



Your Legacy Gift to KQED

Shape the future of
public broadcasting

KQED provides an irreplaceable alternative to commercial media, serving five generations of Northern Californians in the past half-century. We invite you to help insure that this tradition continues with a Legacy Gift to KQED. Make a promise to future generations that outstanding public media will always be there to provide a balanced perspective and to educate, entertain and inform.

Imagine a gift that lives on... forever.

That is what your Legacy Gift will do. Your gift, unless you designate otherwise, will be added to the KQED Endowment, where it will be carefully invested to provide worthwhile programming in perpetuity. As the Endowment grows, it will provide an ever-expanding source of stable funding to keep KQED creative and strong far into the future. Your gift will give you the satisfaction of knowing that generations from now Northern Californians will continue to enjoy the same high level of quality programs and services that mean so much to you.

You can fund your Legacy Gift with cash, marketable securities, real estate, closely-held stock, excess retirement funds and life insurance. Our Gift Planning Department will be pleased to assist you and your advisors in planning a Legacy Gift that serves your financial needs and benefits KQED.



Endow the future


Legacy gifts include

- bequests through a will or living trust
- life income gifts providing fixed or variable income
- retirement plan assets
- life insurance

Rewards of creative giving

There are many ways to combine philanthropy with financial and tax planning goals. With careful planning, your Legacy Gift can

- provide you and your loved ones with additional retirement income
- reduce current income tax
- avoid capital gains tax at the time of your gift
- protect assets otherwise subject to gift and estate tax
- support KQED's programs and services



“KQED provides education, information and entertainment to people from all walks of life; it is crucial to a thriving democracy. That’s why I’ve made an endowment gift in my living trust. I’m delighted that my gift will one day extend my support far beyond the annual gifts I make today.”

Caitlin Croughan

Jonathan C. Rice
Legacy Society member
and former
KQED Board member

KQED's programs and services are available where and when you want them.

KQED Public Television

One of the most-watched public television stations in the nation, KQED Public Television reaches millions of viewers each month with dynamic programs from PBS and other program distributors. KQED pioneered the first digital public television signal in Northern California and now offers multiple television channels, as well as video on demand, video online and video podcasts. KQED video content is also widely available for streaming and downloads on kqed.org, iTunes, YouTube and mobile device apps.

KQED's award-winning local productions are a portal to the people and places that make us proud of this region we call home. KQED is committed to bringing the work of local and independent film producers to the community by airing more independent films than any other public media station in the country. KQED presentations like *The New Environmentalists* and *Not in Our Town: Light in the Darkness*, have influenced viewers to look at the world differently and take steps to improve it; and the cross-platform series, *QUEST*, serves as a public broadcasting model for collaborative projects.

KQED Public Radio

Reaching more than a million listeners each month, KQED Public Radio 88.5 FM (San Francisco) and 89.3 FM (Sacramento) is one of the most-listened-to radio stations in the Bay Area and among the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service. In addition to offering the best of NPR along with other national and international content, KQED Public Radio's original programming, including *The California Report*, *Forum* and *Perspectives*, greatly contributes to a better understanding of our region and offers a wide variety of news, public affairs and cultural affairs coverage. KQED also offers a live streamed audio service available online and on mobile device apps, as well as archived programs and podcasts at www.kqed.org.

KQED Public Television is available by Comcast cable, satellite and over-the-air transmission.

KQED 9 KQED Plus

(formerly KTEH)

KQED Life

Arts, food, how-to, gardening, travel

KQED World

History, world events, news, science, nature

KQED V-Me

24-hour national Spanish-language network

KQED Kids

Quality children's programming that parents love, too

88.5 FM

San Francisco

89.3 FM

Sacramento (KQEI)

88.3 FM

Santa Rosa

88.1 FM

Martinez

Comcast 960

www.kqed.org

KQED Interactive

A model of innovation, KQED's award-winning website, kqed.org, provides audio and video content to communities around the world and serves as a laboratory for KQED to develop new and emerging technologies. The website hosts online services for KQED Public Television, Public Radio and Education and serves as a community convener, providing event listings, resources, online polls, podcasts, blogs and other items of timely interest. KQED Interactive produces content specifically for the Web. KQED.org serves hundreds of thousands of unique visitors each month and is one of the most visited websites in public media.

KQED Education

KQED Education transforms television, radio and digital media into practical education resources. Through a variety of initiatives in the arts, sciences, and news arenas we offer KQED and other public media sources that teachers, informal educators, parents, and administrators can use for effective educational purposes. We produce and distribute curricula aligned with state standards and train educators on the use of new media tools in the classroom. Bolstered by KQED's strong network of education and community partners, KQED Education digital resources are downloaded thousands of times each year.

www.kqed.org

- Streaming audio
- On-demand video
- Mobile device apps
- Community forum and calendar
- Original series, podcasts, blogs and social media
- Bay Area's home for news, science, arts and more

Resources for educators

- Digital video and audio clips and lesson plans aligned to state and national standards
- Free resources, including iTunes U, PBS LearningMedia and "MindShift," KQED's blog on educational innovation
- Training in educational media and digital media tools





“If all you want is news, you can get that lots of places. But if you want understanding, come to us and we’ll explain.”

Joshua Johnson
Morning Anchor, KQED News

KQED programs and services — something for everyone

Across all platforms, KQED prioritizes news and public affairs, science and environment, and arts and culture. Legacy gifts support award-winning programming that showcases a diversity of viewpoints and celebrates the rich tapestry of our community.

KQED — a trusted source for independent, in-depth news

As newspapers around the Bay Area and the country downsize or disappear, KQED has stepped up its efforts to cover local and regional news with a non-profit media model supported by residents. We produce and present the best news and analysis, while offering diverse perspectives that let each audience member formulate his or her own view.

Local and regional coverage

*KQED News and
KQEDnews.org
Forum
The California Report
This Week in
Northern California
“News Fix” blog*

National and International Coverage

*All Things Considered
Morning Edition
Talk of the Nation
PBS NewsHour
Washington Week
Nightly Business Report
Marketplace
The World
BBC World Service*

KQED — a portal for exploring science

Each day, thousands of our Bay Area neighbors look to KQED for the best in local and regional science and environmental journalism.

Local and regional coverage

*QUEST
Science on the Spot
HD video podcast*

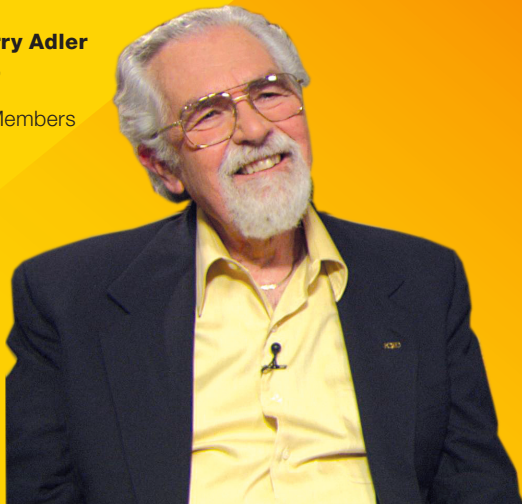
National programs

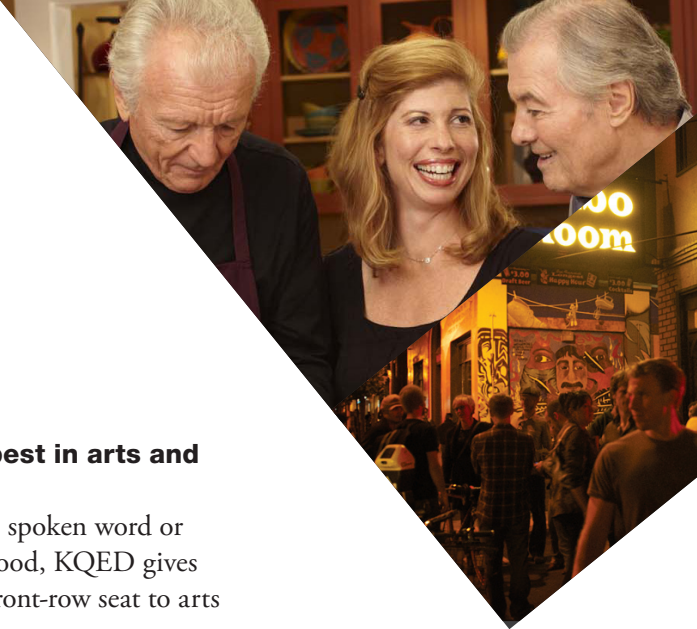
*Science Friday
Radiolab
NOVA and
Nova scienceNOW
Nature
Living on Earth
Tech Nation*



“The charitable gift annuity we have created with KQED continues to grow in importance because it helps us feel comfortable that the station will continue to grow. It is most gratifying to feel that we have been instrumental in the programming that will go on for our children, our grandchildren and our grandchildren’s grandchildren.”

Evelyn and Barry Adler
KQED volunteers,
Jonathan C. Rice
Legacy Society Members





KQED — showcasing the best in arts and popular culture

Whether drama or comedy, the spoken word or the novel, paintings, music or food, KQED gives everyone in the community a front-row seat to arts and culture in the Bay Area.

Local art and culture

The Do List

City Arts & Lectures

Check, Please! Bay Area

Truly CA

ImageMakers

This is Us

San Francisco Opera
broadcasts

“Gallery Crawl” blog

“The Bay Bridged” blog

“The Writers’ Block” blog

“Bay Area Bites” blog

National treasures

Keeping Score

Essential Pepin

Masterpiece

Great Performances

American Masters

Antiques Roadshow

This American Life

Fresh Air

Snap Judgment

KQED children’s programming — loved and trusted for generations

For more than five decades, children in Northern California have grown up watching KQED programs designed to instill a love of learning, discovery and expression and to prepare them to be engaged citizens of the world.

The Cat in the Hat Knows

a Lot About That!

Raggs

Arthur

Angelina Ballerina:

The Next Steps

Curious George

Clifford the Big Red Dog

Dinosaur Train

The Electric Company


Maya and Miguel

SciGirls

Sesame Street

Sid the Science Kid

Super Why!



“I watch KQED when I want unbiased information on what is going on in the world. I’m very pleased that KQED has aired many documentaries that deal with the histories and cultures of various minorities. My husband and I included KQED in our will because of our belief in publicly-supported television, and what KQED does for the community.”

Mary Perry Smith

retired teacher,
community volunteer,
Jonathan C. Rice
Legacy Society Member



KQED in Our Community

KQED reaches the people of Northern California where they live, work and play. We fulfill our mission to engage our audiences with content that educates, informs and entertains through such activities as Heritage Month programming and celebrations; sponsorship of local film festivals; events offering KQED members deeper insight into content and those who create it; as well as community screenings and discussions.

KQED.org
KQED Blogs
KQED Mobile
Social Media
Discussions
Maps
Events
Photos

Heritage Month and Local Hero Celebrations

www.kqed.org/heritage

FEBRUARY
Black History

MARCH
Women's History

MAY
Asian Pacific
American Heritage

JUNE
Lesbian Gay
Bisexual Transgender
(LGBT) Pride

SEPTEMBER
Latino Heritage

OCTOBER
Disability Culture

NOVEMBER
American Indian
Heritage





Please take the next step.

It is a special person who envisions touching the lives of future generations. We look forward to working with you and your advisors to ensure that your gift will become an enduring and meaningful legacy for Northern Californians for many years to come.

The future of public media depends largely on the foresight and generosity of today's visionaries — our viewers and listeners who make a Legacy Gift.

Together, we will bring remarkable radio, television, Internet and other digital content and services to our audiences in ways we cannot even imagine today.

Help shape the future by including KQED in your estate plan. Regardless of its form or size, with your Legacy Gift you will continue to have an impact on public media and Northern California long after your own lifetime.

Formal designations to KQED should be in the name KQED Inc. If you inform us of your Legacy Gift, we will invite you to join the Jonathan C. Rice Legacy Society which honors those far-sighted individuals who make a commitment to KQED's future in their estate plans. Joining the Legacy Society further benefits KQED by encouraging others to support KQED through legacy gifts.

For more information, contact

**KQED Gift Planning
and Endowment**

415.553.2230

legacy@kqed.org

kqed.org/giftplanning

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The image features a large, stylized 'KQED' logo in the upper left corner, set against a background of a brick wall. Below this, a modern building with a glass facade is shown, with the letters 'K', 'Q', 'E', and 'D' visible on its exterior. The entire scene is partially obscured by a large, diagonal yellow and orange graphic element that covers the bottom and right portions of the page.

KQED

This is KQED and what your Legacy Gift will provide for the future.

Since its beginnings in 1954 as an educational broadcaster, KQED has expanded across all media platforms to represent the many communities of the Bay Area and Northern California, enriching the lives of millions with programming that makes people think, feel and explore.

KQED offers six television channels — KQED 9, KQED Plus, KQED Life, KQED World, KQED V-Me and KQED Kids; one of the most popular radio stations in the Bay Area; a Web presence at kqed.org that is heavily trafficked and rich in original interactive content; an education division that produces and distributes media-based training and curricula; and a cross-platform news service with bureaus in San Francisco, Silicon Valley, Los Angeles, Sacramento and Fresno. KQED's wide range of public-interest media reaches as far north as Sacramento and as far south as San Luis Obispo, directly or indirectly serving most of the state.



Imagine what lies ahead.

KQED

PUBLIC TELEVISION
PUBLIC RADIO
INTERACTIVE
EDUCATION

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