANYING SLIDE SHOWS, INTERACTIVE 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 STAFF RECEIVED NUMEROUS AWARDS IN 2014: ONE FROM THE

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BAY INSTITUTE, THE RELIGION NEWSWRITERS ASSOCIATION AND THE CENTER FOR CALIFORNIA STUDIES; TWO FROM PUBLIC RADIO NEWS DIRECTORS INCORPORATED; EIGHT FROM THE NORCAL RADIO TELEVISION NEWS DIRECTORS ASSOCIATION; FOUR RADIO TELEVISION DIGITAL NEWS ASSOCIATION EDWARD R. MURROW REGIONAL AWARDS AND ONE EDWARD R. MURROW NATIONAL AWARD.

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

KQED OWNS AND OPERATES THE INTERACTIVE PLATFORMS KQED.ORG AND KQEDNEWS.ORG, AND KQED EDUCATION.

KQED INTERACTIVE, WHICH INCLUDES KQED.ORG AND KQEDNEWS.ORG, DEVELOPS CONTENT AND APPLICATIONS FOR DIGITAL PLATFORMS AND MOBILE DEVICES, HOSTS ONLINE SERVICES FOR KQED PUBLIC TELEVISION, PUBLIC RADIO, AND EDUCATION, AND SERVES 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 AND PRODUCED FOR THE WEB. ONGOING SERIES, PROJECTS AND BLOGS INCLUDE ART SCHOOL, AN AWARD-WINNING VIDEO SERIES FOR PEOPLE WHO WANT TO LEARN ABOUT ART; NEWS FIX, AN UP-TO-THE-MINUTE DIGEST OF BAY AREA NEWS; THE LOWDOWN, A RESOURCE FOR EDUCATORS AND THE GENERAL PUBLIC TO HELP EXPLAIN THE NEWS; MINDSHIFT, A BLOG ABOUT EDUCATION TECHNOLOGY AND THE FUTURE OF LEARNING; BAY AREA BITES, A POPULAR FOOD BLOG; STATE OF HEALTH, A BLOG COVERING HEALTH CARE ISSUES IN CALIFORNIA; AND THE KQED POP BLOG, EXAMINING THE SOCIAL AND CULTURAL IMPACT OF MUSIC, MEDIA AND OTHER POP CULTURAL EXPERIENCES.

SPECIAL ONLINE INITIATIVES IN 2014 INCLUDED PRICECHECK, A

GROUNDBREAKING COMMUNITY-CREATED GUIDE TO HEALTH COSTS AND OBAMACARE

332212
09-04-13

Schedule O (Form 990 or 990-EZ) (2013)

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EXPLAINED: A GUIDE FOR CALIFORNIANS, TO HELP THE PUBLIC BETTER UNDERSTAND THE NEW HEALTH CARE LAW.

KQED.ORG ALSO CREATES A WEB PRESENCE FOR ONGOING KQED-PRODUCED SERIES SUCH AS QUEST, KQED NEWSROOM, 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 SUCH AS MOBILE APPS, INTERACTIVE PRODUCTS, COMMUNITY BLOGGERS AND MORE.

KQED.ORG'S AUDIENCE CONTINUES TO GROW, AND IS ONE OF THE MOST-TRAFFICKED PUBLIC MEDIA WEBSITES IN THE UNITED STATES. IN 2014, KQED.ORG SERVED NEARLY 1.5 MILLION UNIQUE USERS EACH MONTH AND HAD APPROXIMATELY 3.7 MILLION MONTHLY PAGEVIEWS OF ITS ONLINE CONTENT. ON SEPTEMBER 10, 2014, FOR THE FIRST TIME, THE MAJORITY OF VISITS TO KQED.ORG CAME VIA MOBILE DEVICES LIKE SMARTPHONES AND DIGITAL TABLETS, SURPASSING TRAFFIC FROM LAPTOPS AND DESKTOP COMPUTERS. KQED SAW THIS COMING, AND WE HAVE BEEN MAKING OUR CONTENT AND SERVICES READILY ACCESSIBLE TO MOBILE USERS.

KQED RECEIVED PROMINENT AWARDS FOR MULTIMEDIA/WEB CONTENT IN 2014, INCLUDING FROM THE SOCIETY OF PROFESSIONAL JOURNALISTS NORTHERN CALIFORNIA CHAPTER, THE NORCAL RADIO TELEVISION NEWS DIRECTORS ASSOCIATION AND THE CENTER FOR CALIFORNIA STUDIES.

EDUCATION:

KQED EDUCATION REACHES MORE THAN 200,000 BAY AREA RESIDENTS EACH YEAR

332212
09-04-13

Schedule O (Form 990 or 990-EZ) (2013)

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BY PRODUCING AND DISTRIBUTING FREE, MEDIA-RICH EDUCATIONAL RESOURCES TO ENGAGE LEARNERS WITH REAL-WORLD EXAMPLES. KQED EDUCATION LEADS IN ENGAGING WITH COMMUNITY AND EDUCATIONAL ORGANIZATIONS TO CREATE CUTTING-EDGE LEARNING MEDIA, PARTICULARLY IN STEM; OFFERING TRAINING IN DIGITAL LEARNING TOOLS; DISTRIBUTING CONTENT TO CLASSROOMS; AND PROVIDING UP TO DATE ONLINE EDUCATIONAL MATERIALS.

UNDER KQED'S LEADERSHIP, CALIFORNIA'S PRE-K-12 EDUCATORS NOW HAVE FREE ACCESS TO TENS OF THOUSANDS OF DIGITAL ASSETS FROM KQED AND PBS, INCLUDING VIDEOS, GAMES, AUDIO, PHOTOS, IN-DEPTH LESSON PLANS AND EVEN DISCUSSION QUESTIONS. ALL ARE CLASSROOM-READY AND ABSOLUTELY FREE AT PBSLEARNINGMEDIA.ORG. THE NUMBER OF REGISTERED USERS ROSE TO 50,000 TEACHERS IN 2014, AND THE SITE NOW BOASTS 1.5 MILLION REGISTERED NATIONWIDE.

STUDENTS IN THE 21ST CENTURY AREN'T JUST EXPECTED TO MASTER THE ABILITIES OF READING AND WRITING. THEY'RE ALSO BEING ASKED TO BUILD DIGITAL LITERACY SKILLS AND BUILD ARGUMENTS FROM EVIDENCE. KQED'S DO NOW IS A WEEKLY ONLINE ACTIVITY THAT ENABLES STUDENTS TO PARTICIPATE IN DISCUSSIONS OF NEWS TOPICS ISSUES USING SOCIAL MEDIA TOOLS LIKE TWITTER. EACH WEEK, DO NOW ENGAGES STUDENTS AND TEACHERS FROM AROUND THE BAY AREA AND ACROSS THE COUNTRY IN PUBLIC DISCOURSE OF ISSUES IMPORTANT TO THE LIVES OF YOUTH. AT THE END OF 2014, MORE THAN 18,000 STUDENTS, IN MORE THAN 250 SCHOOLS AND IN 28 STATES WERE PARTICIPATING, WITH THOUSANDS OF TWEETS AND NEARLY 800 COMMENTS POSTED WEEKLY.

KQED SCIENCE EDUCATION CONTINUES TO COLLABORATE WITH COMMUNITY PARTNERS ON A SERIES OF E-BOOKS THAT ARE ALIGNED WITH THE NEXT GENERATION

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SCIENCE STANDARDS, COMMON CORE STATE STANDARDS AND THE CAREER AND TECHNICAL EDUCATION STANDARDS. TO DATE, KQED E-BOOKS AND COMPANION ITUNES U COURSES HAVE BEEN DOWNLOADED/SUBSCRIBED TO 130,000 TIMES, INCLUDING 3,800 E-BOOK DOWNLOADS AND 2,150 ITUNES U COURSE SUBSCRIBERS IN THE FINAL QUARTER OF FY14.

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

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.

KQED HAS FORMED THREE MULTIDISCIPLINARY CONTENT TEAMS FOCUSED ON IMPORTANT TOPICS - NEWS, ARTS AND SCIENCE - TO EXPAND REGIONAL COVERAGE AND ENSURE OUR CONTENT IS AVAILABLE VIA MOBILE, SOCIAL AND INTERACTIVE MEDIA AS WELL AS ON RADIO AND TELEVISION. PART OF OUR EXPANDED NEWS COVERAGE INCLUDES THE ESTABLISHMENT OF A CALIFORNIA POLITICS AND GOVERNMENT DESK IN SACRAMENTO AND A SILICON VALLEY NEWS DESK IN SAN JOSE.

KQED'S INCREASED VISIBILITY IN SILICON VALLEY HAS INCLUDED NOT JUST ADDITIONAL STAFFING, BUT ALSO ENGAGEMENT ACTIVITIES AND OUTREACH IN LOCAL COMMUNITIES. IN THE SECOND HALF OF 2014, KQED PARTICIPATED IN A DOZEN COMMUNITY EVENTS THAT RANGED FROM BROADCASTING A LOCAL MAYORAL ELECTION DEBATE TO ENGAGING THE LATINO COMMUNITY IN CONVERSATION ABOUT THEIR HERITAGE THROUGH A DOCUMENTARY SCREENING.

EACH YEAR, KQED CELEBRATES THE DIVERSITY OF OUR COMMUNITY WITH A SPECIAL LINEUP OF PROGRAMS, INCLUDING EVENTS AND FILM SCREENINGS DURING

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BLACK HISTORY, WOMEN'S HISTORY, ASIAN PACIFIC AMERICAN HERITAGE, LESBIAN GAY BISEXUAL TRANSGENDER PRIDE (LGBT), LATINO HERITAGE, AMERICAN INDIAN HERITAGE AND DISABILITY CULTURE AWARENESS MONTHS. KQED HAS LONG RECOGNIZED THE IMPORTANT CONNECTION BETWEEN CULTURAL HERITAGE AND THE ARTS. WITH THE RE-LAUNCH OF KQED ARTS, WE'VE MADE LIVE PERFORMANCES AN INTEGRAL PART OF OUR HERITAGE MONTH CELEBRATIONS. IN 2014, KQED HONORED MORE THAN A DOZEN UNSUNG LOCAL HEROES AND OUR HERITAGE EVENTS BROUGHT MORE THAN 2,000 PEOPLE TOGETHER TO ENGAGE WITH THEIR COMMUNITY.

EXPENSES \$ 6,614,074. INCLUDING GRANTS OF \$ 0. REVENUE \$ 1,894,174.

FORM 990, PART VI, SECTION B, LINE 11:

EXPLANATION: THE PROCESS FOR REVIEWING THE KQED FORM 990 PRIOR TO FILING INCLUDED A LIVE MEETING AND PRESENTATION BY THE ORGANIZATION'S CPA FIRM TO THE AUDIT COMMITTEE, A REVIEW BY THE CONTROLLER, CFO, AND THE AUDIT COMMITTEE OF THE BOARD. THE AUDIT COMMITTEE APPROVED THE FORM 990. THE FORM 990, AS APPROVED BY THE AUDIT COMMITTEE, WAS PROVIDED TO ALL VOTING MEMBERS OF THE BOARD PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C:

EXPLANATION: 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. IF A CONFLICT OF INTEREST WERE TO

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ARISE, THE KEY EMPLOYEE, OFFICER OR BOARD MEMBER WITH THE CONFLICT WOULD BE RECUSED FROM THE DECISION MAKING.

FORM 990, PART VI, SECTION B, LINE 15:

EXPLANATION: THE EXECUTIVE COMMITTEE OF THE BOARD IS RESPONSIBLE FOR REVIEWING THE COMPENSATION OF THE PRESIDENT/CEO, AND IT MAKES RECOMMENDATIONS TO THE BOARD OF DIRECTORS, WHO APPROVED ANY SUCH COMPENSATION. THE OFFICER IS RECUSED FROM ANY DISCUSSION AND VOTE. THE PROCESS FOLLOWED BY THE BOARD TO DEVELOP AND APPROVE THE COMPENSATION PACKAGE FOR THE PRESIDENT/CEO INCLUDED THE REVIEW OF DATA ON COMPARABLE COMPENSATION PACKAGES AND RECOMMENDATIONS, PREPARED BY AN OUTSIDE CONSULTANT. BASED ON THE DATA AND RECOMMENDATIONS FROM THE CONSULTANT AS WELL AS AN EVALUATION OF THE PRESIDENT/CEO'S PERFORMANCE AGAINST PREVIOUSLY SET GOALS, THE EXECUTIVE COMMITTEE DELIBERATED AND AGREED UPON RECOMMENDATIONS TO THE BOARD. THE FULL BOARD DELIBERATED ABOUT THE COMPENSATION PACKAGE BASED ON THE RECOMMENDATIONS FROM THE EXECUTIVE COMMITTEE AND APPROVED THE SALARY FOR THE PRESIDENT/CEO.

IN DETERMINING SALARIES FOR OTHER OFFICERS AND KEY EMPLOYEES, KQED'S PRESIDENT/CEO AND ITS VP OF 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 STATION SURVEY. IN ADDITION, THEY HAVE DISCUSSION WITH CONTEMPORARIES AT SIMILARLY SITUATED PUBLIC BROADCASTING STATIONS CONCERNING COMPENSATION FOR KEY EMPLOYEES IN COMPARABLE POSITIONS. FINALLY, THEY CONSIDER THE HISTORICAL AND CURRENT COMPENSATION PAID BY KQED FOR COMPARABLE POSITIONS, AS WELL AS THE SKILLS AND EXPERIENCE OF THE INDIVIDUAL EMPLOYEE.

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FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:

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

FORM 990, PART VI, SECTION C, LINE 19:

EXPLANATION: THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST
POLICY, AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC UPON REQUEST
FOR THE SAME PERIOD OF TIME SET FORTH IN SEC. 6104(D). CONDENSED FINANCIAL
INFORMATION IS ALSO MADE AVAILABLE TO THE PUBLIC VIA THE ANNUAL KQED REPORT
TO THE COMMUNITY, WHICH IS POSTED ON THE ORGANIZATION'S WEBSITE IN ADDITION
TO ITS FORM 990 AND AUDITED FINANCIAL STATEMENTS.

FORM 990, PART VIII, LINE 1E

EXPLANATION: CORPORATION FOR PUBLIC BROADCASTING IS A PRIVATE,
NOT-FOR-PROFIT CORPORATION WHICH RECEIVES APPROPRIATIONS FROM CONGRESS
WHICH IT DISTRIBUTES TO SUPPORT A NATIONAL POLICY FOR GROWTH AND
DEVELOPMENT OF RADIO AND TELEVISION BROADCASTING.

Part V Transactions With Related Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

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?

	Yes	No
a Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity		<input checked="" type="checkbox"/>
b Gift, grant, or capital contribution to related organization(s)		<input checked="" type="checkbox"/>
c Gift, grant, or capital contribution from related organization(s)		<input checked="" type="checkbox"/>
d Loans or loan guarantees to or for related organization(s)		<input checked="" type="checkbox"/>
e Loans or loan guarantees by related organization(s)		<input checked="" type="checkbox"/>
f Dividends from related organization(s)		<input checked="" type="checkbox"/>
g Sale of assets to related organization(s)		<input checked="" type="checkbox"/>
h Purchase of assets from related organization(s)		<input checked="" type="checkbox"/>
i Exchange of assets with related organization(s)		<input checked="" type="checkbox"/>
j Lease of facilities, equipment, or other assets to related organization(s)		<input checked="" type="checkbox"/>
k Lease of facilities, equipment, or other assets from related organization(s)		<input checked="" type="checkbox"/>
l Performance of services or membership or fundraising solicitations for related organization(s)		<input checked="" type="checkbox"/>
m Performance of services or membership or fundraising solicitations by related organization(s)		<input checked="" type="checkbox"/>
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)		<input checked="" type="checkbox"/>
o Sharing of paid employees with related organization(s)		<input checked="" type="checkbox"/>
p Reimbursement paid to related organization(s) for expenses		<input checked="" type="checkbox"/>
q Reimbursement paid by related organization(s) for expenses		<input checked="" type="checkbox"/>
r Other transfer of cash or property to related organization(s)		<input checked="" type="checkbox"/>
s Other transfer of cash or property from related organization(s)		<input checked="" type="checkbox"/>

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

