

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

2021

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.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

A For the 2021 calendar year, or tax year beginning OCT 1, 2021 **and ending** SEP 30, 2022

B Check if applicable:	C Name of organization KQED INC. <hr/> Doing business as Number and street (or P.O. box if mail is not delivered to street address) Room/suite 2601 MARIPOSA STREET <hr/> City or town, state or province, country, and ZIP or foreign postal code SAN FRANCISCO, CA 94110-1400	D Employer identification number 94-1241309 <hr/> E Telephone number (415) 864-2000
<input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	F Name and address of principal officer: MICHAEL ISIP SAME AS C ABOVE	G Gross receipts \$ 139,211,274. <hr/> H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. See instructions <hr/> H(c) Group exemption number ▶
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		
J Website: ▶ WWW.KQED.ORG		
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: 1954 M State of legal domicile: CA

Part I Summary

1	Briefly describe the organization's mission or most significant activities: <u>INFORM, INSPIRE, INVOLVE</u>	
2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.	
3	Number of voting members of the governing body (Part VI, line 1a)	29
4	Number of independent voting members of the governing body (Part VI, line 1b)	29
5	Total number of individuals employed in calendar year 2021 (Part V, line 2a)	568
6	Total number of volunteers (estimate if necessary)	0
7a	Total unrelated business revenue from Part VIII, column (C), line 12	1,900,870.
7b	Net unrelated business taxable income from Form 990-T, Part I, line 11	98,705.
8	Contributions and grants (Part VIII, line 1h)	98,580,410.
9	Program service revenue (Part VIII, line 2g)	88,943,889.
10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	12,092,979.
11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	4,113,235.
12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	605,319.
13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	115,878,820.
14	Benefits paid to or for members (Part IX, column (A), line 4)	109,654,912.
15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	0.
16a	Professional fundraising fees (Part IX, column (A), line 11e)	0.
b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 20,092,718.	50,150,128.
17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	53,302,901.
18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	1,917,438.
19	Revenue less expenses. Subtract line 18 from line 12	531,063.
20	Total assets (Part X, line 16)	39,023,134.
21	Total liabilities (Part X, line 26)	47,164,461.
22	Net assets or fund balances. Subtract line 21 from line 20	91,090,700.
23		100,998,425.
24		24,788,120.
25		8,656,487.

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 DAVID BOUTRY, CFO Type or print name and title	Date 8/15/23
Paid Preparer Use Only	Print/Type preparer's name DANIEL ROMANO <hr/> Firm's name ▶ GRANT THORNTON LLP Firm's address ▶ 101 CALIFORNIA STREET, SUITE 2700 SAN FRANCISCO, CA 94111	Preparer's signature <hr/> Date Check <input type="checkbox"/> self-employed PTIN P00504182 Firm's EIN ▶ 36-6055558 Phone no. 415-986-3900

May the IRS discuss this return with the preparer shown above? See instructions

☒ Yes ☐ No

COPY
Application for Automatic Extension of Time To File an Exempt Organization Return

OMB No. 1545-0047

► File a separate application for each return.
► Go to www.irs.gov/Form8868 for the latest information.

Electronic filing (e-file). You can electronically file Form 8868 to request a 6-month automatic extension of time to file any of the forms listed below with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, for which an extension request 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/e-file-providers/e-file-for-charities-and-non-profits.

Automatic 6-Month Extension of Time. Only submit original (no copies needed).

All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

Type or print	Name of exempt organization or other filer, see instructions. KQED INC.	Taxpayer identification number (TIN) 94-1241309
	Number, street, and room or suite no. If a P.O. box, see instructions. 2601 MARIPOSA STREET	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. SAN FRANCISCO, CA 94110-1400	

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

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	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
Form 990-T (corporation)	07		

DAVID BOUTRY

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

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 TINs of all members the extension is for.

- 1 I request an automatic 6-month extension of time until **AUGUST 15, 2023**, 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, 2021**, and ending **SEP 30, 2022**

- 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-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-TE and Form 8879-TE for payment instructions.

LHA For Privacy Act and Paperwork Reduction Act Notice, see instructions.

Form **8868** (Rev. 1-2022)

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 ☒ 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 ☒ 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 \$ 28,003,692. including grants of \$ 0.) (Revenue \$ 2,186,017.)
MULTIPLATFORM CONTENT - NEWS, ARTS AND SCIENCE: SEE SCHEDULE O4b (Code:) (Expenses \$ 19,598,773. including grants of \$ 0.) (Revenue \$ 1,849,343.)
TELEVISION: SEE SCHEDULE O4c (Code:) (Expenses \$ 9,252,808. including grants of \$ 0.) (Revenue \$ 8,707,840.)
FM RADIO: SEE SCHEDULE O

- 4d Other program services (Describe on Schedule O.)

(Expenses \$ 10,990,770. including grants of \$) (Revenue \$ 865,221.)

4e Total program service expenses 67,846,043.

Form 990 (2021)

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 <i>Schedule B, Schedule of Contributors</i> ? See instructions	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 Rev. Proc. 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 donor-restricted endowments or in 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. See instructions</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 If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

Part IV Checklist of Required Schedules (continued)

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

Note: All Form 990 filers are required to complete Schedule O

Part V Statements Regarding Other IRS Filings and Tax ComplianceCheck if Schedule O contains a response or note to any line in this Part V ☐

	Yes	No
1a Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable		
b Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

	Yes	No
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
2a 568		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	X	
Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. See instructions.		
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
b If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	X	
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b If "Yes," enter the name of the foreign country		
See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		X
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7 Organizations that may receive deductible contributions under section 170(c).		
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	X	
b If "Yes," did the organization notify the donor of the value of the goods or services provided?	X	
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	X	
d If "Yes," indicate the number of Forms 8282 filed during the year		
7d 42		
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		X
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	X	
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
9 Sponsoring organizations maintaining donor advised funds.		
a Did the sponsoring organization make any taxable distributions under section 4966?		
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
10 Section 501(c)(7) organizations. Enter:		
a Initiation fees and capital contributions included on Part VIII, line 12		
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		
11 Section 501(c)(12) organizations. Enter:		
a Gross income from members or shareholders		
b Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)		
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year		
13 Section 501(c)(29) qualified nonprofit health insurance issuers.		
a Is the organization licensed to issue qualified health plans in more than one state?		
Note: See the instructions for additional information the organization must report on Schedule O.		
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans		
c Enter the amount of reserves on hand		
14a Did the organization receive any payments for indoor tanning services during the tax year?		X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O		
15 Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year?		X
If "Yes," see the instructions and file Form 4720, Schedule N.		
16 Is the organization an educational institution subject to the section 4968 excise tax on net investment income?		X
If "Yes," complete Form 4720, Schedule O.		
17 Section 501(c)(21) organizations. Did the trust, any disqualified person, or mine operator engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953?		
If "Yes," complete Form 6069.		

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 on 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 29 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 on Schedule O.		
1b Enter the number of voting members included on line 1a, above, who are independent 29		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6 Did the organization have members or stockholders?		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?		X
7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a The governing body?	X	
b Each committee with authority to act on behalf of the governing body?	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O		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?		X
10b 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?		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	X	
11b Describe on Schedule O the process, if any, used by the organization to review this Form 990.		
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	X	
12b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done	X	
13 Did the organization have a written whistleblower policy?	X	
14 Did the organization have a written document retention and destruction policy?	X	
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a The organization's CEO, Executive Director, or top management official	X	
b Other officers or key employees of the organization	X	
If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.		
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	X	
16b If "Yes," 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?	X	

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed **SEE SCHEDULE O**

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, 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 on Schedule O)

19 Describe on 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, address, and telephone number of the person who possesses the organization's books and records **DAVID BOUTRY - 415-864-2000**
2601 MARIPOSA STREET, SAN FRANCISCO, CA 94110

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 the 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, Form 1099-MISC, and/or box 1 of Form 1099-NEC) 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.
- See the instructions for the order in which to list the persons above.

☐ 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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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) MICHAEL ISIP PRESIDENT AND CEO	55.00 0.00			X				501,382.	0.	35,937.
(2) MARIA MILLER CHIEF OPERATIONS & ADMIN. OFFICER	50.00 0.00				X			281,373.	0.	37,180.
(3) SARAH SAWYER LOCAL MARKETING DIRECTOR	50.00 0.00					X		304,158.	0.	6,602.
(4) HOLLY KERNAN CHIEF CONTENT OFFICER	50.00 0.00				X			280,906.	0.	23,946.
(5) MITZIE KELLEY FORMER CHIEF FINANCIAL OFFICER	40.00 0.00			X				275,906.	0.	18,447.
(6) DELINDA MROWKA CHIEF REVENUE OFFICER	50.00 0.00				X			282,137.	0.	9,147.
(7) WILLIAM LOWERY GEN CNSL, SR EXEC ADVSR & CRP SC	45.00 0.00			X				266,050.	0.	21,940.
(8) GEORGINNA KELLY VP DEVELOPMENT	60.00 0.00				X			259,703.	0.	18,145.
(9) MICHAEL BLACK EXEC DIRECTOR, CORPORATE SPONSORSHIP	65.00 0.00					X		243,683.	0.	17,445.
(10) DAVID HANSEN EXEC DIR., MEDIA OPS & FAC	60.00 0.00					X		232,614.	0.	19,602.
(11) JASON BRENNEMAN EXECUTIVE IN CHARGE, CONTENT OPS	48.00 0.00				X			232,739.	0.	19,163.
(12) TIM OLSON SVP, STRATEGIC DIGITAL PARTNERSHIPS	50.00 0.00				X			224,935.	0.	22,191.
(13) JOHN REILLY VP OF INFORMATION SECURITY & TECH	50.00 0.00					X		205,788.	0.	16,651.
(14) MARIANNE MURPHY VP MEMBER GENEROSITY & AUD. INTEL	50.00 0.00				X			211,908.	0.	7,014.
(15) ETHAN TOVEN-LINDSEY VICE PRESIDENT, NEWS	60.00 0.00					X		197,597.	0.	2,232.
(16) DUKE FAN VICE PRESIDENT, PRODUCT	50.00 0.00				X			169,539.	0.	24,931.
(17) ANNE AVIS COMMITTEE CHAIR	0.90 0.00		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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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) JULIA LOPEZ NOMINATING COMMITTEE & EXEC COMM.	1.80 0.00	X						0.	0.	0.
(19) DAWN GARCIA BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(20) NANCY SERRURIER NOMINATING COMMITTEE	0.90 0.00	X		X				0.	0.	0.
(21) CAMILLA SMITH COMMITTEE CHAIR	0.90 0.00	X						0.	0.	0.
(22) JAIME STUDLEY EXECUTIVE COMMITTEE	0.90 0.00	X						0.	0.	0.
(23) JOSE QUINONEZ BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(24) MALLUN YEN BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(25) TOM CHAVEZ BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(26) SHADI KARRA NOMINATING COMMITTEE	0.90 0.00	X						0.	0.	0.
1b Subtotal								4,170,418.	0.	300,573.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								4,170,418.	0.	300,573.

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

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- 3** Did the organization list any **former** officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 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
- 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

	Yes	No
3		X
4	X	
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
CAHILL CONTRACTORS LLC, 425 CALIFORNIA ST, SUITE 2200, SAN FRANCISCO, CA 94104	CONSTRUCTION SERVICES	25,698,721.
UNIVERSAL PROTECTION SERVICE, LP PO BOX 31001-2374, PASADENA, CA 91110-2374	SECURITY SERVICES	394,151.
TTWN MEDIA NETWORKS LLC, 62301 COLLECTION CENTER DRIVE, CHICAGO, IL 60693-0623	TRAFFIC SERVICES/RADIO AFFILIATES	363,350.
DIVISION OF LABOR, LLC 2730 BRIDGEWAY, SAUSALITO, CA 94965	CAMPAIGN STRATEGY & TACTICS	233,625.
ATTAIN CONSULTING GROUP, LLC, 1600 TYSONS BOULEVARD, SUITE 1400, MCLEAN, VA 22102	PROFESSIONAL CONSULTING SERVICES	189,204.

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

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SEE PART VII, SECTION A CONTINUATION SHEETS

Form 990 (2021)

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) HANK BARRY BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(28) LISA SOBRATO SONSINI COMMITTEE CHAIR	0.90 0.00	X						0.	0.	0.
(29) MATTHEW ZINN COMMITTEE CHAIR	0.90 0.00	X						0.	0.	0.
(30) ALEXANDRA VAN HELDEN COMMITTEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X		X				0.	0.	0.
(31) JENNIFER CABALQUINTO COMM. CHAIR/EXEC COMM/TREASURER	1.80 0.00	X		X				0.	0.	0.
(32) JEN MCCLURE COMMITTEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X						0.	0.	0.
(33) NADIA ROUMANI BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(34) SANJAY VASWANI BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(35) CARLA JAVITS COMMITTEE CHAIR	0.90 0.00	X						0.	0.	0.
(36) MIKE BLACH COMMITTEE CHAIR	0.90 0.00	X						0.	0.	0.
(37) JAMES CHAM BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(38) NAVEEN CHOPRA BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(39) ANNIE JEAN-BAPTISTE NOMINATING COMMITTEE	0.90 0.00	X						0.	0.	0.
(40) DAVID BOUTRY CFO (AS OF 09/22)	0.00 0.00			X				0.	0.	0.
(41) STEVE BOCHNER EXECUTIVE COMMITTEE	0.90 0.00	X						0.	0.	0.
(42) BRIAN CHEU COMMITTEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X						0.	0.	0.
(43) KAREN EDWARDS BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(44) DAROLYN DAVIS BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(45) MEG GARLINGHOUSE COMMITTEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X						0.	0.	0.
(46) EDWARD LICHTY BOARD CHAIR	10.00 0.00	X		X				0.	0.	0.
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

☒ X

				(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	8,940,610.			
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	80,003,279.			
	g	Noncash contributions included in lines 1a-1f	1g	\$ 4,088,716.			
	h	Total. Add lines 1a-1f		88,943,889.			
Program Service Revenue	2 a	UNDERWRITING	Business Code 516100	13,294,186.		1,807,183.	11,487,003.
	b	PROGRAM SALES	516100	240,735.	240,735.		
	c	PRESENTING STATION FEE	516100	73,500.	73,500.		
	d						
	e						
	f	All other program service revenue					
	g	Total. Add lines 2a-2f		13,608,421.			
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		3,338,637.			3,338,637.
	4	Income from investment of tax-exempt bond proceeds					
	5	Royalties		21,959.			21,959.
	6 a	Gross rents	(i) Real (ii) Personal 136,029.				
	b	Less: rental expenses	6b 0.				
	c	Rental income or (loss)	6c 136,029.				
	d	Net rental income or (loss)		136,029.			136,029.
	7 a	Gross amount from sales of assets other than inventory	(i) Securities (ii) Other 7a 32,715,008.				
	b	Less: cost or other basis and sales expenses	7b 29,556,362.				
	c	Gain or (loss)	7c 3,158,646.				
	d	Net gain or (loss)		3,158,646.			3,158,646.
	8 a	Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	8a				
	b	Less: direct expenses	8b				
	c	Net income or (loss) from fundraising events					
	9 a	Gross income from gaming activities. See Part IV, line 19	9a				
b	Less: direct expenses	9b					
c	Net income or (loss) from gaming activities						
10 a	Gross sales of inventory, less returns and allowances	10a					
b	Less: cost of goods sold	10b					
c	Net income or (loss) from sales of inventory						
Miscellaneous Revenue	11 a	LEGAL SETTLEMENTS	Business Code 900099	114,195.			114,195.
	b	RECOVERY OF BAD DEBT	900099	111,088.			111,088.
	c	ADVERTISING REVENUE	900099	93,687.		93,687.	
	d	All other revenue	900099	128,361.			128,361.
	e	Total. Add lines 11a-11d		447,331.			
12	Total revenue. See instructions		109,654,912.	314,235.	1,900,870.	18,495,918.	

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 domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	3,492,165.	887,752.	1,737,381.	867,032.
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	36,944,284.	25,271,149.	4,857,013.	6,816,122.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	1,190,339.	775,994.	191,091.	223,254.
9 Other employee benefits	8,346,319.	5,542,033.	1,392,397.	1,411,889.
10 Payroll taxes	3,329,794.	2,170,727.	534,547.	624,520.
11 Fees for services (nonemployees):				
a Management				
b Legal	272,749.	15,561.	233,109.	24,079.
c Accounting	141,945.		141,945.	
d Lobbying	67,318.	67,318.		
e Professional fundraising services. See Part IV, line 17	531,063.			531,063.
f Investment management fees	305,331.		305,331.	
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	4,657,061.	3,200,268.	787,750.	669,043.
12 Advertising and promotion	603,260.	479,210.	21,268.	102,782.
13 Office expenses	6,886,920.	2,044,023.	358,910.	4,483,987.
14 Information technology	3,782,295.	2,640,424.	374,235.	767,636.
15 Royalties	138,292.	138,292.		
16 Occupancy	4,494,604.	3,835,073.	340,872.	318,659.
17 Travel	318,883.	231,851.	40,139.	46,893.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	38,518.	23,849.	13,073.	1,596.
20 Interest	2,532.		2,532.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	10,069,096.	8,148,848.	1,100,642.	819,606.
23 Insurance	374,604.	260,487.	62,823.	51,294.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a PROG. ACQ. & DUES	11,386,152.	11,254,252.	108,378.	23,522.
b MEMBERSHIP & DONOR PREM	1,220,249.	3,096.	989.	1,216,164.
c AUDIENCE RSRCH & AUDIO	1,097,431.	631,804.	283,387.	182,240.
d AGENCY FEES	419,959.			419,959.
e All other expenses	887,262.	224,032.	171,852.	491,378.
25 Total functional expenses. Add lines 1 through 24e	100,998,425.	67,846,043.	13,059,664.	20,092,718.
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)

Form 990 (2021)

Part X Balance SheetCheck 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	900.	1	900.
	2 Savings and temporary cash investments	55,446,478.	2	45,355,170.
	3 Pledges and grants receivable, net	11,286,680.	3	14,185,382.
	4 Accounts receivable, net	3,951,809.	4	2,599,732.
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use	218,801.	8	139,580.
	9 Prepaid expenses and deferred charges	3,049,325.	9	2,590,696.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 160,845,228.		
	b Less: accumulated depreciation	10b 48,720,536.		
		112,972,195.	10c	112,124,692.
	11 Investments - publicly traded securities	148,007,488.	11	130,499,662.
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets	1,828,061.	14	1,741,988.
15 Other assets. See Part IV, line 11	1,352,663.	15	1,029,286.	
16 Total assets. Add lines 1 through 15 (must equal line 33)	338,114,400.	16	310,267,088.	
Liabilities	17 Accounts payable and accrued expenses	16,061,687.	17	12,599,722.
	18 Grants payable		18	
	19 Deferred revenue	2,691,974.	19	854,068.
	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 any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		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	8,972,410.	25	10,411,746.
	26 Total liabilities. Add lines 17 through 25	27,726,071.	26	23,865,536.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	251,341,256.	27	239,687,170.
	28 Net assets with donor restrictions	59,047,073.	28	46,714,382.
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
	32 Total net assets or fund balances	310,388,329.	32	286,401,552.
33 Total liabilities and net assets/fund balances	338,114,400.	33	310,267,088.	

Form 990 (2021)

Part XI Reconciliation of Net AssetsCheck 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	109,654,912.
2	Total expenses (must equal Part IX, column (A), line 25)	2	100,998,425.
3	Revenue less expenses. Subtract line 2 from line 1	3	8,656,487.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	310,388,329.
5	Net unrealized gains (losses) on investments	5	-32,638,264.
6	Donated services and use of facilities	6	-5,000.
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	286,401,552.

Part XII Financial Statements and ReportingCheck 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 on Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? 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		X
b Were the organization's financial statements audited by an independent accountant? 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	X	
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.	X	
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	X	
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits	X	

Form 990 (2021)

SCHEDULE A
(Form 990)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support
Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021
Open to Public
Inspection

Name of the organization

KQED INC.

Employer identification number

94-1241309

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

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
- 2 ☐ A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990).)
- 3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
- 4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state: _____
- 5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)
- 6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
- 7 ☒ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 8 ☐ A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 9 ☐ An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____
- 10 ☐ An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)
- 11 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
- 12 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2).** See **section 509(a)(3).** Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
- a ☐ **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
- b ☐ **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
- c ☐ **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
- d ☐ **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
- e ☐ Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
- f Enter the number of supported organizations

g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
Total						

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	66,991,558.	93,393,756.	82,468,363.	98,580,410.	88,943,889.	430,377,976.
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	66,991,558.	93,393,756.	82,468,363.	98,580,410.	88,943,889.	430,377,976.
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)						11,142,794.
6 Public support. Subtract line 5 from line 4.						419,235,182.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
7 Amounts from line 4	66,991,558.	93,393,756.	82,468,363.	98,580,410.	88,943,889.	430,377,976.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	3,543,814.	4,863,855.	5,088,082.	3,708,452.	3,496,625.	20,700,828.
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 VI.)	349,378.	228,530.	366,919.	389,337.	447,331.	1,781,495.
11 Total support. Add lines 7 through 10						452,860,299.
12 Gross receipts from related activities, etc. (see instructions)					12	66,847,187.
13 First 5 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 2021 (line 6, column (f), divided by line 11, column (f))	14	92.57	%
15 Public support percentage from 2020 Schedule A, Part II, line 14	15	75.94	%
16a 33 1/3% support test - 2021. 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 - 2020. 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 - 2021. 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 VI 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 - 2020. 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 VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization ▶ <input type="checkbox"/>			
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ▶ <input type="checkbox"/>			

Schedule A (Form 990) 2021

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

(Complete only if you checked the box on line 10 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) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(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) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(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 on 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 VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						
14 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ▶ <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2021 (line 8, column (f), divided by line 13, column (f))	15	%
16 Public support percentage from 2020 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2021 (line 10c, column (f), divided by line 13, column (f))	17	%
18 Investment income percentage from 2020 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2021. 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 - 2020. 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 ▶ ☐

Part IV Supporting Organizations

(Complete only if you checked a box in line 12 on Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

- 1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in **Part VI** how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.
- 2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in **Part VI** how the organization determined that the supported organization was described in section 509(a)(1) or (2).
- 3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer lines 3b and 3c below.
- b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in **Part VI** when and how the organization made the determination.
- c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in **Part VI** what controls the organization put in place to ensure such use.
- 4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.
- b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in **Part VI** how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.
- c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in **Part VI** what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.
- 5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in **Part VI**, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).
- b **Type I or Type II only.** Was any added or substituted supported organization part of a class already designated in the organization's organizing document?
- c **Substitutions only.** Was the substitution the result of an event beyond the organization's control?
- 6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in **Part VI**.
- 7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990).
- 8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? If "Yes," complete Part I of Schedule L (Form 990).
- 9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in **Part VI**.
- b Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in **Part VI**.
- c Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in **Part VI**.
- 10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer line 10b below.
- b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)

	Yes	No
1		
2		
3a		
3b		
3c		
4a		
4b		
4c		
5a		
5b		
5c		
6		
7		
8		
9a		
9b		
9c		
10a		
10b		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?		
11a		
b A family member of a person described on line 11a above?		
11b		
c A 35% controlled entity of a person described on line 11a or 11b above? If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.		
11c		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.		
1		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.		
2		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).		
1		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
1		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).		
2		
3 By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.		
3		

Section E. Type III Functionally Integrated Supporting Organizations

	Yes	No
1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).		
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).		
2 Activities Test. Answer lines 2a and 2b below.		
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.		
2a		
b Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.		
2b		
3 Parent of Supported Organizations. Answer lines 3a and 3b below.		
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? If "Yes" or "No" provide details in Part VI.		
3a		
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.		
3b		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1 ☐ Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (explain in Part VI). See instructions.
All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1 Net short-term capital gain	1		
2 Recoveries of prior-year distributions	2		
3 Other gross income (see instructions)	3		
4 Add lines 1 through 3.	4		
5 Depreciation and depletion	5		
6 Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6		
7 Other expenses (see instructions)	7		
8 Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8		

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1 Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
a Average monthly value of securities	1a		
b Average monthly cash balances	1b		
c Fair market value of other non-exempt-use assets	1c		
d Total (add lines 1a, 1b, and 1c)	1d		
e Discount claimed for blockage or other factors (explain in detail in Part VI):			
2 Acquisition indebtedness applicable to non-exempt-use assets	2		
3 Subtract line 2 from line 1d.	3		
4 Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4		
5 Net value of non-exempt-use assets (subtract line 4 from line 3)	5		
6 Multiply line 5 by 0.035.	6		
7 Recoveries of prior-year distributions	7		
8 Minimum Asset Amount (add line 7 to line 6)	8		

Section C - Distributable Amount			Current Year
1 Adjusted net income for prior year (from Section A, line 8, column A)	1		
2 Enter 0.85 of line 1.	2		
3 Minimum asset amount for prior year (from Section B, line 8, column A)	3		
4 Enter greater of line 2 or line 3.	4		
5 Income tax imposed in prior year	5		
6 Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6		

7 ☐ Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).

Schedule A (Form 990) 2021

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	1
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3
4	Amounts paid to acquire exempt-use assets	4
5	Qualified set-aside amounts (prior IRS approval required - <i>provide details in Part VI</i>)	5
6	Other distributions (<i>describe in Part VI</i>). See instructions.	6
7	Total annual distributions. Add lines 1 through 6.	7
8	Distributions to attentive supported organizations to which the organization is responsive (<i>provide details in Part VI</i>). See instructions.	8
9	Distributable amount for 2021 from Section C, line 6	9
10	Line 8 amount divided by line 9 amount	10

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2021	(iii) Distributable Amount for 2021
1	Distributable amount for 2021 from Section C, line 6		
2	Underdistributions, if any, for years prior to 2021 (reasonable cause required - <i>explain in Part VI</i>). See instructions.		
3	Excess distributions carryover, if any, to 2021		
a	From 2016		
b	From 2017		
c	From 2018		
d	From 2019		
e	From 2020		
f	Total of lines 3a through 3e		
g	Applied to underdistributions of prior years		
h	Applied to 2021 distributable amount		
i	Carryover from 2016 not applied (see instructions)		
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.		
4	Distributions for 2021 from Section D, line 7: \$		
a	Applied to underdistributions of prior years		
b	Applied to 2021 distributable amount		
c	Remainder. Subtract lines 4a and 4b from line 4.		
5	Remaining underdistributions for years prior to 2021, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, <i>explain in Part VI</i> . See instructions.		
6	Remaining underdistributions for 2021. Subtract lines 3h and 4b from line 1. For result greater than zero, <i>explain in Part VI</i> . See instructions.		
7	Excess distributions carryover to 2022. Add lines 3j and 4c.		
8	Breakdown of line 7:		
a	Excess from 2017		
b	Excess from 2018		
c	Excess from 2019		
d	Excess from 2020		
e	Excess from 2021		

Schedule A (Form 990) 2021

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a, and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information.
(See instructions.)

SCHEDULE A, PART II, LINE 10, EXPLANATION FOR OTHER INCOME:

PARKING REVENUE

2017 AMOUNT: \$ 119,428.

2018 AMOUNT: \$ 96,874.

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 0.

2021 AMOUNT: \$ 0.

MISCELLANEOUS REVENUE

2017 AMOUNT: \$ 210,493.

2018 AMOUNT: \$ 123,152.

2019 AMOUNT: \$ 316,386.

2020 AMOUNT: \$ 63,681.

2021 AMOUNT: \$ 122,955.

LIST SALES

2017 AMOUNT: \$ 19,457.

2018 AMOUNT: \$ 8,504.

2019 AMOUNT: \$ 50,533.

2020 AMOUNT: \$ 10,001.

2021 AMOUNT: \$ 5,406.

LEGAL SETTLEMENTS

2017 AMOUNT: \$ 0.

2018 AMOUNT: \$ 0.

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 186,236.

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a, and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information.
(See instructions.)

2021 AMOUNT: \$ 114,195.

RECOVERY OF BAD DEBT

2017 AMOUNT: \$ 0.

2018 AMOUNT: \$ 0.

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 75,987.

2021 AMOUNT: \$ 111,088.

ADVERTISING REVENUE

2017 AMOUNT: \$ 0.

2018 AMOUNT: \$ 0.

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 53,432.

2021 AMOUNT: \$ 93,687.

Schedule B (Form 990)

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

▶ **Attach to Form 990 or Form 990-PF.**
▶ **Go to www.irs.gov/Form990 for the latest information.**

OMB No. 1545-0047

2021

Name of the organization

KQED INC.

Employer identification number

94-1241309

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

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

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

☐ 527 political organization

Form 990-PF

☐ 501(c)(3) exempt private foundation

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

☐ 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

☐ For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

☒ For an organization described in section 501(c)(3) 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), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions 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 an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.

☐ For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled 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. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), 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 doesn't meet the filing requirements of Schedule B (Form 990).

Name of organization

Employer identification number

KQED INC.

94-1241309

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		\$ 8,912,660.	Person <input checked="checked" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

123452 11-11-21

Schedule B (Form 990) (2021)

Employer identification number

94-1241309

Part II

[illegible]

Name of organization

Employer identification number

KQED INC.

94-1241309

Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. 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 info. 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)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

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.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2021

**Open to Public
Inspection**

If the organization answered "Yes," on 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," on 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," on Form 990, Part IV, line 5 (Proxy Tax) (See separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (See separate instructions), then

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

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

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

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.

2 Political campaign activity expenditures \$

3 Volunteer hours for political campaign activities

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) 2021

LHA

132041 11-03-21

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 (grassroots lobbying)			
b Total lobbying expenditures to influence a legislative body (direct lobbying)			
c Total lobbying expenditures (add lines 1a and 1b)			
d Other exempt purpose expenditures			
e Total exempt purpose expenditures (add lines 1c and 1d)			
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.			
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 separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period

Calendar year (or fiscal year beginning in)	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(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					

Schedule C (Form 990) 2021

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

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state, or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?		X	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	X		
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?		X	
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		681.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		67,318.
i Other activities?		X	
j Total. Add lines 1c through 1i			67,999.
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 campaign activity 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, lines 1 and 2 (See instructions); and Part II-B, line 1. Also, complete this part for any additional information.

PART II-B, LINE 1, LOBBYING ACTIVITIES:

PAID STAFF OR MANAGEMENT:

THE DIRECTOR OF MARKETING AND COMMUNICATIONS SPOKE WITH LEGISLATORS TO

DISCUSS FEDERAL FUNDING FOR PUBLIC MEDIA.

DIRECT CONTACT:

Part IV Supplemental Information (continued)

MEETINGS WERE HELD VIRTUALLY WITH SENATORS AND CONGRESSIONAL REPRESENTATIVES WHO REPRESENT KQED'S SERVICE AREA TO DISCUSS THE IMPORTANCE OF CONTINUED FUNDING FOR THE CORPORATION FOR PUBLIC BROADCASTING, READY TO LEARN, INTERCONNECTION AND PUBLIC SAFETY.

RALLIES, DEMONSTRATIONS, SEMINARS, CONVENTIONS, SPEECHES OR OTHER

MEANS:

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 CONDUCT IN-CONCERT WITH MEMBER STATIONS-ADVOCACY, PLANNING, RESEARCH AND COMMUNICATIONS ACTIVITIES IN ORDER TO ACHIEVE STRONG AND FINANCIALLY SOUND NONCOMMERCIAL TELEVISION AND ADVANCED DIGITAL SERVICES FOR THE AMERICAN PEOPLE. APTS PROVIDES CONSISTENT LEADERSHIP AND INFORMATION THAT HELPS THEIR MEMBERS BETTER ACCOMPLISH THEIR OWN MISSIONS AND GOALS. APTS PROMOTES THE LEGISLATIVE AND REGULATORY INTERESTS OF NONCOMMERCIAL TELEVISION STATIONS AT THE NATIONAL LEVEL THROUGH DIRECT ADVOCACY, AND GRASS-TOPS AND GRASSROOTS CAMPAIGNS TO GARNER CONGRESSIONAL SUPPORT.

DURING THE TAX YEAR ENDING SEPTEMBER 30, 2022, KQED PAID \$67,318 OF DUES TO APTS.

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**
▶ **Attach to Form 990.**

▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2021

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" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of 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" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

<input type="checkbox"/> Preservation of land for public use (for example, recreation or education)	<input type="checkbox"/> Preservation of a historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> 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 7/25/06, 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, handling of violations, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, 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" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB 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 FASB 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) Revenue included on 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 FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 ▶ \$

b Assets included in Form 990, Part X ▶ \$

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

Schedule D (Form 990) 2021

132051 10-28-21

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 make 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 program

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" on 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:

c Beginning balance

d Additions during the year

e Distributions during the year

f Ending balance

	Amount
1c	
1d	
1e	
1f	

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?

☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII ☐

Part V Endowment Funds. Complete if the organization answered "Yes" on 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	130,526,771.	115,645,647.	151,303,737.	148,596,443.	140,424,425.
b Contributions	15,077,034.	7,486,339.	5,309,590.	4,074,454.	4,682,857.
c Net investment earnings, gains, and losses	-24,833,125.	22,001,822.	4,093,095.	6,580,559.	6,521,054.
d Grants or scholarships					
e Other expenditures for facilities and programs	7,361,442.	14,607,037.	45,060,775.	7,947,719.	3,031,893.
f Administrative expenses					
g End of year balance	113,409,238.	130,526,771.	115,645,647.	151,303,737.	148,596,443.

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

a Board designated or quasi-endowment ☐ 74.6370 %

b Permanent endowment ☐ 25.3630 %

c Term endowment ☐ %

The percentages on 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" on line 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" on 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		91,579,472.	13,371,325.	78,208,147.
c Leasehold improvements		883,127.	580,001.	303,126.
d Equipment		67,112,938.	34,769,210.	32,343,728.
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				112,124,692.

Schedule D (Form 990) 2021

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on 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" on 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" on 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" on 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) LIAB. TO BENEFICIARIES OF CHARITABLE GIFT ANNUITIES	5,353,000.
(3) ACCRUED BROADCAST RIGHTS	2,624,322.
(4) DEFERRED COMPENSATION OBLIGATIONS	2,100,900.
(5) DEFERRED RENT LIABILITY	333,524.
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	10,411,746.

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 FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ☒

Schedule D (Form 990) 2021

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

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

1	Total revenue, gains, and other support per audited financial statements	1	77,363,711.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	-32,638,264.
b	Donated services and use of facilities	2b	532,906.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	-32,105,358.
3	Subtract line 2e from line 1	3	109,469,069.
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	305,331.
b	Other (Describe in Part XIII.)	4b	-119,488.
c	Add lines 4a and 4b	4c	185,843.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	109,654,912.

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

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

1	Total expenses and losses per audited financial statements	1	101,350,488.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	537,906.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	119,488.
e	Add lines 2a through 2d	2e	657,394.
3	Subtract line 2e from line 1	3	100,693,094.
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	305,331.
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	305,331.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	100,998,425.

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:

INTENDED USE OF ENDOWMENT FUNDS

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:

LIABILITY FOR UNCERTAIN TAX POSITIONS

THE CORPORATION FOLLOWS GUIDANCE THAT CLARIFIES THE ACCOUNTING FOR

UNCERTAINTY IN TAX POSITIONS TAKEN OR EXPECTED TO BE TAKEN IN A TAX

RETURN, INCLUDING ISSUES RELATING TO FINANCIAL STATEMENT RECOGNITIONS AND

Part XIII Supplemental Information (continued)

MEASUREMENT. THIS GUIDANCE PROVIDES THAT THE TAX EFFECTS FROM AN
UNCERTAIN TAX POSITION CAN ONLY BE RECOGNIZED IN THE FINANCIAL STATEMENTS
IF THE POSITION IS "MORE-LIKELY-THAN-NOT" TO BE SUSTAINED IF THE POSITION
WERE TO BE CHALLENGED BY A TAXING AUTHORITY. THE ASSESSMENT OF THE TAX
POSITION IS BASED SOLELY ON THE TECHNICAL MERITS OF THE POSITION, WITHOUT
REGARD TO THE LIKELIHOOD THAT THE TAX POSITION MAY BE CHALLENGED.

THE CORPORATION IS EXEMPT FROM FEDERAL INCOME TAX UNDER SECTION 501(C)(3)
OF THE INTERNAL REVENUE CODE ("IRC"), THOUGH IT IS SUBJECT TO TAX ON
INCOME UNRELATED TO ITS EXEMPT PURPOSE, UNLESS THAT INCOME IS OTHERWISE
EXCLUDED BY THE IRC. THE CORPORATION HAS ALSO BEEN RECOGNIZED BY THE
FRANCHISE TAX BOARD AS AN ORGANIZATION THAT IS EXEMPT FROM INCOME TAX
PURSUANT TO CALIFORNIA REVENUE AND TAX CODE SECTION 23701D ON ITS INCOME
OTHER THAN THE UNRELATED BUSINESS INCOME. THE CORPORATION HAS PROCESSES
PRESENTLY IN PLACE TO ENSURE THE MAINTENANCE OF ITS TAX-EXEMPT STATUS, TO
IDENTIFY AND REPORT UNRELATED INCOME, TO DETERMINE ITS FILING AND TAX
OBLIGATIONS IN JURISDICTIONS FOR WHICH IT WAS NEXUS, AND TO IDENTIFY AND
EVALUATE OTHER MATTERS THAT MAY BE CONSIDERED TAX POSITIONS. THE
CORPORATION HAS DETERMINED THAT THERE ARE NO MATERIAL UNCERTAIN TAX
POSITIONS THAT REQUIRE RECOGNITION OR DISCLOSURE IN THE FINANCIAL
STATEMENTS.

PART XI, LINE 4B - OTHER ADJUSTMENTS:

LOSS ON INVESTMENT RECLASSIFIED FROM EXPENSES -119,488.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

LOSS ON INVESTMENT RECLASSIFIED FROM EXPENSES 119,488.

**SCHEDULE G
(Form 990)**

Department of the Treasury
Internal Revenue Service

Supplemental Information Regarding Fundraising or Gaming Activities

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

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021

Open to Public
Inspection

Name of the organization

KQED INC.

Employer identification number

94-1241309

Part I

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

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a ☒ Mail solicitations
b ☒ Internet and email solicitations
c ☒ Phone solicitations
d ☒ In-person solicitations
e ☒ Solicitation of non-government grants
f ☒ Solicitation of government grants
g ☐ Special fundraising events

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees, or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? ☒ Yes ☐ No

b If "Yes," list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
MAL WARWICK & ASSOCIATES, INC. - 2550 NINTH STREET, #3,	DIGITAL FUNDRAISING		X	10,779,737.	369,847.	10,409,890.
CRAIG MARTIN - 18483 PARKLAND DR, SHAKER HEIGHTS, OH 44122	PROFESSIONAL FUNDRAISER		X	980,134.	86,717.	893,417.
GORDON & SCHWENKMEYER, INC. - 20300 S. VERMONT AVE, SUITE	TEXT SOLICITORS & NECESSARY CLERICAL SUPPORT		X	19,404.	26,540.	-7,136.
VERITUS - PO BOX 18294, ASHEVILLE, NC 28814	PROFESSIONAL FUNDRAISER		X	0.	47,959.	-47,958.
Total				11,779,275.	531,063.	11,248,213.

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

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

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

SEE PART IV FOR CONTINUATIONS

Schedule G (Form 990) 2021

Part II Fundraising Events. Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

	(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add col. (a) through col. (c))
	(event type)	(event type)	(total number)	
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" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

	(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Revenue				
1 Gross revenue				
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 conducts gaming activities: _____

a Is the organization licensed to conduct 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 conduct 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 conducted 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 provide any additional information. See instructions.

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

(I) NAME OF FUNDRAISER: MAL WARWICK & ASSOCIATES, INC.

(I) ADDRESS OF FUNDRAISER: 2550 NINTH STREET, #3, BERKELEY, CA 94710

(I) NAME OF FUNDRAISER: CRAIG MARTIN

(I) ADDRESS OF FUNDRAISER: 18483 PARKLAND DR, SHAKER HEIGHTS, OH 44122

(I) NAME OF FUNDRAISER: GORDON & SCHWENKMEYER, INC.

Part IV Supplemental Information *(continued)*

(I) ADDRESS OF FUNDRAISER:

20300 S. VERMONT AVE. SUITE 210, TORRANCE, CA 90502

(I) NAME OF FUNDRAISER: VERITUS

(I) ADDRESS OF FUNDRAISER: PO BOX 18294, ASHEVILLE, NC 28814

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

- For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
 ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
 ▶ Attach to Form 990.
 ▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021

Open to Public Inspection

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 on 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 (such as 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 on line 1a?	2	
3 Indicate which, if any, of the following the 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 on 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), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.		
5 For persons listed on 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" on line 5a or 5b, describe in Part III.		
6 For persons listed on 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" on line 6a or 6b, describe in Part III.		
7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III	7	X
8 Were any amounts reported on 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" on 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) 2021

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 on 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 aren't 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 and/or 1099-NEC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) MICHAEL ISIP PRESIDENT AND CEO	(i) 417,106. (ii) 0.	84,000. 0.	276. 0.	6,268. 0.	29,669. 0.	537,319. 0.	0.
(2) MARIA MILLER CHIEF OPERATIONS & ADMIN. OFFICER	(i) 247,922. (ii) 0.	33,175. 0.	276. 0.	6,358. 0.	30,822. 0.	318,553. 0.	0.
(3) SARAH SAWYER LOCAL MARKETING DIRECTOR	(i) 54,129. (ii) 0.	0. 0.	250,029. 0.	6,358. 0.	244. 0.	310,760. 0.	0.
(4) HOLLY KERNAN CHIEF CONTENT OFFICER	(i) 250,108. (ii) 0.	30,282. 0.	516. 0.	6,358. 0.	17,588. 0.	304,852. 0.	0.
(5) MITZIE KELLEY FORMER CHIEF FINANCIAL OFFICER	(i) 245,570. (ii) 0.	29,544. 0.	792. 0.	5,568. 0.	12,879. 0.	294,353. 0.	0.
(6) DELINDA MROWKA CHIEF REVENUE OFFICER	(i) 252,739. (ii) 0.	29,122. 0.	276. 0.	6,358. 0.	2,789. 0.	291,284. 0.	0.
(7) WILLIAM LOWERY GEN CNLS, SR EXEC ADVSR & CRP SC	(i) 237,316. (ii) 0.	28,010. 0.	724. 0.	6,123. 0.	15,817. 0.	287,990. 0.	0.
(8) GEORGANNA KELLY VP DEVELOPMENT	(i) 231,854. (ii) 0.	27,573. 0.	276. 0.	3,022. 0.	15,123. 0.	277,848. 0.	0.
(9) MICHAEL BLACK EXEC DIRECTOR, CORPORATE SPONSORSHIP	(i) 96,373. (ii) 0.	0. 0.	147,310. 0.	0. 0.	17,445. 0.	261,128. 0.	0.
(10) DAVID HANSEN EXEC DIR., MEDIA OPS & FAC	(i) 220,698. (ii) 0.	11,640. 0.	276. 0.	5,245. 0.	14,357. 0.	252,216. 0.	0.
(11) JASON BRENNEMAN EXECUTIVE IN CHARGE, CONTENT OPS	(i) 207,839. (ii) 0.	24,720. 0.	180. 0.	5,273. 0.	13,890. 0.	251,902. 0.	0.
(12) TIM OLSON SVP, STRATEGIC DIGITAL PARTNERSHIPS	(i) 200,326. (ii) 0.	24,333. 0.	276. 0.	4,604. 0.	17,587. 0.	247,126. 0.	0.
(13) JOHN REILLY VP OF INFORMATION SECURITY & TECH	(i) 205,292. (ii) 0.	0. 0.	496. 0.	4,301. 0.	12,350. 0.	222,439. 0.	0.
(14) MARIANNE MURPHY VP MEMBER GENEROSITY & AUD. INTEL	(i) 190,032. (ii) 0.	21,600. 0.	276. 0.	4,927. 0.	2,087. 0.	218,922. 0.	0.
(15) ETHAN TOVEN-LINDSEY VICE PRESIDENT, NEWS	(i) 197,477. (ii) 0.	0. 0.	120. 0.	1,653. 0.	579. 0.	199,829. 0.	0.
(16) DUKE FAN VICE PRESIDENT, PRODUCT	(i) 164,332. (ii) 0.	5,000. 0.	207. 0.	1,702. 0.	23,229. 0.	194,470. 0.	0.

Schedule J (Form 990) 2021

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 7:

NONFIXED PAYMENTS

EXECUTIVES HAVE THE OPPORTUNITY TO EARN INCENTIVE COMPENSATION BASED ON
THEIR INDIVIDUAL PERFORMANCE AGAINST TARGET GOALS AS WELL AS THE OVERALL
PERFORMANCE OF THE ORGANIZATION EACH FISCAL YEAR. THE CEO'S TARGET GOALS
AND PERFORMANCE AGAINST THOSE GOALS ARE SET AND EVALUATED BY THE BOARD EACH
YEAR; THE OTHER EXECUTIVES' ANNUAL TARGET GOALS AND PERFORMANCE AGAINST
THOSE GOALS ARE SET AND EVALUATED BY THE CEO. EACH MEMBER OF SENIOR
MANAGEMENT RECEIVES A BONUS BASED ON A PERCENTAGE AND DEPENDING UPON THEIR
PERFORMANCE REGARDING THEIR GOALS.

SCHEDULE J, PART II, COLUMN B(III)

BY THE NATURE OF THEIR DUTIES, SARAH SAWYER AND MICHAEL BLACK, RECEIVE
COMPENSATION IN THE FORM OF BASE SALARY PLUS COMMISSION. COMMISSION
COMPENSATION IS SHOWN AS "OTHER" IN COLUMN B(III).

**SCHEDULE M
(Form 990)**

Department of the Treasury
Internal Revenue Service

Noncash Contributions

OMB No. 1545-0047

2021

**Open to Public
Inspection**

- ▶ **Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.**
▶ **Attach to Form 990.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

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	2,852	3,560,877. FMV	
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	120	447,933. FMV	
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 ▶ (PLEDGED TICKE)	X	16	79,906. FMV	
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 V, Donee Acknowledgement

29

42

30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it
must hold for at least three years from the date of the initial contribution, and which isn't required to be used for
exempt purposes for the entire holding period?

b If "Yes," describe the arrangement in Part II.

31 Does the organization have a gift acceptance policy that requires the review of any nonstandard contributions?

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

b If "Yes," describe in Part II.

33 If the organization didn't report an amount in column (c) for a type of property for which column (a) is checked,
describe in Part II.

	Yes	No
30a		X
31	X	
32a	X	

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

Schedule M (Form 990) 2021

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):

NUMBER OF CONTRIBUTIONS

THE NUMBER OF CONTRIBUTIONS REFLECTS THE NUMBER OF DONORS, NOT THE
NUMBER OF ITEMS DONATED.

SCHEDULE M, LINE 32B:

SOLICITING, PROCESSING, OR SELLING NONCASH ITEMS

THE ORGANIZATION USES AN UNRELATED THIRD PARTY, CHARITABLE ADULT RIDES

& SERVICES (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' SERVICE FEE.

SCHEDULE O
(Form 990)

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 Form 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2021

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:

KQED SERVES THE PEOPLE OF NORTHERN CALIFORNIA WITH A

COMMUNITY-SUPPORTED ALTERNATIVE TO COMMERCIAL MEDIA, PROVIDING THE

KNOWLEDGE NEEDED TO MAKE INFORMED DECISIONS; CONVENING COMMUNITY

DIALOGUE; BRINGING THE ARTS TO EVERYONE; AND ENGAGING AUDIENCES TO

SHARE THEIR STORIES. KQED HELPS STUDENTS AND TEACHERS THRIVE IN

21ST-CENTURY CLASSROOMS AND TAKES PEOPLE OF ALL AGES ON JOURNEYS OF

EXPLORATION - EXPOSING THEM TO NEW PEOPLE, PLACES AND IDEAS.

KQED'S VISION

KQED IS REDEFINING PUBLIC MEDIA FOR THE BAY AREA, MAKING IT MORE

INCLUSIVE, PARTICIPATORY AND COMMUNITY POWERED.

KQED ENVISIONS A PUBLIC MEDIA ORGANIZATION WITH A CULTURE THAT CENTERS

ON HUMAN DIGNITY, EQUITY AND BELONGING.

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

PROGRAM SERVICE ACCOMPLISHMENTS

KQED'S MULTIDISCIPLINARY CONTENT TEAMS - FOCUSING ON NEWS; ARTS &

CULTURE; EDUCATION AND SCIENCE - WORK TO EXPAND REGIONAL COVERAGE-AND

ENSURE THAT OUR CONTENT IS AVAILABLE VIA MOBILE, SOCIAL AND DIGITAL

MEDIA AS WELL AS ON RADIO AND TELEVISION.

IN FY22, NEW MULTIMEDIA PRODUCTS INCLUDED COOKING WITH BRONTEZ, HELLA

HUNGRY AND SMACKIN KITCHEN.

Name of the organization

KQED INC.

Employer identification number

94-1241309

EACH YEAR, KQED CELEBRATES THE DIVERSITY OF OUR COMMUNITY WITH A
SPECIAL LINEUP OF PROGRAMS, INCLUDING EVENTS AND FILM SCREENINGS DURING
BLACK HISTORY MONTH; WOMEN'S HISTORY MONTH; ASIAN AMERICAN PACIFIC
ISLANDER HERITAGE MONTH; LESBIAN, GAY, BISEXUAL TRANSGENDER QUEER
(LGBTQ) + PRIDE MONTH; LATINX HERITAGE MONTH; AND NATIVE AMERICAN
HERITAGE MONTH. KQED HAS LONG RECOGNIZED THE IMPORTANT CONNECTION
BETWEEN CULTURAL HERITAGE AND THE ARTS AND HAS MADE EVENTS AN INTEGRAL
PART OF OUR HERITAGE MONTH CELEBRATIONS.

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

PROGRAM SERVICE ACCOMPLISHMENTS

KQED 9 AND KQED PLUS ARE AMONG THE NATION'S MOST-WATCHED PUBLIC
TELEVISION STATIONS WITH AN AVERAGE OF 678,500 WEEKLY VIEWERS 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
WORLD; AND PBS KIDS AND ARE AVAILABLE 24/7 OVER THE AIR AND ON CABLE.

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 CONTENT AND COLLABORATES WITH FILMMAKERS AND DOCUMENTARY
PRODUCERS TO PRESENT INDEPENDENT PROGRAMMING.

KQED PUBLIC TELEVISION IS COMMITTED TO PRODUCING, CO-PRODUCING AND
PRESENTING CONTENT THAT SERVES THE PEOPLE OF NORTHERN CALIFORNIA AND
BEYOND. IN FY22, KQED CONTINUED TO BROADCAST LOCALLY PRODUCED SERIES

Name of the organization

KQED INC.

Employer identification number

94-1241309

SHOWCASING DIFFERENT ASPECTS OF LIFE IN THE BAY AREA. PROGRAMS INCLUDED

THE 17TH SEASON OF CHECK, PLEASE! BAY AREA, WHERE LOCAL DINERS REVIEW

THEIR FAVORITE BAY AREA RESTAURANTS AND A NEW SPINOFF: CHECK, PLEASE!

YOU GOTTA TRY THIS!; THE NINTH SEASON OF KQED NEWSROOM, A WEEKLY

MULTIPLATFORM NEWS PROGRAM ON TELEVISION, RADIO AND ONLINE.

KQED WAS ALSO A LEADER IN PRESENTING INDEPENDENT PRODUCTIONS TO

NATIONWIDE AUDIENCES, INCLUDING JOSEPH ROSENDO'S TRAVELSCOPE AND

ROADTRIP NATION. KQED SUPPORTED THESE PROGRAMS IN FINDING DISTRIBUTION

AND NATIONAL AUDIENCES IN FY22.

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

PROGRAM SERVICE ACCOMPLISHMENTS

KQED PUBLIC RADIO IS AMONG THE MOST-LISTENED-TO PUBLIC RADIO STATIONS

IN THE NATION, WITH AN AVERAGE OF 674,240 WEEKLY RADIO LISTENERS IN THE

SAN FRANCISCO METRO SURVEY AREA, AND AN ADDITIONAL 23,850 IN THE

SACRAMENTO AREA.

KQED OWNS AND OPERATES KQED 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 AND 88.3 FM IN SANTA ROSA AND

88.1 FM IN MARTINEZ. KQED PUBLIC RADIO BROADCASTS MANY OF NPR'S STELLAR

PROGRAMS. KQED PUBLIC RADIO ALSO PRODUCES A SIGNIFICANT NUMBER OF LOCAL

PROGRAMS AND SERIES, INCLUDING THE AWARD-WINNING FORUM; POLITICAL

BREAKDOWN; THE CALIFORNIA REPORT, A WEEKDAY NEWS REPORT CARRIED ACROSS

THE STATE, AND ITS COUNTERPART THE CALIFORNIA REPORT MAGAZINE, A WEEKLY

30-MINUTE NEWS MAGAZINE. IN ADDITION, THERE ARE WEEKLY KQED SCIENCE

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RADIO REPORTS AND 18 WEEKDAY AND WEEKEND KQED NEWS REPORTS.

KQED PUBLIC RADIO PRESENTED CONTENT FROM THE COMMONWEALTH CLUB OF

CALIFORNIA, THE WORLD AFFAIRS COUNCIL AND CITY ARTS AND LECTURES. IT

ALSO BROADCASTS A RADIO VERSION OF KQED NEWSROOM. KQED PUBLIC RADIO

CONTINUED TO EMBRACE 21ST-CENTURY MEDIA TECHNIQUES IN 2022, SERVING THE

SAN FRANCISCO BAY AREA WITH CONTENT THROUGH A WIDE ARRAY OF ON-DEMAND

ONLINE SERVICES. SOME KQED PUBLIC RADIO BROADCASTS ARE ALSO PART OF THE

SIRIUS SATELLITE NETWORK.

KQED PUBLIC RADIO STAFF RECEIVED SOCIETY OF PROFESSIONAL JOURNALISTS,

NORTHERN CALIFORNIA CHAPTER AWARDS FOR FEATURE JOURNALISM, RADIO/AUDIO

FOR MEET THREE OF THE WOMEN BEHIND AN INDIGENOUS LAND BACK EFFORT TO

RECLAIM A SF PENINSULA FARM. ALSO, LONGFORM STORYTELLING, RADIO/AUDIO

FOR REMEMBERING RUSSELL CITY: A THRIVING EAST BAY TOWN RAZED BY A

RACIST GOVERNMENT AND ONGOING COVERAGE, RADIO AND AUDIO, ABOUT ASYLUM

SEEKERS IN CALIFORNIA; SCIENCE REPORTING, RADIO/AUDIO FOR SEA-LEVEL

RISE IN THE BAY AREA AND POSSIBLE SIDE EFFECTS; HOW THE TAHOE AREA

PROTECTED ITSELF FROM THE CALDOR FIRE; SCHIZOPHRENIA AND THE RISK OF

DYING FROM COVID-19 AND THE USE OF REPETITIVE TRANSCRANIAL MAGNETIC

STIMULATION FOR DEPRESSION; AND SCIENCE REPORTING, TV/VIDEO, FOR DEEP

LOOK EPISODES.

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

KQED DIGITAL, WHICH INCLUDES KQED.ORG, DEVELOPS CONTENT AND

APPLICATIONS FOR DIGITAL PLATFORMS, SMART SPEAKERS AND MOBILE DEVICES;

HOSTS ONLINE SERVICES FOR KQED PUBLIC TELEVISION, KQED PUBLIC RADIO AND

KQED EDUCATIONAL SERVICES; AND SERVES AS A COMMUNITY CONVENER,

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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.

KQED SERIES AND BLOGS INCLUDE REPARATIONS, A SERIES ABOUT THE

FIRST-IN-THE-NATION TASK FORCE TO STUDY REPARATIONS FOR BLACK PEOPLE

AND WHAT REPARATIONS COULD MEAN FOR THE STATE; SAN JOSE: THE BAY AREA S

GREAT IMMIGRANT FOOD CITY; DEEP LOOK, A REMARKABLE SCIENCE VIDEO SERIES

ON THE PBS DIGITAL STUDIOS NETWORK; ABOVE THE NOISE, A SERIES THAT

INVESTIGATES CONTROVERSIAL SUBJECT MATTER TO HELP YOUNG VIEWERS DRAW

INFORMED CONCLUSIONS, ALSO ON THE PBS DIGITAL STUDIOS NETWORK; IF

CITIES COULD DANCE, A VIDEO SERIES THAT EXPLORES DANCERS FROM AROUND

THE COUNTRY; MINDSHIFT, A BLOG AND PODCAST SERIES EXPLORING THE FUTURE

OF LEARNING IN ALL ITS DIMENSIONS; LOCAL NEWS PODCASTS; AND THE

CALIFORNIA REPORT. ADDITIONAL PODCASTS INCLUDE BAY CURIOUS, ABOUT THE

UNEXPLORED SAN FRANCISCO BAY AREA; THE BAY, A LOCAL NEWS PODCAST; AND

MORE.

KQED DIGITAL IS A LEADER IN THE NATIONAL PUBLIC BROADCASTING ARENA,

DEVELOPING INTERACTIVE TECHNOLOGY PRODUCTS AND DIGITAL CONTENT THAT

SERVE THE BAY AREA S GROWING DIGITAL-FIRST AUDIENCE, SMART SPEAKER

SERIES CALLED HUMAN OR MACHINE AND KQED NOW, WHICH UPDATES THE LATEST

NEWSCAST EVERY HOUR.

IN FY22, KQED.ORG SERVED AN AVERAGE OF JUST UNDER 1.7 MILLION UNIQUE

USERS EACH MONTH AND AN AVERAGE OF JUST OVER 4.3 MILLION MONTHLY PAGE

VIEWS OF ITS ONLINE CONTENT. IN FY22, KQED REACHED A WEEKLY AVERAGE OF

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APPROXIMATELY 300,000 UNIQUE WEBSITE USERS.

KQED RECEIVED PROMINENT AWARDS FOR MULTIMEDIA/WEB CONTENT IN FY22,

INCLUDING:

- REGIONAL EDWARD R. MURROW AWARD FOR EXCELLENCE IN SOUND FOR "THE

ENDURING POWER OF AMAZING GRACE AND WHAT IT SAYS ABOUT AMERICAN UNITY."

-NORTHERN CALIFORNIA EMMY AWARDS/ENVIRONMENT, NEWS OR SHORT-FORM

CONTENT FOR DEEP LOOK: "WHY DID THE MEXICAN JUMPING BEAN JUMP?";

-ARTS/ENTERTAINMENT, NEWS OR SHORT-FORM CONTENT: "RECLAIMING THE LEGACY

OF OAKLAND'S BOOGALOO DANCE CULTURE." SOCIETY OF PROFESSIONAL

JOURNALISTS, NORTHERN CALIFORNIA CHAPTER: LUKE TSAI FOR HIS FOOD

COVERAGE;

-SOCIETY OF PROFESSIONAL JOURNALISTS, NORTHERN CALIFORNIA CHAPTER,

FEATURES JOURNALISM, PRINT/ONLINE LARGE DIVISION: "WHAT'S A BLACK

SCHOOL WORTH IN OAKLAND?" AND "CAL FIRE FUMBLES KEY RESPONSIBILITIES

TO PREVENT CATASTROPHIC WILDFIRES DESPITE HISTORIC BUDGET";

-PODCAST JOURNALISM, NEWS REPORTING FOR SOLD OUT: RETHINKING HOUSING IN

AMERICA;

-TECHNOLOGY REPORTING, RADIO/AUDIO, FOR "INCORRECTLY DELETED FROM

FACEBOOK? GETTING BACK ON MIGHT TAKE CONNECTIONS." JACKSON WILD MEDIA

AWARD TO DEEP LOOK: "BARNACLES GO TO UNBELIEVABLE LENGTHS TO HOOK UP";

-AAAS KAVLI SCIENCE JOURNALISM GOLD AWARD: VIDEO SPOT NEWS/FEATURE

REPORTING: FOR DEEP LOOK EPISODES.

KQED'S EDUCATION MEDIA LITERACY RESOURCES AND SERVICES, INCLUDING

STUDENT MEDIA AND LEARNING PLATFORMS AS WELL AS TEACHER PROFESSIONAL

DEVELOPMENT, FOCUS ON SUPPORTING STUDENTS IN GRADES PREK-12 FROM

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HISTORICALLY UNDERREPRESENTED BACKGROUNDS WITH THE GREATEST EDUCATIONAL

NEEDS. KQED PROVIDES EDUCATORS AND STUDENTS IN THE BAY AREA, CALIFORNIA

AND NATIONWIDE FREE ACCESS TO TENS OF THOUSANDS OF DIGITAL RESOURCES

DIRECTLY FROM KQED AND THROUGH PBS LEARNINGMEDIA, INCLUDING VIDEOS,

GAMES, AUDIO, PHOTOS AND IN-DEPTH LESSON PLANS. IN 2022, KQED

EDUCATIONAL MEDIA WAS USED 8.4 MILLION TIMES AND KQED'S

EDUCATION-FOCUSED WEB PROPERTIES RECEIVED MORE THAN 2.5 MILLION PAGE

VIEWS. THESE WEB SITES INCLUDE THE YOUTH MEDIA CHALLENGE SHOWCASE,

WHICH RECEIVED MORE THAN 1,600 YOUTH-CREATED MEDIA PIECES IN 2022 AND

PUT YOUTH VOICES IN FRONT OF A NATIONAL PUBLIC AUDIENCE. KQED

EDUCATION'S ORIGINAL YOUTUBE SERIES ABOVE THE NOISE TEACHES SECONDARY

STUDENTS HOW TO THINK CRITICALLY ABOUT IMPORTANT TOPICS IN THE NEWS,

BUILD EVIDENCE-BASED ARGUMENTS, AND DEVELOP MEDIA LITERACY SKILLS AND

SURPASSED 3 MILLION VIEWS IN 2022. KQED RE-LAUNCHED KQED TEACH, OUR

PROFESSIONAL LEARNING COURSES ON A NEW PLATFORM IN JUNE 2022, WHERE

OVER 2100 EDUCATORS ACTIVELY USED THE COURSES. KQED ALSO SERVED MORE

THAN 3000 EDUCATORS THROUGH LIVE WORKSHOPS AND MORE THAN 2,000

MICROCREDENTIALS HAVE BEEN AWARDED. KQED MANAGES THE PBS LEARNINGMEDIA

PORTAL FOR THE STATE OF CALIFORNIA, WHICH NOW HAS MORE THAN 187,900

REGISTERED USERS. ADDITIONALLY, WE PARTNERED WITH MORE THAN 60 LOCAL,

STATE AND NATIONAL ORGANIZATIONS, SCHOOLS AND DISTRICTS IN 2022.

EXPENSES \$ 10,990,770. INCLUDING GRANTS OF \$ 0. REVENUE \$ 865,221.

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

FORM 990 REVIEW PROCESS

THE PROCESS FOR REVIEWING THE KQED FORM 990 PRIOR TO FILING INCLUDES A

REVIEW BY THE CONTROLLER, CFO, AND THE AUDIT COMMITTEE OF THE BOARD. THE

ORGANIZATION'S CPA FIRM PRESENTS THE FORM 990 TO THE AUDIT COMMITTEE AT A

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VIRTUAL MEETING. AFTER THE AUDIT COMMITTEE APPROVES THE FORM 990, IT IS

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

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

MONITORING AND ENFORCEMENT OF CONFLICT-OF-INTEREST POLICY

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. BOARD OF DIRECTORS FILL OUT THE CONFLICT

OF INTEREST DISCLOSURE FORM WHEN THEIR INITIAL 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 ARISE, THE KEY EMPLOYEE,

OFFICER OR BOARD MEMBER WITH THE CONFLICT WOULD BE RECUSED FROM THE

DECISION MAKING PROCESS.

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

PROCESS FOR DETERMINING COMPENSATION OF OFFICERS AND KEY EMPLOYEES

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 APPROVE ANY SUCH COMPENSATION. THE PRESIDENT/CEO 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 ON RECOMMENDATIONS TO THE BOARD. THE FULL BOARD

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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 CHIEF OPERATIONS AND ADMINISTRATION OFFICER WORK WITH

AN EXTERNAL CONSULTANT PROVIDING RESEARCH DATA ANALYSIS FROM THE FOLLOWING

MARKETS: SAN FRANCISCO/BAY AREA, PUBLIC MEDIA, FOR-PROFIT CABLE AND

BROADCAST MEDIA, LARGE NONPROFITS, AND DIGITAL AND ONLINE TECHNOLOGY

COMPANIES. EACH NON-UNION JOB IS PLACED WITHIN A JOB FAMILY AND JOB LEVEL

BASED ON THE JOB DESCRIPTION. COMPENSATION FOR INDIVIDUALS WORKING IN JOBS

IS DETERMINED BY PERFORMANCE AND EXPERIENCE AS THEY RELATE TO THE MARKET

RATE OF THE JOB LEVEL. ALL POSITIONS HAVE ESTABLISHED MARKET RATES.

FINALLY, THE HISTORICAL AND CURRENT COMPENSATION PAID BY KQED FOR

COMPARABLE POSITIONS, AS WELL AS THE SKILLS AND EXPERIENCE OF THE

INDIVIDUAL EMPLOYEE, ARE TAKEN INTO ACCOUNT.

KQED REGULARLY REVIEWS EMPLOYEE PAY IN THREE WAYS:

(1) MARKET ANALYSIS TO ENSURE EMPLOYEES ARE PAID AT MARKET RATE AGAINST

COMPARABLE COMPANIES; (2) A CLASSIFICATION ANALYSIS TO ENSURE EMPLOYEES ARE

CONSISTENTLY AND APPROPRIATELY CLASSIFIED IN THE RIGHT JOB FAMILY AND JOB

LEVEL AND (3) AN EQUITY ANALYSIS TO ENSURE EMPLOYEES PERFORMING SIMILAR

WORK ARE PAID SIMILARLY AND EQUITABLY.

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

AL, AK, AR, CA, CO, CT, DC, GA, HI, IL, KS, KY, ME, MD, MA, MI, MN, MS, NV, NH, NM, NY, ND, OH, OK

OR, PA, RI, SC, TN, UT, VA, WA, WI, WV, NJ, FL

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

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DOCUMENTS MADE AVAILABLE TO THE PUBLIC

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 26 U.S. CODE 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:

CONTRIBUTIONS RECEIVED AS GOVERNMENT GRANTS

THE CORPORATION FOR PUBLIC BROADCASTING IS A PRIVATE, NOT-FOR-PROFIT

CORPORATION. IT RECEIVES APPROPRIATIONS FROM CONGRESS, WHICH IT

DISTRIBUTES TO SUPPORT A NATIONAL POLICY FOR GROWTH AND DEVELOPMENT OF

RADIO AND TELEVISION BROADCASTING.

**SCHEDULE R
(Form 990)**

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

► Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
► Attach to Form 990.

► Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021

**Open to Public
Inspection**

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

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

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

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

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

Schedule R (Form 990) 2021

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
1a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity		X
1b Gift, grant, or capital contribution to related organization(s)		X
1c Gift, grant, or capital contribution from related organization(s)		X
1d Loans or loan guarantees to or for related organization(s)		X
1e Loans or loan guarantees by related organization(s)		X
1f Dividends from related organization(s)		X
1g Sale of assets to related organization(s)		X
1h Purchase of assets from related organization(s)		X
1i Exchange of assets with related organization(s)		X
1j Lease of facilities, equipment, or other assets to related organization(s)		X
1k Lease of facilities, equipment, or other assets from related organization(s)		X
1l Performance of services or membership or fundraising solicitations for related organization(s)		X
1m Performance of services or membership or fundraising solicitations by related organization(s)		X
1n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)		X
1o Sharing of paid employees with related organization(s)		X
1p Reimbursement paid to related organization(s) for expenses		X
1q Reimbursement paid by related organization(s) for expenses		X
1r Other transfer of cash or property to related organization(s)		X
1s Other transfer of cash or property from related organization(s)		X

a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity**b** Gift, grant, or capital contribution to related organization(s)**c** Gift, grant, or capital contribution from related organization(s)**d** Loans or loan guarantees to or for related organization(s)**e** Loans or loan guarantees by related organization(s)**f** Dividends from related organization(s)**g** Sale of assets to related organization(s)**h** Purchase of assets from related organization(s)**i** Exchange of assets with related organization(s)**j** Lease of facilities, equipment, or other assets to related organization(s)**k** Lease of facilities, equipment, or other assets from related organization(s)**l** Performance of services or membership or fundraising solicitations for related organization(s)**m** Performance of services or membership or fundraising solicitations by related organization(s)**n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)**o** Sharing of paid employees with related organization(s)**p** Reimbursement paid to related organization(s) for expenses**q** Reimbursement paid by related organization(s) for expenses**r** Other transfer of cash or property to related organization(s)**s** Other transfer of cash or property from related organization(s)**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)			

