

PUBLIC DISCLOSURE COPY

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Form 990

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2023

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.

Open to Public Inspection

A For the 2023 calendar year, or tax year beginning OCT 1, 2023 and ending SEP 30, 2024

B Check if applicable: C Name of organization KQED INC. D Employer identification number 94-1241309 E Telephone number 415-864-2000 G Gross receipts \$ 134,913,967. H(a) Is this a group return for subordinates? H(b) Are all subordinates included? I Tax-exempt status: J Website: K Form of organization: L Year of formation: M State of legal domicile: CA

Part I Summary

Table with 3 columns: Description, Prior Year, Current Year. Rows include: 1 Briefly describe the organization's mission... 2 Check this box... 3-7a Activities & Governance... 8-12 Revenue... 13-19 Expenses... 20-22 Net Assets or Fund Balances.

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.

Sign Here: Signature of officer DAVID BOUTRY, CFO Date 8/12/25. Paid Preparer: DANIEL ROMANO Date 08/11/2025. Firm's name GRANT THORNTON ADVISORS LLC Firm's EIN 99-1856619

May the IRS discuss this return with the preparer shown above? See instructions X Yes No

**Application for Extension of Time To File an Exempt Organization
Return or Excise Taxes Related to Employee Benefit Plans**

Department of the Treasury
Internal Revenue Service

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 up to a 6-month extension of time to file any of the forms listed below except for Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts. An extension request for Form 8870 must be sent to the IRS in a paper format (see instructions). For more details on the electronic filing of Form 8868, visit www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits.

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.

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.

Part I - Identification

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

Enter the Return Code for the return that this application is for (file a separate application for each return) 0 1

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 4720 (other than individual)	09
Form 4720 (individual)	03	Form 5227	10
Form 990-PF	04	Form 6069	11
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 8870	12
Form 990-T (trust other than above)	06	Form 5330 (individual)	13
Form 990-T (corporation)	07	Form 5330 (other than individual)	14
Form 1041-A	08		

• After you enter your Return Code, complete either Part II or Part III. Part III, including signature, is applicable only for an extension of time to file Form 5330.

• If this application is for an extension of time to file Form 5330, you must enter the following information.

Plan Name _____
 Plan Number _____
 Plan Year Ending (MM/DD/YYYY) _____

Part II - Automatic Extension of Time To File for Exempt Organizations (see instructions)

The books are in the care of DAVID BOUTRY
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, 20 25, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

calendar year 20 _____ or
 tax year beginning OCT 1, 20 23, and ending SEP 30, 20 24

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.

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

Part III Statement of Program Service Accomplishments

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

1 Briefly describe the organization's mission: SEE SCHEDULE O

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

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

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.

4a (Code:) (Expenses \$ 34,366,913. including grants of \$ 0.) (Revenue \$ 3,645,954.) MULTIPLATFORM CONTENT - NEWS, ARTS AND SCIENCE: SEE SCHEDULE O

4b (Code:) (Expenses \$ 18,887,284. including grants of \$ 0.) (Revenue \$ 2,206,697.) TELEVISION: SEE SCHEDULE O

4c (Code:) (Expenses \$ 9,500,688. including grants of \$ 0.) (Revenue \$ 7,064,714.) FM RADIO: SEE SCHEDULE O

4d Other program services (Describe on Schedule O.) (Expenses \$ 13,073,897. including grants of \$ 0.) (Revenue \$ 1,606,540.)

4e Total program service expenses 75,828,782.

Part IV Checklist of Required Schedules

Table with 3 columns: Question ID, Yes, No. Rows include questions 1 through 21 regarding organizational requirements and reporting.

Part IV Checklist of Required Schedules (continued)

Table with 3 columns: Question ID, Question Text, Yes, No. Rows 22-38 covering various IRS requirements.

Part V Statements Regarding Other IRS Filings and Tax Compliance

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

Table with 3 columns: Question ID, Question Text, Yes, No. Rows 1a-1c regarding Form 1096 and backup withholding.

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

Table with columns for question number, question text, and Yes/No columns. Includes questions 2a through 17 regarding employee reporting, tax returns, gross income, foreign accounts, prohibited transactions, and charitable contributions.

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 [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows 1a-9. 1a: 29, 1b: 29. 2: X. 3: X. 4: X. 5: X. 6: X. 7a: X. 7b: X. 8a: X. 8b: X. 9: X.

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

Table with 3 columns: Question, Yes, No. Rows 10a-16b. 10a: X. 11a: X. 12a: X. 12b: X. 12c: X. 13: X. 14: X. 15a: X. 15b: X. 16a: X. 16b: 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. [X] Own website [] Another's website [X] 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, box 6 of 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				510,301.	0.	51,487.
(2) MARIA MILLER CHIEF OPERATIONS & ADMIN. OFFICER	55.00 0.00				X			311,088.	0.	46,562.
(3) DELINDA MROWKA CHIEF REVENUE OFFICER	50.00 0.00				X			302,354.	0.	47,903.
(4) SARAH SAWYER LOCAL MARKETING DIRECTOR	50.00 0.00					X		277,225.	0.	55,624.
(5) HOLLY KERNAN CHIEF CONTENT OFFICER	50.00 0.00				X			296,498.	0.	34,972.
(6) DUKE FAN VICE PRESIDENT, PRODUCT	50.00 0.00					X		267,527.	0.	54,423.
(7) DAVID BOUTRY CHIEF FINANCIAL OFFICER	45.00 0.00			X				272,836.	0.	16,359.
(8) MARIANNE MURPHY VP MEMBER GENEROSITY & AUD. INTEL	50.00 0.00				X			238,425.	0.	49,697.
(9) MICHAEL BLACK VP, CORPORATE SPONSORSHIP	50.00 0.00				X			268,646.	0.	18,679.
(10) GEORGANNA KELLY FORMER VP, DEVELOPMENT (THRU 09/23)	35.00 0.00						X	243,818.	0.	24,555.
(11) ELIZABETH SEIRMARCO LOCAL MARKETING DIRECTOR	50.00 0.00					X		215,186.	0.	52,512.
(12) DAVID HANSEN EXEC DIR., MEDIA OPS & FAC	50.00 0.00				X			236,832.	0.	28,897.
(13) JOHN REILLY VP OF INFORMATION SECURITY & TECH	50.00 0.00				X			236,182.	0.	26,537.
(14) ETHAN TOVEN-LINDSEY VICE PRESIDENT, NEWS	60.00 0.00					X		231,732.	0.	14,389.
(15) ERIC ABRAMS CHIEF DE&I OFFICER	47.00 0.00					X		237,437.	0.	7,087.
(16) DONALD NEWENHOUSE VP, BROADCAST ENGINEERING & OPER.	50.00 0.00				X			217,567.	0.	22,853.
(17) BRIDGET BARRETT GEN. COUNSEL & CORP. SECRETARY	45.00 0.00			X				200,777.	0.	10,873.

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) WILLIAM LOWERY FMR GRL COUN. & CORP SEC (THRU 3/23)	7.00 0.00						X	147,475.	0.	8,743.
(19) MITZIE KELLEY FORMER CFO (THRU 01/2023)	0.00 0.00						X	130,572.	0.	7,181.
(20) AJAY SHAH BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X						0.	0.	0.
(21) ANNE AVIS BOARD CHAIR	10.00 0.00	X						0.	0.	0.
(22) JENNIFER CABALQUINTO BOARD CHAIR	10.00 0.00	X						0.	0.	0.
(23) ALEX VAN HELDEN COMMITTEEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X						0.	0.	0.
(24) AUTUMN MCDONALD BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X						0.	0.	0.
(25) BRIAN CABRERA COMMITTEEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X						0.	0.	0.
(26) CARLA JAVITS COMMITTEEE CHAIR	0.90 0.00	X						0.	0.	0.
1b Subtotal								4,842,478.	0.	579,333.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								4,842,478.	0.	579,333.

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 190

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		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
PAUL GRUWELL, ATTORNEY AT LAW, 1101 FIFTH AVE, SUITE 100, SAN RAFAEL, CA 94901	PROFESSIONAL SERVICES - LEGAL	1,720,906.
UNIVERSAL PROTECTION SERVICE, LP PO BOX 31001-2374, PASADENA, CA 91110-2374	SECURITY SERVICES	843,400.
JOSEPH M. BARTON, 700 LARKSPUR LANDING CIRCLE, #199, LARKSPUR, CA 94934	PROFESSIONAL SERVICES - LEGAL	500,000.
GRANT THORNTON, LLP P.O. BOX 51552, LOS ANGELES, CA 90051-5852	PROFESSIONAL SERVICES - AUDIT	272,256.
DAVIS WRIGHT TREMAINE LLP, 920 FIFTH AVENUE SUITE 3300, SEATTLE, WA 98104-1610	PROFESSIONAL SERVICES - LEGAL	131,147.

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

SEE PART VII, SECTION A CONTINUATION SHEETS

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(27) DAROLYN DAVIS EXECUTIVE COMMITTEE	0.90 0.00	X						0.	0.	0.
(28) DAWN GARCIA COMMITTEE CHAIR	0.90 0.00	X						0.	0.	0.
(29) ELIZABETH GONZALEZ BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(30) JAIMIE STUDLEY EXECUTIVE COMMITTEE	0.90 0.00	X						0.	0.	0.
(31) JAMES CHAM BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(32) JEAN FRASER BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(33) JIM LOUDERBACK BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(34) JOSE QUINONEZ EXECUTIVE COMMITTEE	0.90 0.00	X						0.	0.	0.
(35) LANDE AJOSE BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(36) LISA SONSINI EXECUTIVE COMMITTEE	0.90 0.00	X						0.	0.	0.
(37) LUCIA CHOI-DALTON BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X						0.	0.	0.
(38) MATT ZINN EXECUTIVE COMMITTEE/COMMITTEE CHAIR	1.80 0.00	X						0.	0.	0.
(39) MEG GARLINGHOUSE COMMITTEE CHAIR/NOMINATING COMMITTEE	1.80 0.00	X						0.	0.	0.
(40) MYLES DANIELSEN COMMITTEE CHAIR (AS OF 01/2024)	0.90 0.00	X						0.	0.	0.
(41) NADIA ROUMANI COMMITTEE CHAIR/NOMINATING COMMITTEE	1.80 0.00	X						0.	0.	0.
(42) NAVEEN CHOPRA BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(43) PENELOPE BLAIR BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X						0.	0.	0.
(44) SANJAY VASWANI BOARD MEMBER	0.70 0.00	X						0.	0.	0.
(45) SHADI KARRA COMMITTEE CHAIR/NOMINATING COMMITTEE	1.80 0.00	X						0.	0.	0.
(46) SHANNON BRAYTON EXECUTIVE COMMITTEE	0.90 0.00	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

			(A)	(B)	(C)	(D)	
			Total revenue	Related or exempt function revenue	Unrelated business revenue	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	7,806,406.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	77,975,340.				
	g Noncash contributions included in lines 1a-1f	1g	\$ 4,481,429.				
	h Total. Add lines 1a-1f		85,781,746.				
	Program Service Revenue	2 a UNDERWRITING	Business Code	516100	13,067,715.	5,441,644.	7,626,071.
b PRODUCTION REVENUE			516100	760,000.	760,000.		
c EDUCATIONAL EVENTS			900099	368,620.		368,620.	
d PROGRAM SALES			516100	177,720.	177,720.		
e PRESENTING STATION FEE			516100	149,850.	149,850.		
f All other program service revenue							
g Total. Add lines 2a-2f				14,523,905.			
Other Revenue		3 Investment income (including dividends, interest, and other similar amounts)			6,670,221.		-182.
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties			26,244.		26,244.	
	6 a Gross rents	6a	(i) Real	289,401.			
		6b	(ii) Personal	0.			
		6c		289,401.			
	d Net rental income or (loss)			289,401.		35,665.	
	7 a Gross amount from sales of assets other than inventory	7a	(i) Securities	27,124,397.			
		7b	(ii) Other	25,810,377.	157,826.		
		7c		1,314,020.	-157,826.		
	d Net gain or (loss)			1,156,194.		1,156,194.	
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	8a					
		8b					
		c Net income or (loss) from fundraising events					
	9 a Gross income from gaming activities. See Part IV, line 19	9a					
9b							
c Net income or (loss) from gaming activities							
10 a Gross sales of inventory, less returns and allowances	10a						
	10b						
	c Net income or (loss) from sales of inventory						
Miscellaneous Revenue	11 a PARKING REVENUE	Business Code	900099	146,466.		146,466.	
	b ADVERTISING REVENUE		900099	99,155.	99,155.		
	c REIMBURSEMENT - CALIFO		900099	90,000.		90,000.	
	d All other revenue		900099	162,432.	18,404.	144,028.	
	e Total. Add lines 11a-11d			498,053.			
	12 Total revenue. See instructions			108,945,764.	1,087,570.	5,594,686.	16,481,762.

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	4,289,247.	1,479,857.	2,158,809.	650,581.
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	37,700.	25,907.	5,116.	6,677.
7 Other salaries and wages	48,311,745.	33,199,541.	6,555,933.	8,556,271.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	1,293,535.	849,230.	211,213.	233,092.
9 Other employee benefits	4,975,852.	3,245,302.	836,116.	894,434.
10 Payroll taxes	4,744,724.	3,115,000.	774,735.	854,989.
11 Fees for services (nonemployees):				
a Management				
b Legal	442,946.	125,931.	307,431.	9,584.
c Accounting	198,545.		198,545.	
d Lobbying	76,250.	76,250.		
e Professional fundraising services. See Part IV, line 17	748,513.			748,513.
f Investment management fees	367,549.		367,549.	
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	5,760,511.	4,235,250.	832,958.	692,303.
12 Advertising and promotion	1,501,172.	1,220,532.	1,758.	278,882.
13 Office expenses	7,513,453.	2,183,792.	449,332.	4,880,329.
14 Information technology	4,214,141.	2,899,248.	631,059.	683,834.
15 Royalties	72,141.	71,971.		170.
16 Occupancy	4,349,447.	3,763,856.	286,038.	299,553.
17 Travel	440,936.	324,777.	47,052.	69,107.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	108,868.	80,355.	26,813.	1,700.
20 Interest	1,435.		1,435.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	8,215,307.	6,786,725.	668,412.	760,170.
23 Insurance	477,770.	306,803.	95,473.	75,494.
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	10,926,780.	10,808,157.	90,690.	27,933.
b IMPAIRMENT	1,525,933.		1,525,933.	
c AUDIENCE RSRCH & AUDIO	1,087,957.	832,616.	56,894.	198,447.
d AGENCY FEES	233,193.			233,193.
e All other expenses	1,101,119.	197,682.	223,285.	680,152.
25 Total functional expenses. Add lines 1 through 24e	113,016,769.	75,828,782.	16,352,579.	20,835,408.
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 <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

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

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	900.	1	900.
	2 Savings and temporary cash investments	36,066,154.	2	31,323,771.
	3 Pledges and grants receivable, net	12,584,733.	3	7,486,828.
	4 Accounts receivable, net	3,698,837.	4	4,427,057.
	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	128,048.	8	161,181.
	9 Prepaid expenses and deferred charges	3,193,456.	9	3,272,162.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 150,471,788.		
	b Less: accumulated depreciation	10b 50,830,779.	106,039,140.	10c 99,641,009.
	11 Investments - publicly traded securities	161,176,924.	11	205,936,737.
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets	3,238,635.	14	1,582,644.
	15 Other assets. See Part IV, line 11	4,445,393.	15	3,205,750.
16 Total assets. Add lines 1 through 15 (must equal line 33)	330,572,220.	16	357,038,039.	
Liabilities	17 Accounts payable and accrued expenses	10,996,602.	17	12,450,324.
	18 Grants payable		18	
	19 Deferred revenue	1,177,407.	19	707,149.
	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	13,225,191.	25	12,992,146.
	26 Total liabilities. Add lines 17 through 25	25,399,200.	26	26,149,619.
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	258,767,685.	27	278,953,822.
	28 Net assets with donor restrictions	46,405,335.	28	51,934,598.
	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	305,173,020.	32	330,888,420.	
33 Total liabilities and net assets/fund balances	330,572,220.	33	357,038,039.	

Part XI Reconciliation of Net Assets

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

1	Total revenue (must equal Part VIII, column (A), line 12)	1	108,945,764.
2	Total expenses (must equal Part IX, column (A), line 25)	2	113,016,769.
3	Revenue less expenses. Subtract line 2 from line 1	3	-4,071,005.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	305,173,020.
5	Net unrealized gains (losses) on investments	5	29,975,440.
6	Donated services and use of facilities	6	-189,035.
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	330,888,420.

Part XII Financial Statements and Reporting

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

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other If the organization changed its method of accounting from a prior year or checked "Other," explain 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 type="checkbox"/> Separate basis <input checked="" 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 Uniform Guidance, 2 C.F.R. Part 200, Subpart F?		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		

Form 990 (2023)

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) 2019	(b) 2020	(c) 2021	(d) 2022	(e) 2023	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	82,468,363.	98,580,410.	88,943,889.	94,191,873.	85,781,746.	449,966,281.
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	82,468,363.	98,580,410.	88,943,889.	94,191,873.	85,781,746.	449,966,281.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4.						449,966,281.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2019	(b) 2020	(c) 2021	(d) 2022	(e) 2023	(f) Total
7 Amounts from line 4	82,468,363.	98,580,410.	88,943,889.	94,191,873.	85,781,746.	449,966,281.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	5,088,082.	3,708,452.	3,496,625.	5,967,122.	6,985,866.	25,246,147.
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.)	366,919.	389,337.	447,331.	310,775.	498,053.	2,012,415.
11 Total support. Add lines 7 through 10						477,224,843.
12 Gross receipts from related activities, etc. (see instructions)					12	62,140,490.
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 2023 (line 6, column (f), divided by line 11, column (f))	14	94.29 %
15 Public support percentage from 2022 Schedule A, Part II, line 14	15	92.66 %
16a 33 1/3% support test - 2023. 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 - 2022. 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 - 2023. 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 - 2022. 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"/>	

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) 2019	(b) 2020	(c) 2021	(d) 2022	(e) 2023	(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) 2019	(b) 2020	(c) 2021	(d) 2022	(e) 2023	(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**

Section C. Computation of Public Support Percentage

15 Public support percentage for 2023 (line 8, column (f), divided by line 13, column (f))	15	%
16 Public support percentage from 2022 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2023 (line 10c, column (f), divided by line 13, column (f))	17	%
18 Investment income percentage from 2022 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2023. 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 - 2022. 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 on line 12 of 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

Table with 3 columns: Question, Yes, No. Rows include questions 1 through 10b regarding supported organizations, including their designation, IRS status, foreign support, and excess business holdings.

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? <i>If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.</i>		
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? <i>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.</i>		
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? <i>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.</i>		
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)? <i>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).</i>		
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? <i>If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).</i>		
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? <i>If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.</i>		
3		

Section E. Type III Functionally Integrated Supporting Organizations

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.		Yes	No
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? <i>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.</i>			
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? <i>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.</i>			
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? <i>If "Yes" or "No" provide details in Part VI.</i>			
3a			
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? <i>If "Yes," describe in Part VI the role played by the organization in this regard.</i>			
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		(A) Prior Year	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) 2023

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 - provide details in Part VI)	5
6	Other distributions (describe in Part VI). 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 (provide details in Part VI). See instructions.	8
9	Distributable amount for 2023 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-2023	(iii) Distributable Amount for 2023
1	Distributable amount for 2023 from Section C, line 6		
2	Underdistributions, if any, for years prior to 2023 (reasonable cause required - explain in Part VI). See instructions.		
3	Excess distributions carryover, if any, to 2023		
a	From 2018		
b	From 2019		
c	From 2020		
d	From 2021		
e	From 2022		
f	Total of lines 3a through 3e		
g	Applied to underdistributions of prior years		
h	Applied to 2023 distributable amount		
i	Carryover from 2018 not applied (see instructions)		
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.		
4	Distributions for 2023 from Section D, line 7: \$		
a	Applied to underdistributions of prior years		
b	Applied to 2023 distributable amount		
c	Remainder. Subtract lines 4a and 4b from line 4.		
5	Remaining underdistributions for years prior to 2023, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI. See instructions.		
6	Remaining underdistributions for 2023. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI. See instructions.		
7	Excess distributions carryover to 2024. Add lines 3j and 4c.		
8	Breakdown of line 7:		
a	Excess from 2019		
b	Excess from 2020		
c	Excess from 2021		
d	Excess from 2022		
e	Excess from 2023		

Schedule A (Form 990) 2023

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:

LIST SALES

2019 AMOUNT: \$ 50,533.

2020 AMOUNT: \$ 10,001.

2021 AMOUNT: \$ 5,406.

2022 AMOUNT: \$ 10,768.

2023 AMOUNT: \$ 0.

LEGAL SETTLEMENTS

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 186,236.

2021 AMOUNT: \$ 114,195.

2022 AMOUNT: \$ 0.

2023 AMOUNT: \$ 0.

RECOVERY OF BAD DEBT

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 75,987.

2021 AMOUNT: \$ 111,088.

2022 AMOUNT: \$ 59,574.

2023 AMOUNT: \$ 0.

ADVERTISING REVENUE

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 53,432.

2021 AMOUNT: \$ 93,687.

2022 AMOUNT: \$ 81,235.

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.)

2023 AMOUNT: \$ 99,155.

REIMBURSEMENT - CALIFORNIA RTG

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 0.

2021 AMOUNT: \$ 0.

2022 AMOUNT: \$ 90,365.

2023 AMOUNT: \$ 90,000.

PARKING REVENUE

2019 AMOUNT: \$ 0.

2020 AMOUNT: \$ 0.

2021 AMOUNT: \$ 0.

2022 AMOUNT: \$ 65,451.

2023 AMOUNT: \$ 146,466.

MISCELLANEOUS REVENUE

2019 AMOUNT: \$ 316,386.

2020 AMOUNT: \$ 63,681.

2021 AMOUNT: \$ 122,955.

2022 AMOUNT: \$ 3,382.

2023 AMOUNT: \$ 162,432.

Schedule B (Form 990)

Schedule of Contributors

OMB No. 1545-0047

Department of the Treasury Internal Revenue Service

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

2023

Name of the organization

KQED INC.

Employer identification number

94-1241309

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

[X] 501(c)(3) (enter number) organization

[] 4947(a)(1) nonexempt charitable trust not treated as a private foundation

[] 527 political organization

Form 990-PF

[] 501(c)(3) exempt private foundation

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

[] 501(c)(3) taxable private foundation

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

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

General Rule

[] For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, 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

[X] 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 KQED INC.	Employer identification number 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	<div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div>	\$ 7,806,406.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization

Employer identification number

KQED INC.

94-1241309

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

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

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

Part III Exclusively religious, charitable, etc., 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	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE C
(Form 990)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2023

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

For Organizations Exempt From Income Tax Under Section 501(c) and Section 527
Complete if the organization is described below. Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

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 <p style="text-align: center;">KQED INC.</p>	Employer identification number <p style="text-align: center;">94-1241309</p>
--	---

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-.

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)			0.												
b Total lobbying expenditures to influence a legislative body (direct lobbying)			0.												
c Total lobbying expenditures (add lines 1a and 1b)															
d Other exempt purpose expenditures			0.												
e Total exempt purpose expenditures (add lines 1c and 1d)															
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>not over \$500,000.</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>over \$500,000 but not over \$1,000,000.</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>over \$1,000,000 but not over \$1,500,000.</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>over \$1,500,000 but not over \$17,000,000.</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>over \$17,000,000.</td> <td>\$1,000,000.</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	not over \$500,000.	20% of the amount on line 1e.	over \$500,000 but not over \$1,000,000.	\$100,000 plus 15% of the excess over \$500,000.	over \$1,000,000 but not over \$1,500,000.	\$175,000 plus 10% of the excess over \$1,000,000.	over \$1,500,000 but not over \$17,000,000.	\$225,000 plus 5% of the excess over \$1,500,000.	over \$17,000,000.	\$1,000,000.			
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
not over \$500,000.	20% of the amount on line 1e.														
over \$500,000 but not over \$1,000,000.	\$100,000 plus 15% of the excess over \$500,000.														
over \$1,000,000 but not over \$1,500,000.	\$175,000 plus 10% of the excess over \$1,000,000.														
over \$1,500,000 but not over \$17,000,000.	\$225,000 plus 5% of the excess over \$1,500,000.														
over \$17,000,000.	\$1,000,000.														
g Grassroots nontaxable amount (enter 25% of line 1f)															
h Subtract line 1g from line 1a. If zero or less, enter -0-															
i Subtract line 1f from line 1c. If zero or less, enter -0-															
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?			<input type="checkbox"/> Yes <input type="checkbox"/> No												

4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below.
See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

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

Table with 4 columns: Question, (a) Yes, (a) No, (b) Amount. Rows include questions about lobbying activities like volunteers, paid staff, media, mailings, etc.

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

Table with 3 columns: Question, Yes, No. Rows include questions about dues, lobbying expenditures, and carryover.

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."

Table with 5 rows and 2 columns: Question, Amount. Rows include questions about dues, lobbying expenditures, and taxable amounts.

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 COMMUNICATIONS AND EXTERNAL AFFAIRS TRAVELED TO

WASHINGTON, D.C. IN FEBRUARY 2024, TO ATTEND THE ASSOCIATION OF

AMERICA'S PUBLIC TELEVISION STATIONS (APTS) ANNUAL SUMMIT MEETINGS AND

CAPITOL HILL DAY. THE APTS SUMMIT MEETINGS ARE HELD TO DISCUSS MATTERS

Part IV Supplemental Information (continued)

RELATING TO THE LEGISLATIVE AND REGULATORY INTERESTS OF NONCOMMERCIAL TELEVISION STATIONS AT THE NATIONAL LEVEL.

SCHEDULE C, PART II-B, LINE 1G

DIRECT CONTACT

ON CAPITOL HILL DAY (FEBRUARY 28, 2024), PUBLIC TELEVISION STATION REPRESENTATIVES, INCLUDING KQED, MET WITH SENATORIAL AND CONGRESSIONAL OFFICES REPRESENTING THEIR RESPECTIVE DISTRICTS IN WASHINGTON D.C. ON THAT DAY, KQED'S DIRECTOR OF COMMUNICATIONS AND EXTERNAL AFFAIRS MET WITH REPRESENTATIVES FROM THE OFFICES REPRESENTING CALIFORNIA'S 2ND, 6TH, 8TH, 10TH, 12TH, 14TH AND 17TH DISTRICTS, AS WELL AS THE FORMER CALIFORNIA SENATOR LAPHONZA BUTLER'S OFFICE.

SCHEDULE C, PART II-B, LINE 1H

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

Part IV Supplemental Information *(continued)*

THROUGH DIRECT ADVOCACY, AND GRASS-TOPS AND GRASSROOTS CAMPAIGNS TO

GARNER CONGRESSIONAL SUPPORT.

DURING THE TAX YEAR ENDING SEPTEMBER 30, 2024, KQED PAID \$76,250.00 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

2023

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.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 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?, 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?

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Table with 2 columns: Held at the End of the Tax Year. Rows include: 1 Purpose(s) of conservation easements held by the organization (check all that apply), 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, 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?, 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 2d above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?, 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.

Table with 2 columns: Revenue, Assets. Rows include: 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. 1b 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. 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:

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

Schedule D (Form 990) 2023

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:

	Amount
1c	
1d	
1e	
1f	

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

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 in 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	142,300,677.	113,409,238.	130,526,771.	115,645,647.	151,303,737.
b Contributions	14,170,021.	23,838,860.	15,077,034.	7,486,339.	5,309,590.
c Net investment earnings, gains, and losses	34,176,790.	13,491,766.	-24,833,125.	22,001,822.	4,093,095.
d Grants or scholarships					
e Other expenditures for facilities and programs	6,433,928.	8,439,188.	7,361,442.	14,607,037.	45,060,775.
f Administrative expenses					
g End of year balance	184,213,560.	142,300,677.	113,409,238.	130,526,771.	115,645,647.

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

- a Board designated or quasi-endowment 80.2300 %
- b Permanent endowment 19.7700 %
- 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		91,183,865.	16,747,377.	74,436,488.
c Leasehold improvements				
d Equipment		58,018,232.	34,083,402.	23,934,830.
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, line 10c, column (B))				99,641,009.

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, line 12, col. (B))		

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, line 13, col. (B))		

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, line 15, col. (B))	

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	6,228,075.
(3) DEFERRED COMPENSATION OBLIGATIONS	2,809,187.
(4) OPERATING LEASE LIABILITY/DEFERRED RENT LIABILITY	2,169,365.
(5) ACCRUED BROADCAST RIGHTS	1,785,519.
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 25, col. (B))	

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

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	139,063,077.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	29,975,441.
b	Donated services and use of facilities	2b	351,595.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	30,327,036.
3	Subtract line 2e from line 1	3	108,736,041.
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	367,549.
b	Other (Describe in Part XIII.)	4b	-157,826.
c	Add lines 4a and 4b	4c	209,723.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	108,945,764.

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	113,347,675.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	540,629.
b	Prior year adjustments	2b	
c	Other losses	2c	157,826.
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	698,455.
3	Subtract line 2e from line 1	3	112,649,220.
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	367,549.
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	367,549.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	113,016,769.

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:

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
 MEASUREMENT. THIS GUIDANCE PROVIDES THAT THE TAX EFFECTS FROM AN

Part XIII Supplemental Information (continued)

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 ASSET DISPOSED -157,826.

**SCHEDULE G
(Form 990)**

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.

OMB No. 1545-0047

2023
Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Attach to Form 990 or Form 990-EZ.

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 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 - 2550 NINTH STREET, #103,	PROFESSIONAL FUNDRAISING CONSULTANT		X	9,543,614.	338,701.	9,204,913.
CHRISTINA SHOCKLEY CONSULTING, LLC - 2730	PROFESSIONAL FUNDRAISING CONSULTANT		X	3,799,060.	154,180.	3,644,880.
GREEN DOLPHIN STREET, LLC - 18483 PARKLAND DR, SHAKER	PROFESSIONAL SERVICES/SPONSORSHIP ADS		X	438,732.	42,821.	395,911.
GORDON & SCHWENKMEYER, INC. - 20300 S. VERMONT AVENUE #210,	TEXT SOLICITORS & NECESSARY CLERICAL SUPPORT		X	50,508.	39,987.	10,521.
LESTER, INC. - 388 E MAIN ST, STE 23L, BRANFORD, CT 06405	TELEMARKETING		X	12,063.	25,824.	-13,761.
VERITUS - PO BOX 18294, ASHEVILLE, NC 28814	PROFESSIONAL FUNDRAISING CONSULTANT		X	0.	147,000.	-147,000.
Total				13,843,977.	748,513.	13,095,464.

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, ME, MD, MA, MI, MN, MS, NV, NH, NJ, NM, NY, ND
OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI

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

Part III Gaming. Complete if the organization answered "Yes" 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				
	2	Cash prizes				
Direct Expenses	3	Noncash prizes				
	4	Rent/facility costs				
	5	Other direct expenses				
	6	Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
	7	Direct expense summary. Add lines 2 through 5 in column (d)				
	8	Net gaming income summary. 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

(I) ADDRESS OF FUNDRAISER: 2550 NINTH STREET, #103, BERKELEY, CA 94710

(I) NAME OF FUNDRAISER: CHRISTINA SHOCKLEY CONSULTING, LLC

(I) ADDRESS OF FUNDRAISER: 2730 ANTIETAM CT., ANN ARBOR, MI 48105

(I) NAME OF FUNDRAISER: GREEN DOLPHIN STREET, LLC

Part IV Supplemental Information (continued)

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

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

(I) ADDRESS OF FUNDRAISER:

20300 S. VERMONT AVENUE #210, TORRANCE, CA 90502

(I) NAME OF FUNDRAISER: LESTER, INC.

(I) ADDRESS OF FUNDRAISER: 388 E MAIN ST, STE 23L, BRANFORD, CT 06405

(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

2023

Open to Public Inspection

Name of the organization

KQED INC.

Employer identification number

94-1241309

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed 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"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (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

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?

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 type="checkbox"/> Written employment contract |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed 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?

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

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

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 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?

b Any related organization?

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?

b Any related organization?

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

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

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

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

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

Schedule J (Form 990) 2023

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) 443,188. (ii) 0.	66,937. 0.	276. 0.	17,198. 0.	34,289. 0.	561,788. 0.	0. 0.
(2) MARIA MILLER CHIEF OPERATIONS & ADMIN. OFFICER	(i) 276,711. (ii) 0.	33,861. 0.	516. 0.	17,030. 0.	29,532. 0.	357,650. 0.	0. 0.
(3) DELINDA MROWKA CHIEF REVENUE OFFICER	(i) 269,394. (ii) 0.	32,684. 0.	276. 0.	16,526. 0.	31,377. 0.	350,257. 0.	0. 0.
(4) SARAH SAWYER LOCAL MARKETING DIRECTOR	(i) 31,247. (ii) 0.	245,976. 0.	2. 0.	14,977. 0.	40,647. 0.	332,849. 0.	0. 0.
(5) HOLLY KERNAN CHIEF CONTENT OFFICER	(i) 263,856. (ii) 0.	32,126. 0.	516. 0.	16,189. 0.	18,783. 0.	331,470. 0.	0. 0.
(6) DUKE FAN VICE PRESIDENT, PRODUCT	(i) 237,337. (ii) 0.	29,914. 0.	276. 0.	13,440. 0.	40,983. 0.	321,950. 0.	0. 0.
(7) DAVID BOUTRY CHIEF FINANCIAL OFFICER	(i) 272,560. (ii) 0.	0. 0.	276. 0.	11,650. 0.	4,709. 0.	289,195. 0.	0. 0.
(8) MARIANNE MURPHY VP MEMBER GENEROSITY & AUD. INTEL	(i) 237,909. (ii) 0.	0. 0.	516. 0.	12,552. 0.	37,145. 0.	288,122. 0.	0. 0.
(9) MICHAEL BLACK VP, CORPORATE SPONSORSHIP	(i) 94,061. (ii) 0.	174,305. 0.	280. 0.	0. 0.	18,679. 0.	287,325. 0.	0. 0.
(10) GEORGANNA KELLY FORMER VP, DEVELOPMENT (THRU 09/23)	(i) 243,460. (ii) 0.	0. 0.	358. 0.	11,304. 0.	13,251. 0.	268,373. 0.	0. 0.
(11) ELIZABETH SEIRMARCO LOCAL MARKETING DIRECTOR	(i) 32,379. (ii) 0.	182,796. 0.	11. 0.	11,869. 0.	40,643. 0.	267,698. 0.	0. 0.
(12) DAVID HANSEN EXEC DIR., MEDIA OPS & FAC	(i) 226,230. (ii) 0.	10,326. 0.	276. 0.	12,544. 0.	16,353. 0.	265,729. 0.	0. 0.
(13) JOHN REILLY VP OF INFORMATION SECURITY & TECH	(i) 235,666. (ii) 0.	0. 0.	516. 0.	12,744. 0.	13,793. 0.	262,719. 0.	0. 0.
(14) ETHAN TOVEN-LINDSEY VICE PRESIDENT, NEWS	(i) 231,552. (ii) 0.	0. 0.	180. 0.	12,038. 0.	2,351. 0.	246,121. 0.	0. 0.
(15) ERIC ABRAMS CHIEF DE&I OFFICER	(i) 234,162. (ii) 0.	2,500. 0.	775. 0.	5,465. 0.	1,622. 0.	244,524. 0.	0. 0.
(16) DONALD NEWENHOUSE VP, BROADCAST ENGINEERING & OPER.	(i) 217,387. (ii) 0.	0. 0.	180. 0.	9,094. 0.	13,759. 0.	240,420. 0.	0. 0.

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(II)

BY THE NATURE OF THEIR DUTIES, SARAH SAWYER, ELIZABETH SEIRMARCO AND

MICHAEL BLACK, RECEIVE COMPENSATION IN THE FORM OF BASE SALARY PLUS

COMMISSION. COMMISSION COMPENSATION IS SHOWN AS "OTHER" IN COLUMN B(II).

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2023

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

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

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	3,077	3,842,288. FMV	
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	128	597,640. 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 (DIGITAL LIVEBOA)	X	1	41,501. 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** 50

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 3 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	
33		

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

Schedule M (Form 990) 2023

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 CONTRIBUTORS 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

2023

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

WE ARE PRODUCING A POWERFUL, SHARED SENSE OF PLACE FOR THE BAY AREA,

THROUGH TRUSTWORTHY INFORMATION, MEANINGFUL LOCAL EXPERIENCES AND

IMPACTFUL STORYTELLING.

FORM 990, PART III, LINE 4A, 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 WEBSITE, MOBILE, SOCIAL AND

OTHER DIGITAL MEDIA AS WELL AS ON RADIO AND TELEVISION.

DURING A CRITICAL ELECTION YEAR, KQED PROVIDED MULTIPLATFORM RESOURCES

FOR SAN FRANCISCO BAY AREA VOTERS, INCLUDING AN EXPANDED DIGITAL VOTER

GUIDE IN BOTH ENGLISH AND SPANISH; INFORMATIVE PODCASTS SUCH AS

POLITICAL BREAKDOWN AND BAY CURIOUS THAT DISCUSSED EACH OF THE

PROPOSITIONS ON CALIFORNIA BALLOTS; IN-PERSON EVENTS SUCH AS THE SAN

FRANCISCO MAYORAL DEBATE, WHICH WAS BROADCAST ON TELEVISION, RADIO AND

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

Schedule O (Form 990) 2023

LHA 332211 11-14-23

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VIA DIGITAL LIVESTREAM; IN-DEPTH RADIO, WEB ARTICLES AND SOCIAL MEDIA
 COVERAGE.

IN APRIL 2024, KQED PARTNERED WITH PBS NEWS HOUR TO HOLD THE FIRST-EVER
 REFRAME FESTIVAL, AN EVENT THAT EMPHASIZED THE VALUE OF REFRAMING
 PERSPECTIVES AND PROVIDED A SPACE WHERE PIONEERING THOUGHT MET
 DISCERNING JOURNALISM. THE SOLD-OUT EVENT WAS VIA LIVESTREAM AT
 KQED.ORG AND A BROADCAST OF HIGHLIGHTS AIRED ON KQED 9, MAKING THE
 PROGRAM MORE WIDELY AVAILABLE TO THE COMMUNITY.

IN FY24, KQED VIDEO PRODUCTIONS INCLUDED THE DEBUT OF BEYOND THE MENU,
 A DIGITAL VIDEO SERIES THAT TRACES THE ORIGINS OF INTERNATIONAL FOODS
 AND FEATURES INDIVIDUALS AND CULTURES THAT MAKE THE BAY AREA A GLOBAL
 CULINARY DESTINATION. THE SERIES REACHED MORE THAN 2 MILLION VIEWS
 ACROSS VIEWING PLATFORMS AND SOCIAL MEDIA AND WON AN SPJ NORCAL
 EXCELLENCE IN JOURNALISM AWARD. ADDITIONALLY, IN FY24, KQED VIDEO
 PRODUCTS ALSO INCLUDED JACQUES PEPIN'S COOKING AT HOME (ACQUIRED
 CONTENT PROGRAMMED ON OUR YOUTUBE CHANNEL); JACQUES PEPIN CELEBRATES;
 ASK JACQUES, A LIMITED-RUN VERTICAL VIDEO SERIES CO-PRODUCED WITH THE
 JACQUES PEPIN FOUNDATION; NO CRUMBS, KQED'S FIRST VIDEO SERIES FILMED
 IN A VERTICAL FORMAT OPTIMIZED FOR VIEWING ON MOBILE PHONES ACROSS
 SOCIAL PLATFORMS POPULAR WITH GEN-Z AUDIENCES; AND DEEP LOOK FAN
 FAVORITES, A PROGRAM FOCUSING ON THE MOST POPULAR EPISODES FROM THE
 DEEP LOOK SERIES THAT HIGHLIGHTS NATURE'S TINIEST CREATURES. KQED LIVE
 EVENTS ARE ALSO SHARED ON THE KQED YOUTUBE CHANNEL.

KQED SUPPORTED A SUITE OF ORIGINAL PODCASTS, INCLUDING THE SECOND
 SEASON OF ON OUR WATCH, AN AWARD-WINNING SERIES THAT INVESTIGATES

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ALLEGATIONS OF ABUSE AND CORRUPTION IN CALIFORNIA STATE PRISON

SACRAMENTO. KQED ALSO CONTINUED TO PRODUCE ORIGINAL PODCASTS, INCLUDING

POLITICAL BREAKDOWN, A SERIES THAT EXAMINES NATIONAL POLITICS THROUGH A

CALIFORNIA LENS; THE BAY, A LOCAL NEWS PODCAST PUBLISHED THREE TIMES

EACH WEEK; BAY CURIOUS, A WEEKLY PODCAST EXPLORING SOME OF THE BAY

AREA'S UNDER-EXAMINED CURIOSITIES; AND MINDSHIFT, WHICH EXPLORES

INNOVATION IN EDUCATION. ADDITIONALLY, KQED SUPPORTED PRODUCTION OF

SNAP JUDGMENT AND SPOOKED FROM SNAP STUDIOS, WHICH RECEIVE MORE THAN A

MILLION WEEKLY LISTENERS.

IN FY24, MULTIDISCIPLINARY CONTENT TEAMS COLLABORATED WITH THE KQED

LIVE EVENTS TEAM ON A TOTAL OF 60 IN-PERSON EVENTS, FEATURING MORE THAN

341 INDIVIDUAL BAY AREA COMMUNITY VOICES (SPEAKERS, PERFORMERS,

INSTRUCTORS AND MORE) ONSTAGE. THESE EVENTS SAW A TOTAL OF 19,048

IN-PERSON ATTENDEES AND MORE THAN 30,000 LIVESTREAM VIEWS ONLINE. SOME

HIGHLIGHTS FROM OUR FY24 EVENT SERIES INCLUDED BUILDING COMMUNITY

THROUGH FUN WITH VIVA PARKS SAN JOSE, A FAMILY-FRIENDLY SUMMER

GATHERING; BLACK HISTORY MONTH DANCE PARTY; LIVING TRADITIONS: LUNAR

NEW YEAR, A CELEBRATION WITH INTERACTIVE ARTS AND CULTURAL FOODS; AND

SNAP JUDGMENT PRESENTS SPOOKED LIVE, AN ONSTAGE PRESENTATION OF THE

POPULAR PODCAST

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

KQED 9 AND KQED PLUS ARE AMONG THE NATION'S MOST-WATCHED PUBLIC

TELEVISION STATIONS WITH AN AVERAGE OF 752,394 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).

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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. ADDITIONALLY, THE KQED 9 LIVESTREAM IS AVAILABLE ON THE STATION'S WEBSITE AND MOBILE APP.

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 FY24, KQED BROADCAST THE 19TH SEASON OF CHECK, PLEASE! BAY AREA, WHERE LOCAL DINERS REVIEW THEIR FAVORITE RESTAURANTS. FOR THE FIRST TIME, THE SERIES TRAVELED TO THE MONTEREY BAY AREA TO PROFILE RESTAURANTS IN THE REGION. CHECK, PLEASE! BAY AREA WON THE VIEWERS CHOICE AWARD FOR "BEST CITY OR REGIONAL PROGRAM" IN THE 15TH ANNUAL TASTE AWARDS. KQED ALSO BROADCASTED THE SAN FRANCISCO MAYORAL DEBATE FROM THE STATION'S HEADQUARTERS ON SEPTEMBER 19, 2024.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:
KQED PUBLIC RADIO IS AMONG THE MOST-LISTENED-TO PUBLIC RADIO STATIONS IN THE NATION, WITH AN AVERAGE OF 575,233 WEEKLY RADIO LISTENERS IN THE SAN FRANCISCO METRO SURVEY 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

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SERVICE CAN BE HEARD ON 88.5 FM OR COMCAST CHANNEL 960 IN SAN

FRANCISCO, KQEI 89.3 FM IN SACRAMENTO, 88.3 FM IN SANTA ROSA AND 88.1

FM IN MARTINEZ.

KQED PUBLIC RADIO BROADCASTS MANY PROGRAMS FROM NPR, AS WELL AS FROM

OTHER NATIONAL AND INTERNATIONAL DISTRIBUTORS LIKE PRX AND BBC RADIO.

KQED PUBLIC RADIO ALSO PRODUCES A SIGNIFICANT NUMBER OF LOCAL PROGRAMS

AND SERIES, INCLUDING THE DAILY PUBLIC AFFAIRS PROGRAM FORUM; POLITICAL

BREAKDOWN; AND THE CALIFORNIA REPORT, A DAILY NEWS PROGRAM CARRIED BY

STATIONS ACROSS THE STATE, AND ITS COUNTERPART THE CALIFORNIA REPORT

MAGAZINE, A WEEKLY 30-MINUTE NEWS MAGAZINE.

IN ADDITION, THERE ARE 19 WEEKDAY KQED NEWS REPORTS. KQED PUBLIC RADIO

PRESENTS CONTENT FROM THE COMMONWEALTH CLUB WORLD AFFAIRS OF CALIFORNIA

AND CITY ARTS AND LECTURES. KQED PUBLIC RADIO CONTINUED TO EMBRACE

21ST-CENTURY MEDIA TECHNIQUES IN 2024, SERVING THE SAN FRANCISCO BAY

AREA WITH CONTENT THROUGH A WIDE ARRAY OF ON-DEMAND ONLINE SERVICES.

THE KQED PUBLIC RADIO FLAGSHIP PUBLIC AFFAIRS CALL-IN PROGRAM FORUM IS

ALSO BROADCAST NATIONALLY ON THE SIRIUS SATELLITE NETWORK.

KQED PUBLIC RADIO STAFF RECEIVED THE 2024 NORCAL EXCELLENCE IN

JOURNALISM AWARD FOR RADIO, AUDIO, OR PODCAST LARGE-DIVISION FOR "BAY

AREA'S 'FIX-IT' CULTURE THRIVES AMID STATE'S FORTHCOMING

RIGHT-TO-REPAIR LAW.

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

KQED'S DIGITAL PROJECTS AND SERVICES INCLUDE MAINTAINING KQED'S WEBSITE

KQED.ORG, THE KQED APP, AND DEVELOPING CONTENT AND APPLICATIONS FOR

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OWNED AND OFF-SITE DIGITAL PLATFORMS, SMART SPEAKERS AND MOBILE DEVICES; KQED.ORG HOSTS ONLINE SERVICES FOR KQED PUBLIC TELEVISION, KQED PUBLIC RADIO AND KQED EDUCATIONAL SERVICES; AND SERVES AS A COMMUNITY CONVENER, PROVIDING KQED LIVE EVENT LISTINGS, RESOURCES, CROSSWORDS, PODCASTS, BLOGS AND OTHER ITEMS OF TIMELY INTEREST. KQED.ORG FUNCTIONS AS ONE OF KQED'S MEDIA PLATFORMS, DELIVERING CONTENT SPECIFICALLY ACQUIRED AND PRODUCED FOR THE WEB.

IN FY24, KQED.ORG REACHED A WEEKLY AVERAGE OF APPROXIMATELY 2.5 MILLION PEOPLE, WITH A WEEKLY AVERAGE OF APPROXIMATELY 330,000 UNIQUE WEBSITE USERS.

KQED RECEIVED PROMINENT AWARDS FOR MULTIMEDIA/WEB CONTENT IN FY24, INCLUDING: NORTHERN CALIFORNIA EMMY AWARDS: SCIENCE/TECHNOLOGY FOR "DEEP LOOK: THIS WEEVIL HAS PUPPET VIBES BUT DRILLS LIKE A POWER TOOL" AND "DEEP LOOK: THIS FLY TORPEDOES A BINDWEED BEE'S NEST."

KQED'S EDUCATION MEDIA LITERACY RESOURCES AND SERVICES, INCLUDING STUDENT MEDIA AND LEARNING PLATFORMS AS WELL AS TEACHER PROFESSIONAL DEVELOPMENT, FOCUS ON SUPPORTING YOUTH-AGE STUDENTS WITH MEDIA LITERACY. 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, IN-DEPTH LESSON PLANS AND PROJECTS. IN 2024, KQED PARTNERED WITH EIGHT CALIFORNIA SCHOOL DISTRICTS AND THREE COUNTY OFFICES OF EDUCATION TO DELIVER MEDIA LITERACY PROFESSIONAL DEVELOPMENT AND RESOURCES; PARTICIPATED WITH 6,952 EDUCATORS IN MEDIA LITERACY TRAINING WORKSHOPS AND COURSES; RECEIVED 2,149 STUDENT MEDIA PIECES

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FROM 15 STATES FOR THE YOUTH MEDIA CHALLENGE SHOWCASE, WHICH RECEIVED
 NEARLY 70,000 VIEWS; ELEVATED THE VOICES OF 110 BAY AREA YOUTH THROUGH
 KQED'S DIGITAL SHOWS AND AIRWAVES THROUGH THE YOUTH TAKEOVER. SEVEN
 PUBLIC MEDIA STATIONS SHARED 29 YOUTH MEDIA CHALLENGE SUBMISSIONS
 CREATED BY LOCAL STUDENTS IN THEIR COMMUNITIES.
 EXPENSES \$ 13,073,897. INCLUDING GRANTS OF \$ 0. REVENUE \$ 1,606,540.

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

FORM 990 REVIEW PROCESS

THE PROCESS FOR REVIEWING THE KQED FORM 990 PRIOR TO FILING INCLUDED A LIVE
 MEETING AND PRESENTATION BY THE ORGANIZATION'S TAX ADVISORY FIRM TO THE
 AUDIT COMMITTEE, A REVIEW BY THE CONTROLLER, CFO, AND THE AUDIT COMMITTEE
 OF THE BOARD. AFTER THE AUDIT COMMITTEE APPROVES THE FORM 990, THE FORM 990
 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 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
 DECISION-MAKING PROCESS.

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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 APPROVED 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 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 NONUNION EMPLOYEES, KQED'S PRESIDENT/CEO AND

ITS CHIEF OPERATIONS AND ADMINISTRATION OFFICER WORK WITH AN EXTERNAL

CONSULTANT PROVIDING DATA 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

NONUNION 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.

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KQED REGULARLY REVIEWS EMPLOYEE PAY IN THREE WAYS: (1) MARKET ANALYSIS TO ENSURE EMPLOYEES ARE PAID AT MARKET RATE AGAINST COMPARABLE COMPANIES, AS DESCRIBED ABOVE; (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, AR, AK, CA, CO, CT, DC, FL, GA, HI, IL, KS, KY, ME, MD, MA, MI, MN, MS, NV, NH, NJ, NM, NY, ND
OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI

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

DOCUMENTS MADE AVAILABLE TO THE PUBLIC:

THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT-OF-INTEREST POLICY, AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC ON 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.

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

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

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

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

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

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

