** PUBLIC DISCLOSURE COPY **

Return of Organization Exempt From Income Tax

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

Do not enter social security numbers on this form as it may be made public.

Open to Public Inspection

OMB No. 1545-0047

Department of the Treasury

Information about Form 990 and its instructions is at www.irs.gov/form990. A For the 2015 calendar year, or tax year beginning OCT 1, 2015 and ending SEP 30, 2016 D Employer identification number C Name of organization Check if Address KQED INC. Name change 94-1241309 Doing business as Initial Number and street (or P.O. box if mail is not delivered to street address) Room/suite E Telephone number Final return/ 2601 MARIPOSA STREET 415-864-2000 89,232,563. City or town, state or province, country, and ZIP or foreign postal code G Gross receipts \$ Amended SAN FRANCISCO, CA 94110-1400 H(a) Is this a group return Applica-F Name and address of principal officer: JOHN BOLAND __Yes LX No for subordinates? SAME AS C ABOVE H(b) Are all subordinates included? Yes No Tax-exempt status: X 501(c)(3) 501(c) () (insert no.) 4947(a)(1) or If "No," attach a list, (see instructions) J Website: ► WWW.KQED.ORG H(c) Group exemption number K Form of organization: X Corporation Trust Association Other > L Year of formation: 1954 M State of legal domicile: CA Part I Summary Briefly describe the organization's mission or most significant activities: TO PROVIDE INFORMATIVE. Activities & Governance EDUCATIONAL, ENGAGING AND ENTERTAINING PUBLIC MEDIA. Check this box | if the organization discontinued its operations or disposed of more than 25% of its net assets. 28 Number of voting members of the governing body (Part VI, line 1a) Number of independent voting members of the governing body (Part VI, line 1b) 28 544 5 Total number of individuals employed in calendar year 2015 (Part V, line 2a) 5 2441 6 Total number of volunteers (estimate if necessary) 6 508,003. 7 a Total unrelated business revenue from Part VIII, column (C), line 12 7a -2,279.7b b Net unrelated business taxable income from Form 990-T, line 34 Prior Year **Current Year** 8 Contributions and grants (Part VIII, line 1h) 59,821,473. 63,108,662. Revenue 15,696,623. 15,521,442. Program service revenue (Part VIII, line 2g) 3,191,296. 2,810,808. Investment income (Part VIII, column (A), lines 3, 4, and 7d) 550,170. 589,477. 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) 79,259,562. 82,030,389. 12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) 181,652. 13 Grants and similar amounts paid (Part IX, column (A), lines 1-3) 0. 0. 0. 14 Benefits paid to or for members (Part IX, column (A), line 4) 38,119,153. 41,908,461. 15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 16a Professional fundraising fees (Part IX, column (A), line 11e) 1,469,518. 1,570,376. b Total fundraising expenses (Part IX, column (D), line 25) \ \ _ 16,993,534. 31,054,063. 32,385,536. 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) 70,824,386. 75,864,373. 18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) 8,435,176. 6,166,016. 19 Revenue less expenses. Subtract line 18 from line 12 Beginning of Current Year End of Year 133,492,343. 143,814,803. 20 Total assets (Part X, line 16) 14,086,200. 21 Total liabilities (Part X, line 26) 15,362,430. 119,406,143. 128,452,373. 22 Net assets or fund balances. Subtract line 21 from line 20 Part II | Signature Block Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge. Signature of officer Sign MITZIE KELLEY, CFO Here Type or print name and title Date PTIN Print/Type preparer's name Preparer's signature 8/14/17 MAGA E. KISRIEV P01008919 Paid Firm's name HOOD & STRONG LLP 94-1254756 Preparer Firm's EIN Firm's address 275 BATTERY ST, STE 900 Use Only Phone no. 415.781.0793 SAN FRANCISCO, CA 94111

May the IRS discuss this return with the preparer shown above? (see instructions)

Form 8868 (Rev. 1-2014)						Page 2
If you are filing for an Additional (Not Automatic) 3-Month	Extension, c	emplete only Part II and check this	box			X
Note. Only complete Part II if you have already been granted a	in automatic	3-month extension on a previously file	ed Form 8	868.		
 If you are filing for an Automatic 3-Month Extension, comp 	olete only Pa	rt I (on page 1).				
Part II Additional (Not Automatic) 3-Month	Extension	n of Time. Only file the origina	al (no co	pies n	eeded).	
		Enter filer's	identifyin	numb	er, see inst	ructions
Type or Name of exempt organization or other filer, see ins	tructions.		Employer	identific	cation numb	er (EIN) or
print		1				
File by the KQED INC.				94-	124130	9
due date for Number, street, and room or suite no. If a P.O. box	c, see instruc	tions.	Social sec	urity ni	imber (SSN)	
Sting your 2601 MARIPOSA STREET						
instructions. City, town or post office, state, and ZIP code. For a	a foreign add	Ireas, see instructions.				
SAN FRANCISCO, CA 94110-1		The state of the s				
						ATTE AND DESCRIPTION
Enter the Return code for the return that this application is for	(file a separa	te application for each return)				0 1
Application	Return	Application				Return
Is For	Code	is For				Code
Form 990 or Form 990-EZ	01					
Form 990-BL	02	Form 1041-A				08
Form 4720 (individual)	03	Form 4720 (other than individual)				09
Form 990-PF	04	Form 5227				10
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069				11
Form 990-T (trust other than above)	06	Form 8870				12
STOPI Do not complete Part II if you were not already gran			iously file	d Form	8868.	
MITZIE KELLEY						
* The books are in the care of > 2601 MARIPOSA			CA 9	4110	-1400	
Telephone No. (415)864-2000		Fax No.				
If the organization does not have an office or place of busin	-: ness in the U					
If this is for a Group Return, enter the organization's four di					ole group, c	heck this
box ▶ . If it is for part of the group, check this box ▶.		ach a list with the names and EINs of				
4 request an additional 3-month extension of time until		T 15, 2017 .				-
5 For calendar year, or other tax year beginning		, 2015 , and endin	o SEP	30,	2016	
6 If the tax year entered in line 5 is for less than 12 month			Final n	atum.		
Change in accounting period	-, -,, -,					
7 State in detail why you need the extension						
THE TAXPAYER'S FINANCIAL MAT	TERS A	RE QUITE COMPLEX.	ADDIT	IONA	L TIME	IS
REQUIRED TO FILE A COMPLETE						
			-01-12 O L			
K- 11						
Ba If this application is for Forms 990-BL, 990-PF, 990-T, 47	720 or 6069	enter the tentative tax. less any				
nonrefundable credits. See instructions.	. 20, 0. 0000,		8a	\$		0
b If this application is for Forms 990-PF, 990-T, 4720, or 6	OR9 enter ar	v refundable credits and estimated				
tax payments made. Include any prior year overpaymen						
previously with Form 8868.	11 0000100 00	a crodit area arry arrearra para	86	s		0
Belance due, Subtract line 8b from line 8a, Include you	ir navment w	ith this form if required, by using	- 35			
EFTPS (Electronic Federal Tax Payment System). See in		mental remaining and manifest mental	8c	\$		0.
Signature and Verific	cation mu	st be completed for Part II		-		
Under penalties of perjury, I declare that I have examined this form, in				f my kni	owiedge and b	aliai.
it is true, correct, and copyglate, and that I am authorized to prepare the	nis form.					
Signature Title	► ACCOU	INTANT	Date	▶	5/8/17	

Form 8868 (Rev. 1-2014)

Form **8868**

(Rev. January 2014)

Department of the Treasury Internal Revenue Service

Application for Extension of Time To File an Exempt Organization Return

File a separate application for each return.

▶ Information about Form 8868 and its instructions is at www.irs.gov/form8868 -

OMB No. 1545-1709

					- 1:	
If you a	re filing for an Automatic 3-Month Extension, comple	te only Pa	rt I and check this box	**********		X
If you a	re filing for an Additional (Not Automatic) 3-Month Ex	ctension, c	complete only Part II (on page 2 of	this form).		
Do not co	mplete Part II unless you have already been granted	an automa	itic 3-month extension on a previous	sly filed Fo	rm 8868.	
Electroni	c filing (e-file) . You can electronically file Form 8868 if	you need a	a 3-month automatic extension of tir	ne to file (3 months for a	a corporation
required t	o file Form 990-T), or an additional (not automatic) 3-mo	nth extens	sion of time. You can electronically f	ile Form 8	868 to reques	t an extension
of time to	file any of the forms listed in Part I or Part II with the ex	ception of	Form 8870, Information Return for	Transfers .	Associated W	ith Certain
Personal I	Benefit Contracts, which must be sent to the IRS in pag	er format	(see instructions). For more details	on the elec	ctronic filina o	f this form.
	irs.gov/efile and click on e-file for Charities & Nonprofits		75.		3	,
Part I	Automatic 3-Month Extension of Time		submit original (no copies nee	eded).		
A corpora	tion required to file Form 990-T and requesting an auto	matic 6-mo	onth extension - check this box and	complete		
Part I only						
All other c	corporations (including 1120-C filers), partnerships, REM					
to file inco	ome tax returns.			Enter file	er's identifyir	g number
Type or	Name of exempt organization or other filer, see instru	ictions.		Employe	r identification	number (EIN) or
print						
===	KQED INC.				94-124	1309
File by the due date for	Number, street, and room or suite no. If a P.O. box, s	ee instruc	tions	Social se	curity numbe	r (SSN)
filing your return, See	2601 MARIPOSA STREET					
instructions.	City, town or post office, state, and ZIP code. For a f	oreign add	Iress, see instructions			
	SAN FRANCISCO, CA 94110-1	400				
	×					
Enter the	Return code for the return that this application is for (file	e a separa	te application for each return)			0 1
			50,000			44(0)(4)(0)(2)
Application	on	Return	Application			Return
ls For		Code	Is For			Code
Form 990	or Form 990-EZ	01	Form 990-T (corporation)			07
Form 990	-BL	02	Form 1041-A			08
Form 472	0 (individual)	03	Form 4720 (other than individual)			09
Form 990	PF	04	Form 5227			10
Form 990	T (sec. 401(a) or 408(a) trust)	05	Form 6069			11
Form 990	T (trust other than above)	06	Form 8870			12
	MITZIE KELLEY,	KQED	CFO			
• The bo	oks are in the care of > 2601 MARIPOSA	STREE'	r - SAN FRANCISCO,	CA 9	4110-14	100
Teleph	one No. ► (415)864-2000		Fax No.			
• If the c	rganization does not have an office or place of busines	s in the Ur	nited States, check this box			
	s for a Group Return, enter the organization's four digit					
box 🕨 🛚	If it is for part of the group, check this box					
1 red	quest an automatic 3-month (6 months for a corporation					
	MAY 15, 2017 , to file the exemp	t organiza	tion return for the organization name	ed above	The extensio	n
is fo	or the organization's return for:					
	calendar year or					
	X tax year beginning OCT 1, 2015	, an	dending SEP 30, 2016			
2 If th	e tax year entered in line 1 is for less than 12 months, o	check reas	on: Initial return	Final retur	n	
	Change in accounting period					
3a If th	is application is for Forms 990-BL, 990-PF, 990-T, 4720	, or 6069,	enter the tentative tax, less any			
non	refundable credits. See instructions.			3a	\$	0.
b If th	is application is for Forms 990-PF, 990-T, 4720, or 6069	enter an	y refundable credits and			
esti	mated tax payments made. Include any prior year over	payment a	llowed as a credit.	3b	\$	0.
c Bala	ance due. Subtract line 3b from line 3a. Include your pa	ayment wit	th this form, if required,			
by t	using EFTPS (Electronic Federal Tax Payment System).	See instru	ctions.	Зс	\$	0.
Caution.	If you are going to make an electronic funds withdrawa	l (direct de	bit) with this Form 8868, see Form 8	3453-EO a	nd Form 8879	-EO for payment
inetruction						

LHA For Privacy Act and Paperwork Reduction Act Notice, see instructions. 523841 04-01-15

Form 8868 (Rev. 1-2014)

	m 990 (2015) KQED INC.	94-1241309 Page 2
Pa	art III Statement of Program Service Accomplishments	Water
	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	T
	the prior Form 990 or 990-EZ?	Yes X No
	If "Yes," describe these new services on Schedule O.	
3	Did the organization cease conducting, or make significant changes in how it conducts, any program services?	Yes X No
	If "Yes," describe these changes on Schedule O.	
4	Describe the organization's program service accomplishments for each of its three largest program services, as	measured by expenses
	Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to other	ers, the total expenses, and
	revenue, if any, for each program service reported.	, , ,
4a	10 150 600	2.534.068.
Ta	TELEVISION: SEE SCHEDULE O	
	TELEVISION. SEE SCHEDULE O	
	0.005.500	44 604 560
4b		ue\$ 11,684,562.
	FM RADIO: SEE SCHEDULE O	~~~
		
4c	(Code:) (Expenses \$ 16,177,480 • including grants of \$) (Reven	ue\$ 163,057.)
		EDULE O
	(
_		
4d		310 000 .
	10 555 645	319,892.)
4e	Total program service expenses ► 48,777,615.	
		Form 990 (2015)

Form 990 (2015) KQED INC. Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
	If "Yes," complete Schedule A	1	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			
	public office? If "Yes," complete Schedule C, Part I	3		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect			
	during the tax year? If "Yes," complete Schedule C, Part II	4	X	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or			,,,
	similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to			
_	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6	_	X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,	7		X
•	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		-	
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		х
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for			
	amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services?			3.5
	If "Yes," complete Schedule D, Part IV	9		X
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V	10	х	
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VIII, VIII, IX, or X	120		T5
	as applicable	1 0		1
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,			
	Part VI	11a	_X_	_
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		<u> </u>
С	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total	44.		X
a	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in	11c	_	
u	Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		x
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f	Х	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete			
	Schedule D, Parts XI and XII	12a	X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year?			
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		X
	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business,			
	investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000			v
45	or more? If "Yes," complete Schedule F, Parts I and IV	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any	15		х
16	foreign organization? If "Yes," complete Schedule F, Parts II and IV Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to	15		<u> </u>
10	or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV	16		Х
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,			
	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17	Х	
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines			
	1c and 8a? If "Yes," complete Schedule G, Part II	18		X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			
	complete Schedule G, Part III	19		_X_
		_	OOO.	(2015)

Form 990 (2015) KQED INC. Part IV Checklist of Required Schedules (continued)

			Yes	No
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or			
	domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		X
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on			
	Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
	Schedule J	23	Х	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K. If "No", go to line 25a	24a		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
		240		_
C		24c		
4	any tax-exempt bonds? Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
		240		
25a	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit	05		X
	transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a	-	Λ.
D	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete			₩
	Schedule L, Part I	25b		X
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or			
	former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes,"			٦,
	complete Schedule L, Part II	26		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial			
	contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member			,,,
	of any of these persons? If "Yes," complete Schedule L, Part III	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV			
	instructions for applicable filing thresholds, conditions, and exceptions):	V .		
	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		Х
	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		Х
С	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer,			
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	X	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			
	contributions? If "Yes," complete Schedule M	30		Х
31	Did the organization liquidate, terminate, or dissolve and cease operations?			
	If "Yes," complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete			
	Schedule N, Part II	32		Х
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			
	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33		Х
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and			
	Part V, line 1	34	X	
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	Х	
	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity			
	within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b		Х
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			
	If "Yes," complete Schedule R, Part V, line 2	36		Х
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		Х
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?			
	Note. All Form 990 filers are required to complete Schedule O	38	Х	
			200	

Par	Statements Regarding Other IRS Filings and Tax Compliance Check if Schedule O contains a response or note to any line in this Part V					
		AND CONTRACT		+440,0+44	Yes	No
1a	Enter the number reported in Box 3 of Form 1096, Enter -0- if not applicable	1a	356	1.1		
þ	Enter the number of Forms W-2G included in line 1a, Enter -0- if not applicable	1b	0			127
С	Did the organization comply with backup withholding rules for reportable payments to vendors and re	eporta	ble gaming		\$1 E	
	(gambling) winnings to prize winners?	+>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	· · · · · · · · · · · · · · · · · · ·	1c	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,					
	filed for the calendar year ending with or within the year covered by this return	2a	544		- 27	-11
b	If at least one is reported on line 2a, did the organization file all required federal employment tax retur	ns?		2b	Х	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions	()				W.
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?			За	X	
b	If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule	0		3b	Х	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other a	autho	rity over, a			
	financial account in a foreign country (such as a bank account, securities account, or other financial a	accou	nt)?	4a		X
b	If "Yes," enter the name of the foreign country:					11
	See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial A	ccour	nts (FBAR).		75	
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?			5a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction	ction'	2	5b		X
	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?			5c		
	Does the organization have annual gross receipts that are normally greater than \$100,000, and did th					
	any contributions that were not tax deductible as charitable contributions?			6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contribution	ions d	or gifts			
	were not tax deductible?			6b		
7	Organizations that may receive deductible contributions under section 170(c).				2	1
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and ser	vices	provided to the payor?	7a	X	
þ	If "Yes," did the organization notify the donor of the value of the goods or services provided?			7b	Х	
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was	as rec	uired			
	to file Form 8282?			7c	X	
d		7d	13		1	
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit c	ontra	ot?	7e		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contr			7f		X
g	If the organization received a contribution of qualified intellectual property, did the organization file Fo		-0.000	7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization	ation f	ile a Form 1098-C?	7h	X	
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained	by th	e			
	sponsoring organization have excess business holdings at any time during the year?			8		
9	Sponsoring organizations maintaining donor advised funds.					
а	Did the sponsoring organization make any taxable distributions under section 4966?		******************	9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?			9b		
10	Section 501(c)(7) organizations. Enter:					
а	Initiation fees and capital contributions included on Part VIII, line 12	10a				
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b				1
11	Section 501(c)(12) organizations. Enter:		n 3			
а	Gross income from members or shareholders	11a			8 , 1	
b	Gross income from other sources (Do not net amounts due or paid to other sources against					
	amounts due or received from them.)	11b		11		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form	1041	?	12a		
ь	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b			7.1	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.					
а	Is the organization licensed to issue qualified health plans in more than one state?			13a		
	Note. See the instructions for additional information the organization must report on Schedule $O_{\mathbb{R}}$				7 12	
b	Enter the amount of reserves the organization is required to maintain by the states in which the		ř			
	organization is licensed to issue qualified health plans	13b			11717	
	Enter the amount of reserves on hand	13c			Je II	
	Print Company to the Company of the			14a		X
h	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule	9 O		14b		1

KOED INC. Form 990 (2015) Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. X Check if Schedule O contains a response or note to any line in this Part VI Section A. Governing Body and Management Yes No 28 1a Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O. 28 b Enter the number of voting members included in line 1a, above, who are independent 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other X officer, director, trustee, or key employee? Did the organization delegate control over management duties customarily performed by or under the direct supervision Х 3 of officers, directors, or trustees, or key employees to a management company or other person? Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? X Did the organization become aware during the year of a significant diversion of the organization's assets? 5 Did the organization have members or stockholders? 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? X 7a **b** Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or X persons other than the governing body? 7b Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: a The governing body? 8a X b Each committee with authority to act on behalf of the governing body? Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the X organization's mailing address? If "Yes," provide the names and addresses in Schedule O Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.) Yes No X 10a 10a Did the organization have local chapters, branches, or affiliates? b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? 10b 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? 11a b Describe in Schedule O the process, if any, used by the organization to review this Form 990. X 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 12a **b** Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done 12c X X Did the organization have a written whistleblower policy? 13 13 Did the organization have a written document retention and destruction policy? 14 14 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? X a The organization's CEO, Executive Director, or top management official X b Other officers or key employees of the organization 15b If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions). 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a Х taxable entity during the year? 16a b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? Section C. Disclosure List the states with which a copy of this Form 990 is required to be filed CA, AL, AK, AR, CO, CT, DC, FL, GA, HI, IL, KS Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection, Indicate how you made these available. Check all that apply. Other (explain in Schedule O) Another's website X Upon request X Own website Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year:

State the name, address, and telephone number of the person who possesses the organization's books and records: MITZIE KELLEY, KQED CFO - (415)864-2000

94110-1400 2601 MARIPOSA STREET, SAN FRANCISCO, CA

Form **990** (2015)

475001

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

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

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee,

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons,

SIMONE OTUS COXE	(A)	(B)			(0	D)			(D)	(E)	(F)
Double D	Name and Title	Average	(do					one	Reportable	Reportable	Estimated
Comparing the companies of the compani			box	, unle	ss pe	rson	is bot	h an		'	
1 LARRY BAER		1	_			10010	1	100,			
1 LARRY BAER		1 ' '	direct				-				
1 LARRY BAER		1	ee 0r	stee			nsafe			(11 2/ 1000 111100)	
1 LARRY BAER		organizations	trust	nal tru		oyee	ош				and related
1 LARRY BAER			ividua	itulio	Jeo	еш р	nest c	ie			organizations
BOARD MEMBER	/1\ Tappy Dapp		를	SI.	5	, Š	돌등	- Fi			
Carrell		0.70	v						0	ا م	0
TASK FORCE CHAIR		0 90	Δ.				\vdash	_	0,.	0.	0,
(3) RAY BINGHAM		0.50	v						0	n	0
BOARD MEMBER		0.70	A				-		0.	0.	0.
(4) JOHN BUOYMASTER		0.70	x						0	0	0
X		1,10	-							•	
S LEE CARAHER			x						0.	0	0 -
NOMINATING COMMITTEE	(5) LEE CARAHER	0.90	H				\vdash				
Committee Chark Committee Committee Committee Chark Committee Comm	NOMINATING COMMITTEE		Х						0.	0.	0.
O	(6) BRIAN CHEU	0.70					\vdash				
BOARD MEMBER	BOARD MEMBER		Х						0.	0 .	0 .
SIMONE OTUS COXE	(7) BRUCE CHIZEN	0.70					Г				
X	BOARD MEMBER		X						0.	0 .	0.
NOMINATING COMMITTEE	(8) SIMONE OTUS COXE	0.90									
NOMINATING COMMITTEE	EXECUTIVE COMMITTEE		Х						0.	0 •	0
(10) NANCY FARESE	(9) SCOTT DETTMER	0.90									
BOARD MEMBER			X						0.	0.	0.
Committee Chare Committee Chair Committee Chare Committee Chair Committee		0.70									
EXECUTIVE COMM & NOMINATING COMM (12) DAPHNE LI BOARD MEMBER X 0. 0. 0. 0. 0. 0. 0. 0. 0.			X						0.	0.	0.
DAPHNE LI	•	1.10									
BOARD MEMBER X		0.70	X						0.	0.	0.
COMMITTEE CHAIR X		0.70	7,						0	0	0
COMMITTEE CHAIR		1 000	A						0.	0.	0.
COMMITTEE CHAIR Co. 70 C		0.90	v						0	0	0
BOARD MEMBER X		0.70	_					_	0.	0.	0.
Committee Chair Committee	· ·	0.70	v		П				0	0 -	0
BOARD MEMBER		0.70	A		-	-			0.	0.	<u>.</u>
(16) ANN O'LEARY COMMITTEE CHAIR (17) MARK PERRY (10.00) (10.00) (11) MARK PERRY	-	0.70	x						0.0	0 %	0 =
COMMITTEE CHAIR X 0. 0. 0. (17) MARK PERRY 10.00		0.90	11						0.	0.	
(17) MARK PERRY 10.00	• •	3.30	x						0.2	0	0 =
		10.00								- v	
BOARD CHAIR X 0. 0.	BOARD CHAIR		х						0.	0.	0 .

532007 12-16-15

94-1241309 Page 8

Section A. Officers, Directors, Trus	tees, Key Em	ploy	ees	, an	d Hi	ighe	st C	Compensated Employe	es (continuea)				
(A)	(B)			-	C)			(D)	(E)			(F)	
Name and title	Average	(do		Pos		than	one	Reportable	Reportable	,	Es	stimate	d
	hours per	box	, unle	ss pe	rson	is bot	h an	compensation	compensation	on	ar	nount	of
	week	H	cer ar	io a o	recto	or/trus	(88)	from	from related	t		other	
	(list any hours for	or director						the	organization			pensa	
	related	or di	99			ated		organization	(W-2/1099-MIS	SC)		om th	
	organizations	trustee	trust		gy	ubeus		(W-2/1099-MISC)				anizat d relat	
	below	ual tr	tional		ploye	st con						u relat anizati	
	line)	Individual	Institutional trustee	Officer	Key employee	Highest compensated employee	Former				orgi	21 11261	5113
(18) RAJ PHERWANI	0.90			Ŭ	×		_						
COMMITTEE CHAIR		X						0.		0.			0.
(19) ED PROHASKA	0.90												
COMMITTEE CHAIR		X						0.		0.			0.
(20) MOHAMMAD QAYOUMI	0.70											0.	2
BOARD MEMBER	0.70	X		_	_	_	_	0.		0.			0 .
(21) MIKE RAMSAY	0.70	1,,								_			_
BOARD MEMBER	0.70	X	_		_	L		0.		0.			0.
(22) JOSE RIVERO	0.70	7.								_			-0
BOARD MEMBER (23) ALI ROSENTHAL	0.90	Х			_	-		0.		0.	-		0.
EXECUTIVE COMMITTEE	0.90	Х						0.		0.			0.
(24) NANCY SERRURIER	0.90	A				\vdash		0.		0.			0.
TASK FORCE CHAIR	0.30	х						0.		0.			0.
(25) CAMILLA SMITH	0.90	Ë											-
EXECUTIVE COMMITTEE		Х						0		0.			0.
(26) ROSELYNE SWIG	0.70					Г							
BOARD MEMBER		Х						0.		0.			0 .
1b Sub-total			100111					0.		0.			0.
c Total from continuation sheets to Part V	II, Section A		200220			*****		4,244,084.		0.	44	6,2	79.
d Total (add lines 1b and 1c)							>	4,244,084.		0.	44	6,2	79.
2 Total number of individuals (including but r	ot limited to th	ose	liste	ed al	bove	e) wh	no re	eceived more than \$100	,000 of reportab	le			
compensation from the organization													69
0 8111										Ur.		Yes	No
3 Did the organization list any former officer,													Х
line 1a? If "Yes," complete Schedule J for s 4 For any individual listed on line 1a, is the si											3		
4 For any individual listed on line 1a, is the standard related organizations greater than \$15											4	х	
5 Did any person listed on line 1a receive or a													
rendered to the organization? /f "Yes," com											5		X
Section B. Independent Contractors	f.m.y.												
1 Complete this table for your five highest co	mpensated in	depe	ende	nt c	ontr	acto	rs t	that received more than	\$100,000 of con	npens	ation t	rom	
the organization. Report compensation for	the calendar y	ear	endi	ng v	vith	or w	ithir	n the organization's tax y	year,				
(A)								(B)			(C		
Name and business			T 3 7				4	Description of s	ervices		ompe	nsatio	1
CARL BLOOM ASSOCIATES INC STREET, 1ST FL, WHITE PL	. 81 1	MA.	ΓIA				- 1				- 4	4 -	70
SIKEEL ISI EL WHILE PLA		7	104	501	1		- h	DIATOD & TOTALO	CEDUTARA	1			/ M .
		Υ :	106	501	<u> </u>		_	FUNDRAISING		1	,51	Ι,5	
MWI WEB, INC.	AINS, N						7	PRINTING AND		1			
MWI WEB, INC. 4900 SUPERIOR STREET, LII	AINS, N							PRINTING AND SERVICES	MAILING	1		1,5 4,4	
MWI WEB, INC. 4900 SUPERIOR STREET, LII NIELSEN MEDIA RESEARCH	NCOLN, I	VE.					- 1	PRINTING AND SERVICES VIEWERS IN P	MAILING ROFILE	1	39	4,4	58.
MWI WEB, INC. 4900 SUPERIOR STREET, LII NIELSEN MEDIA RESEARCH P.O. BOX 88961, CHICAGO,	NCOLN, I	NE 95	68	350)4	2NT	3	PRINTING AND SERVICES	MAILING ROFILE	1	39		58.
MWI WEB, INC. 4900 SUPERIOR STREET, LII NIELSEN MEDIA RESEARCH P.O. BOX 88961, CHICAGO, FOLGER LEVIN, LLP, 199 FI	AINS, NY NCOLN, 1 IL 6069 REMONT (NE 95	68	350)4	ŽNI) 	PRINTING AND SERVICES VIEWERS IN P REPORT AND S	MAILING ROFILE TATION I	1	39 36	4,4 4,1	58. 17.
MWI WEB, INC. 4900 SUPERIOR STREET, LII NIELSEN MEDIA RESEARCH P.O. BOX 88961, CHICAGO,	AINS, NONCOLN, INCOLN,	NE 95 STI	68 REI	35(ET,) 4	ZNI) 	PRINTING AND SERVICES VIEWERS IN P	MAILING ROFILE TATION I	1	39 36	4,4	58. 17.
MWI WEB, INC. 4900 SUPERIOR STREET, LII NIELSEN MEDIA RESEARCH P.O. BOX 88961, CHICAGO, FOLGER LEVIN, LLP, 199 FI FLOOR, SAN FRANCISCO, CA	AINS, NY NCOLN, I IL 6069 REMONT (94105 RTH 107	NE 95 STI	68 REI	35(ET,) 4	2NI		PRINTING AND SERVICES VIEWERS IN PERPORT AND SERVICE	MAILING ROFILE TATION I ES USED FOR	1	39 36 31	4,4 4,1	58. 17.

532008 12-16-15

\$100,000 of compensation from the organization
SEE PART VII, SECTION A CONTINUATION SHEETS

Form **990** (2015)

KQED INC. 94-1241309

Part VII Section A. Officers, Directors, Tru		mnle	wee	s a	nd i	High	est	Compensated Employ	94-124	1307
(A)	(B)	i ipi	уусс		C)	ugi	lest	(D)	(E)	(F)
Name and title	Average			Pos		1		Reportable	Reportable	Estimated
Name and the	hours	(c	heck			app	lv)	compensation	compensation	amount of
	per	(0			1	200	.,,	from	from related	other
	week					yee		the	organizations	compensation
	(list any	director				ed m		organization	(W-2/1099-MISC)	from the
	hours for	or dire				ted e		(W-2/1099-MISC)		organization
	related	stee	ruste			eusa				and related
	organizations	al tru	onai 1		loye	L CO III				organizations
	below line)	Individual	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(27) JAY YAMADA	0.90	1	=		×	-		,		
COMMITTEE CHAIR		X						0.	0.	0
(28) JOHN YOST	0.90									
TASK FORCE CHAIR		Х						0.	0.	0
(29) JOHN BOLAND	50.00					\vdash				
PRESIDENT & CEO				х				518,326.	0 .	55,953
(30) KEVIN MARTIN	48.00	H				H				
SR. VICE PRESIDENT & COO				Х				258,983.	0.	30,791
(31) MITZIE KELLEY	46.00									
CHIEF FINANCIAL OFFICER				Х				227,606.	0 .	31,397
(32) WILLIAM LOWERY	45.00									
GEN. COUNSEL & CORP. SECRETARY	F0 00			Х				228,460.	0.	22,678
(33) MICHAEL ISIP	50.00							0.54 4.04		4
SR. VP & CHIEF CONTENT OFFICER	CF 00			Х				261,494.	0.	15,219
(34) TRACI ECKELS CHIEF DEVELOPMENT OFFICER	65.00				х			225 470	0	10 704
(35) MICHAEL LUPETIN	57.00				^			225,479.	0.	19,794
VP MARKETING & BRAND	37.00				x			221,443.	0 :	24,861
(36) JO ANNE WALLACE	50.00			-	-			221,445.	0.	24,001
GM KQED RADO, VP TV & RADIO PROGRAMM					х			208,954.	0 :	20,544
(37) JOANNE CARDER	55.00									
VP HR & LABOR RELATIONS					Х			195,625.	0 .	19,871
(38) TIM OLSON	50.00									
VP DIGITAL MEDIA & EDUCATION					Х			175,977.	0.	32,242
(39) DANIEL MANSERGH	55.00									
CHIEF TECHNOLOGY OFFICER					Х			172,774.	0.	30,664
(40) DELINDA MROWKA	48.00									
VP CORP. SPONSORSHIP					Х			156,679.	0 .	10,189
(41) HOLLY KERNAN	60.00									
EXEC. EDITOR, NEWS					X		_	169,293.	0.	19,764
(42) SARAH SAWYER	50.00								_	
LOCAL MARKETING DIRECTOR						X		274,476.	0.	14,742
(43) DAVID SHIMADA	50.00					,,		0.64 504	0	06 500
DIRECTOR, CORP. SUPPORT GENERAL SALE	E0 00	_		_	_	X	_	261,724.	0.	26,509
(44) ELIZABETH SEIRMARCO LOCAL MARKETING DIRECTOR	50.00					x		245 500	0.	26 020
(45) LAUREEN CHANG	60.00			_		Δ	-	245,599.	0.	36,028
(45) LAUREEN CHANG LOCAL MARKETING DIRECTOR	00.00	-				x		230,271.	0.	21,311
(46) SIDNEY CHIU	40.00	_	_	-	_		-	250,211.	U .	21,211
ENGINEER	10.00					x		210,921.	0.	13,722
		-						,,		7
Total to Part VII, Section A, line 1c								4,244,084.		446,279

Form 990

Form 990 (2015) KQED INC.
Part VIII Statement of Revenue

		Check if Schedule O conta	ains a response	or note to any line	e in this Part VIII			X
					(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	Revenue excluded from tax under sections 512 - 514
nts	1 a	Federated campaigns	1a				0 3 - 5	
our		Membership dues	Section 1					
S, G	c	Fundraising events						
ar.		d Related organizations						F 2 1 22
s, C		Government grants (contributi	(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	5,791,165.				- +
Sign		All other contributions, gifts, grant						
he		similar amounts not included abov		57,317,497.				
Ēδ		Noncash contributions included in lines	5000000 N 11	4,852,031.	1			
Contributions, Gifts, Grants and Other Similar Amounts	,	Total. Add lines 1a-1f		000	63,108,662.	i ficifi - t		
_	_	Total. / Ida inico id ii		Business Code	H			
a	2 a	UNDERWRITING		515100	14,931,499.		504,688.	14,426,811.
Program Service Revenue	t			515100	230,372.	230,372.	, ,	
Ser		PRODUCTION REVENUE		515100	169,571.	169,571.		
E S		PRESENTING STATION FEES	3	515100	158,000.	158,000.		
Pag		PROGRAM SALES		515100	32,000.	32,000.		
Pr	-			313100	52,000.	52,0001		
	f				15,521,442.			
-	_	Total. Add lines 2a-2f			_ 13,321,442.			
	3	Investment income (including			1,590,470.			1,590,470.
		other similar amounts)			1,330,470.			1,330,470.
	4	Income from investment of tax		7.0	100 114			102,114.
	5	Royalties		USWC	102,114.			102,114.
	_		(i) Real	(ii) Personal		F 2 1 2		
		Gross rents	175,729					
		Less: rental expenses	0					
		Rental income or (loss)	175,729					4.5.5.00
		d Net rental income or (loss)			175,729.			175,729.
	7 a	Gross amount from sales of	(i) Securities	(ii) Other				
		assets other than inventory	8,412,512	10,000.				
	t	Less: cost or other basis						
		and sales expenses	7,195,551					
		Gain or (loss)	1,216,961					
	c	d Net gain or (loss)		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1,220,338.			1,220,338.
venue	8 a	 Gross income from fundraising including \$,					
		including \$contributions reported on line	1c) See					2 5
Other Re		Part IV, line 18						
the l	t	Less: direct expenses						
0		Net income or (loss) from fund						
		Gross income from gaming ac	-					
		Part IV, line 19						
	t	Less: direct expenses			1 4			
		Net income or (loss) from gam						
		Gross sales of inventory, less	0			Abra IIII		
		and allowances						5 1
	ŀ	Less: cost of goods sold						
		Net income or (loss) from sale:						
	_	Miscellaneous Revenue		Business Code				THE WITH SELECT
	11 a		<u> </u>	515100	139,770.	139,225.	545.	
		PARKING REVENUE		812930	130,952.	,==3•	2,770.	128,182.
		AFFINITY CARDS		515100	27,800.	27,800.		
		·		515100	13,112.	13,112.		
		d All other revenue Total. Add lines 11a-11d			311,634.	+5,112.	1. 2. 4 41 5	
						770 080	508,003.	17 6/3 6/4
	12	Total revenue. See instructions.			82,030,389.	770,080.	300,003.	17,643,644.

Form 990 (2015) KQED INC. Part IX Statement of Functional Expenses

	Check if Schedule O contains a respon				manamana.
	not include amounts reported on lines 6b, 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				9
3	Grants and other assistance to foreign				
	organizations, foreign governments, and foreign				
	individuals, See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors,				
	trustees, and key employees	3,206,676.	1,077,634.	1,495,774.	633,268
6	Compensation not included above, to disqualified				
	persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	28,377,391.	19,150,690.	3,961,467.	5,265,234
8	Pension plan accruals and contributions (include				
	section 401(k) and 403(b) employer contributions)	1,316,000.	821,104.	254,091.	240,805
9	Other employee benefits	6,390,518.	4,060,746.	1,233,172.	1,096,600
10	Payroll taxes	2,617,876.	1,633,395.	505,455.	479,026
11	Fees for services (non-employees):				
а	Management				
b	Legal	545,260.	3,105.	522,149.	20,006
С	Accounting	121,000.		121,000.	
	Lobbying	53,075.		39,450.	13,625
е	Professional fundraising services. See Part IV, line 17	1,570,376.			1,570,376
f	Investment management fees	268,356.		268,356.	
g	Other. (If line 11g amount exceeds 10% of line 25,				
	column (A) amount, list line 11g expenses on Sch 0.)	4,090,260.	3,164,559.	342,438.	583,263
12	Advertising and promotion	955,940.	359,776.		596,164
13	Office expenses	3,113,402.	1,065,121.	234,354.	1,813,927
14	Information technology	1,554,237.	1,198,700.	104,021.	251,516
15	Royalties	113,248.	113,248.		
16	Occupancy	3,398,661.	2,896,559.	313,140.	188,962
17	Travel	469,739.	328,619.	70,624.	70,496
18	Payments of travel or entertainment expenses				
	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	243,143.	128,378.	61,898.	52,867
20	Interest	2,015.		2,015.	
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	4,707,061.	3,811,509.	340,800.	554,752
23	Insurance	203,774.	139,153.	41,305.	23,316
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A)				de 10 E
а	amount, list line 24e expenses on Schedule 0.) PROGRAM ACQ & DUES	8,426,741.	8,426,741.		
a b	PREMIUMS, MAILING, POST	3,045,502.	546.		3,044,956
C		0,010,002.	510.		5,011,550
d					
e	All other expenses	1,074,122.	398,032.	181,715.	494,375
25	Total functional expenses. Add lines 1 through 24e	75,864,373.	48,777,615.	10,093,224.	16,993,534
26	Joint costs. Complete this line only if the organization	,,			,,
	reported in column (B) joint costs from a combined				
	educational campaign and fundraising solicitation.				
	Check here if following SOP 98-2 (ASC 958-720)				

Form 990 (2015)
Part X Balance Sheet

Par	tΧ	Balance Sheet			
		Check if Schedule O contains a response or note to any line in this Part X	***************	030000	
			(A) Beginning of year		(B) End of year
	1	Cash - non-interest-bearing	600.	1	900
- 1	2	Savings and temporary cash investments	22,116,223.	2	19,766,236
	3	Pledges and grants receivable, net	4,351,790.	3	8,861,993
	4	Accounts receivable, net	1,260,583.	4	2,502,912
- 1	5	Loans and other receivables from current and former officers, directors,			
		trustees, key employees, and highest compensated employees. Complete			
		Part II of Schedule L		5	
	6	Loans and other receivables from other disqualified persons (as defined under	#		
		section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing			ge even v uni'm
		employers and sponsoring organizations of section 501(c)(9) voluntary	ter and all re-	- :	
ا <u>پ</u> ا		employees' beneficiary organizations (see instr), Complete Part II of Sch L		6	
Assets	7	Notes and loans receivable, net		7	
٦	8	Inventories for sale or use	140,895.	8	222,169
	9	Prepaid expenses and deferred charges	1,073,859.	9	1,176,091
	10a				
		basis. Complete Part VI of Schedule D 10a 83, 982, 313.	2 2 2 2		27 724 646
	b	Less: accumulated depreciation 10b 46,457,667.		10c	37,524,646
	11	Investments - publicly traded securities	62,670,826.	11	69,054,349
	12	Investments - other securities. See Part IV, line 11	2,435,184.	12	2,393,691
	13	Investments - program-related, See Part IV, line 11	2 242 206	13	0.057.501
	14	Intangible assets	2,343,386.	14	2,257,591
	15	Other assets. See Part IV, line 11	39,450.	15	54,225
\dashv	16	Total assets. Add lines 1 through 15 (must equal line 34)	133,492,343.	16	143,814,803
	17	Accounts payable and accrued expenses	10,875,885.	17	11,778,102
	18	Grants payable	467,726.	18	567,952
	19	Deferred revenue	407,720.	19	307,332
	20 21	Tax-exempt bond liabilities		20	
,	22	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
Liabilities	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons.			
≣		Complete Part II of Schedule L		22	
Ë	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	2,742,589.	25	3,016,376
	26	Total liabilities. Add lines 17 through 25	14,086,200.	26	15,362,430
		Organizations that follow SFAS 117 (ASC 958), check here	EX HINGS TO SEE		
န္မ		complete lines 27 through 29, and lines 33 and 34.			
ğ	27	Unrestricted net assets	80,588,477.	27	83,635,639
39	28	Temporarily restricted net assets	22,493,790.	28	28,496,289
	29	Permanently restricted net assets	16,323,876.	29	16,320,445.
5		Organizations that do not follow SFAS 117 (ASC 958), check here			
5		and complete lines 30 through 34.			
ers	30	Capital stock or trust principal, or current funds		30	
2		Paid-in or capital surplus, or land, building, or equipment fund		31	
Net Assets of Fund balances		Retained earnings, endowment, accumulated income, or other funds		32	
z		Total net assets or fund balances	119,406,143.	33	128,452,373.
		Total liabilities and net assets/fund balances	133,492,343.	34	143,814,803.

3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit

Act and OMB Circular A-133?

or audits, explain why in Schedule O and describe any steps taken to undergo such audits

X

За

Form 990 (2015)

SCHEDULE A

Department of the Treasury Internal Revenue Service

(Form 990 or 990-EZ)

Public Charity Status and Public Support
Complete if the organization is a section 501(c)(3) organization or a section
4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ.

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

OMB No. 1545-0047

Open to Public Inspection

Nan	ame of the organization Employer identification number								
100			INC.						4-1241309
1	rt I	Reason for Public (e instruction	S.	
	organ	ization is not a private found			,	,			
1		A church, convention of ch)(A)(i).		
2	\equiv	A school described in sect i					••		
3	H	A hospital or a cooperative						V = .	0. 1. 2. 0.
4		A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name,							
5		city, and state:							
5		An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)							
6		A federal, state, or local gov		mental unit described in	coction 1	70(b)(4\(A)	(v)		
	X	An organization that norma	-					the general	nublic described in
•	Novel (Children	section 170(b)(1)(A)(vi). (Co		andar part of its support	nom a gov	Cirincina	dilit or from	ine general	public described in
8		A community trust describe		(1)(A)(vi), (Complete Par	t II.)				
9		An organization that norma				contributio	ons member	ship fees a	and gross receipts from
		activities related to its exer	- ''	·					
		income and unrelated busin			. ,				· ·
	w	See section 509(a)(2). (Cor	mplete Part III.)				-	_	
10		An organization organized a	and operated exclus	sively to test for public s	afety. See	section 50	9(a)(4).		
11		An organization organized a	and operated exclus	sively for the benefit of, t	o perform	the functio	ns of, or to c	arry out the	e purposes of one or
		more publicly supported or	ganizations describ	ed in section 509(a)(1) o	r section	509(a)(2)	See section :	509(a)(3). (Check the box in
		lines 11a through 11d that	describes the type of	of supporting organization	on and con	nplete lines	s 11e, 11f, an	d 11g	
а	L		· · ·	· ·					0 0
		the supported organization			a majority	of the dire	ctors or truste	ees of the s	supporting
		organization. You must o	•					()	
D		Type II. A supporting org							_
		control or management o			same perso	ons that co	ontrol or mana	age the sup	рогтеа
_		organization(s). You mus Type III functionally inte	-		in connoc	tion with	and functions	Illy intograt	ad with
·	-	its supported organization						illy liftegrat	ea with,
d		Type III non-functionally			-		•	rted organ	ization(s)
		that is not functionally int							
		requirement (see instruct			-				
е		Check this box if the orga	anization received a	written determination from	om the IRS	that it is a	Type I, Type	II, Type III	
		functionally integrated, or	r Type III non-functio	onally integrated support	ting organi	zation.			
f	Ente	er the number of supported o	organizations						
g		vide the following information	about the support	ed organization(s).	W- V				
		i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9	(IV) Is the o	rganization in your	(v) Amount of support		(vi) Amount of other support (see
		organization.		above (see instructions))	-	document?	instruct	,	instructions)
_	. 1				Yes	No			
_									
_									
Tota	ar:				28 3				

LHA For Paperwork Reduction Act Notice, see the Instructions for

Form 990 or 990-EZ. 532021 09-23-15

Schedule A (Form 990 or 990-EZ) 2015

Schedule A (Form 990 or 990-EZ) 2015 KQED INC. 94-12413 [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.)

Sec	ction A. Public Support	v.==-	·		51.1-		
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")	48279126.	50727818.	49151040.	59821473.	63108662.	271088119
2	Tax revenues levied for the organ-						
	ization'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	48279126.	50727818.	49151040.	59821473.	63108662.	271088119
	The portion of total contributions	15			N		
	by each person (other than a				-	5 0 -	
	governmental unit or publicly	" = m	_ 3			0 =	
	supported organization) included		11 12 1		5 n		
	on line 1 that exceeds 2% of the						
	amount shown on line 11,		11 = 11			I V	
	column (f)		2 1				3001288.
6	Public support. Subtract line 5 from line 4.						268086831
	ction B. Total Support						
Cale	ndar year (or fiscal year beginning in)	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
		48279126.	50727818.	49151040.	59821473.		271088119
8	Gross income from interest,						-
	dividends, payments received on						
	securities loans, rents, royalties	-					
	and income from similar sources	1416134.	1836455.	1758882.	2106200.	1868313.	8985984.
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.)	120,713.	118,579.	121,356.	122,679.	128,182.	611,509.
11	Total support. Add lines 7 through 10						280685612
12	Gross receipts from related activities	etc. (see instructi	ons)			12 84	,010,270.
13	First five years. If the Form 990 is fo	r the organization's				n 501(c)(3)	
	organization, check this box and stor	p here					
Sec	ction C. Computation of Publ	ic Support Pe	rcentage				
14	Public support percentage for 2015 (line 6, column (f) d	ivided by line 11,	column (f))	**********	14	95.51 %
15	Public support percentage from 2014	1 Schedule A, Part	II, line 14	********		15	95.78 %
	33 1/3% support test - 2015. If the					nore, check this be	ox and
	stop here. The organization qualifies	as a publicly supp	orted organization	1			▶ X
b	33 1/3% support test - 2014. If the						
	and stop here. The organization qua	lifies as a publicly	supported organiz	ation			
17a	10% -facts-and-circumstances tes						
	and if the organization meets the "fac	cts-and-circumstan	ices" test, check t	his box and stop I	nere. Explain in Pa	rt VI how the organ	nization
	meets the "facts-and-circumstances"					_	
b	10% -facts-and-circumstances tes						
	more, and if the organization meets the	-				•	
	organization meets the "facts-and-circ						
18	Private foundation. If the organization						
					Sche	dule A (Form 990	or 000 E7) 2015

Schedule A (Form 990 or 990 EZ) 2015 KQED INC. Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Sec	Section A. Public Support							
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total	
1	Gifts, grants, contributions, and	319						
	membership fees received. (Do not							
	include any "unusual grants.")							
2	Gross receipts from admissions,							
	merchandise sold or services per-							
	formed, 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 bus-			"				
	inoss under section 513							
4	Tax revenues levied for the organ-							
7	ization's benefit and either paid to							
	or expended on its behalf							
5	The value of services or facilities							
J	furnished by a governmental unit to							
	the organization without charge							
	(9.5.5)							
	Total. Add lines 1 through 5							
/a	Amounts included on lines 1, 2, and							
_	3 received from disqualified persons							
D	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							
	Add lines 7a and 7b							
	Public support. (Subtract line 7c from line 6.)					H C		
	ction B. Total Support							
	ndar year (or fiscal year beginning in) 🕨	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total	
	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						0.	
	acquired after June 30, 1975							
С	Add lines 10a and 10b							
	Net income from unrelated business							
	activities not included in line 10b, whether or not the business is							
	regularly carried on							
12	Other income. Do not include gain							
	or loss from the sale of capital							
13	assets (Explain in Part VI.)		·					
	First five years. If the Form 990 is for	r the organization's	first second thir	d fourth or fifth ta	ax vear as a sectio	n 501(c)(3) organiz	ation	
	CONTRACTOR IN THE PROPERTY OF A SECOND				•	()()	~ [
Sec	tion C. Computation of Publ							
	Public support percentage for 2015 (column (fl)		15	%	
	Public support percentage from 2014					16	%	
201	tion D. Computation of Inves			***************************************		[70	
	Investment income percentage for 20			ne 13 column (fl)		17	%	
	Investment income percentage from 2					18	%	
	33 1/3% support tests - 2015. If the					· · · · · · · · · · · · · · · · · · ·		
	more than 33 1/3%, check this box a	-				•		
b	33 1/3% support tests - 2014. If the							
_	line 18 is not more than 33 1/3%, che	_						
20	Private foundation. If the organization					- /	227 27 27 27	
_				,, опоск и				

Part IV | Supporting Organizations

(Complete only if you checked a box in line 11 on Part I, If you checked 11a of Part I, complete Sections A and B, If you checked 11b of Part I, complete Sections A and C, If you checked 11c of Part I, complete Sections A, D, and E, If you checked 11d of Part I, complete Sections A and D, and complete Part V,)

Section A. Al	Supporting	Organizations
---------------	------------	---------------

- 1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No" describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.
- 2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in **Part VI** how the organization determined that the supported organization was described in section 509(a)(1) or (2).
- 3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer (b) and (c) below.
- b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.
- c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.
- 4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes," and if you checked 11a or 11b in Part I, answer (b) and (c) below.
- **b** Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in **Part VI** how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.
- c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.
- 5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).
- b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?
- c Substitutions only. Was the substitution the result of an event beyond the organization's control?
- 6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI.
- 7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).
- 8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).
- 9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI.
- **b** Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI.
- c Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI.
- 10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer 10b below.
- **b** Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)

	Yes	No
1		
2		
3a		
3b		-
3c		_
4a		
-		
4b		
4c	2	
40		
		1
		,
5a		
5b 5c		
6		
7		
8	1 16	
9a		
9b	1	
9c		COURT !
40-		
10a	7 - 4	
10b 990 or 9	00.53	004

532025 09-23-15

12070810 759146 47500

Schedule A (Form 990 or 990-EZ) 2015

3a

3b

a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or

b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.

trustees of each of the supported organizations? Provide details in Part VI.

Pa	rt V Type III Non-Functionally Integrated 509(a)(3) Supporting	g Organ	izations	
1	Check here if the organization satisfied the Integral Part Test as a qualifying	g trust on l	Nov. 20, 1970. See instru	ictions. All
	other Type III non-functionally integrated supporting organizations must co	mplete Se	ctions A through E.	
Sect	ion 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		
Sect	ion 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):			
а	Average monthly value of securities	. 1a		
b	Average monthly cash balances	1b		
С	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):	-1		
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 1-1/2% 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 .035	6		
7	Recoveries of prior-year distributions	7		
8	Minimum Asset Amount (add line 7 to line 6)	8		
Sect	ion C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1		
2	Enter 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	1 = -	
7	Check here if the current year is the organization's first as a non-functiona	lly-integrate	ed Type III supporting org	anization (see
	instructions)	-	· · · · · · · ·	

Schedule A (Form 990 or 990-EZ) 2015

Par	t V Type III Non-Functionally Integrated	509(a)(3) Supporting Orga	anizations (continued)	
Section	on D - Distributions			Current Year
1	Amounts paid to supported organizations to accomplish	exempt purposes		
2	Amounts paid to perform activity that directly furthers ex			
	organizations, in excess of income from activity			
3	Administrative expenses paid to accomplish exempt pur	rposes of supported organization	s	
4	Amounts paid to acquire exempt-use assets			
5	Qualified set-aside amounts (prior IRS approval required)		
6	Other distributions (describe in Part VI). See instructions	S.		
7	Total annual distributions. Add lines 1 through 6.			
8	Distributions to attentive supported organizations to wh	ich the organization is responsive	9	
	(provide details in Part VI). See instructions.			
9	Distributable amount for 2015 from Section C, line 6			
10	Line 8 amount divided by Line 9 amount			
Section	on E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2015	(iii) Distributable Amount for 2015
1	Distributable amount for 2015 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2015			
	(reasonable cause required-see instructions)			
	Excess distributions carryover, if any, to 2015:			
а				
b				
С	The state of the s			
	From 2013			
_	From 2014			
	Total of lines 3a through e			
	Applied to underdistributions of prior years			
_	Applied to 2015 distributable amount			
	Carryover from 2010 not applied (see instructions)			
	Remainder, Subtract lines 3g, 3h, and 3i from 3f.			
	Distributions for 2015 from Section D,		A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	line 7: \$			
	Applied to underdistributions of prior years			
	Applied to 2015 distributable amount			
	Remainder. Subtract lines 4a and 4b from 4.			
	Remaining underdistributions for years prior to 2015, if			
	any. Subtract lines 3g and 4a from line 2 (if amount			
	greater than zero, see instructions).			
	Remaining underdistributions for 2015. Subtract lines 3			
	and 4b from line 1 (if amount greater than zero, see			
	instructions).			
7	Excess distributions carryover to 2016. Add lines 3j and 4c.			
	Breakdown of line 7:			
а				
b				
	Excess from 2013			
	Excess from 2014			
	Excess from 2015			

Schedule A (Form 990 or 990-EZ) 2015

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: OTHER REVENUE 2011 AMOUNT: \$ 120,713. 2012 AMOUNT: \$ 118,579. 2013 AMOUNT: \$ 121,356. 2014 AMOUNT: \$ 122,679. 2015 AMOUNT: \$ 128,182.

Schedule B (Form 990, 990-EZ, or 990-PF)

Department of the Treasury Internal Revenue Service

Schedule of Contributors

Attach to Form 990, Form 990-EZ, or Form 990-PF.
 Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at www.irs.gov/form990.

2015

Name of the organization

Employer identification number

94-1241309 KQED INC. Organization type (check one) Filers of: Section: X 501(c)(3) (enter number) organization Form 990 or 990-EZ 4947(a)(1) nonexempt charitable trust not treated as a private foundation 527 political organization Form 990-PF 501(c)(3) exempt private foundation 4947(a)(1) nonexempt charitable trust treated as a private foundation 501(c)(3) taxable private foundation Check if your organization is covered by the General Rule or a Special Rule. Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions, General Rule 🔟 For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions. Special Rules For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), 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, 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. Do not 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 _______
\$\bigsilon\$ \$_\$_ Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF). but it must answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to

certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Schedule B (Form 990, 990-EZ, or 990-PF) (2015)	Page .
Name of organization	Employer identification number
KQED INC.	94-1241309

tQub.	LIVC •		1241307
Part I	Contributors (see instructions), Use duplicate copies of Part I if additional	I space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		\$1,500,000.	Person X Payroll Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2		\$ 5,791,165.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
-0		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)

523452 10-26-15

Schedule B (Form 990, 990-EZ, or 990-PF) (2015) Name of organization

Employer identification number

KQED INC.

94-1241309

			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					
		\$	3					
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received					
		\$	×					
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received					
		\$:					
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received					
		\$	· / 					
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received					
		\$	8					
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received					
523453 10.26-		\$	990-F7 or 990-PF) (2015)					

Name of orga	anization			Employer identification number		
KQED I	NC.			94-1241309		
Part III	Exclusively religious, charitable, etc., con the year from any one contributor. Complete completing Part III, enter the total of exclusively religion Use duplicate copies of Part III if addition	columns (a) through (e) and the foll is, charitable, etc., contributions of \$1,000	owing line entry. For o	rganizations		
(a) No. from	(b) Purpose of gift	(c) Use of gift		d) Description of how gift is held		
Part I						
		(e) Transfer of g	ft	- 11		
<u> </u> -	Transferee's name, address, a	nd ZIP + 4	Relationshi	p of transferor to transferee		
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift		(d) Description of how gift is held		
	(e) Transfer of gift					
Į.	Transferee's name, address, a	nd ZIP + 4	Relationshi	ip of transferor to transferee		
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift		(d) Description of how gift is held		
		(e) Transfer of g	ift			
l la	Transferee's name, address, a	nd ZIP + 4	Relationsh	ip of transferor to transferee		
(a) No.						
from Part I	(b) Purpose of gift	(c) Use of gift		(d) Description of how gift is held		
	Transferee's name, address, a	(e) Transfer of g		ip of transferor to transferee		
2						
2						

SCHEDULE C

(Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Political Campaign and Lobbying Activities

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

Complete if the organization is described below. Attach to Form 990 or Form 990-EZ.
Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

2015
Open to Public Inspection

If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A, Do not complete Part II-B,
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B, Do not complete Part II-A.

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

	Section 501(c)(4), (5), or (6) organization	tions: Complete Part III.			
Nan	ne of organization			Empl	oyer identification number
	KQED IN	C.			94-1241309
Pa	art I-A Complete if the org	janization is exempt unde	er section 501(c)	or is a section 527 o	rganization.
2	Provide a description of the organize Political expenditures Volunteer hours	***************************************		▶ \$	
Pa	art I-B Complete if the org	anization is exempt und	er section 501(c)	(3).	
1	Enter the amount of any excise tax	incurred by the organization und	er section 4955	▶ \$	
2	Enter the amount of any excise tax	incurred by organization manage	rs under section 4955	5 ▶ \$	
	If the organization incurred a section				
	Was a correction made?				
ь	If "Yes," describe in Part IV.				1111
Pa	art I-C Complete if the org	janization is exempt und	er section 501(c)	, except section 501(c)(3).
1	Enter the amount directly expended	d by the filing organization for sec	tion 527 exempt fund	ction activities > \$	
	Enter the amount of the filing organ				
	exempt function activities	***************************************		\$	
3	Total exempt function expenditures			,	
	line 17b		************************		
4	Did the filing organization file Form				
5	Enter the names, addresses and er made payments. For each organiza contributions received that were pr political action committee (PAC), If	tion listed, enter the amount paid omptly and directly delivered to a	I from the filing organi separate political org	zation's funds. Also enter th ganization, such as a separa	ne amount of political
	(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds, If none, enter -0	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0

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

Schedule C (Form 990 or 990-EZ) 2015

LHA 532041 10-05-15

Schedule C (Form 990 or 990-EZ) 2015 KQI Part II-A Complete if the organi	ED INC.		- 501(a)(2) and file	94-	1241309 Page 2
section 501(h)).	zation is exe	inpi under section	on sortcitos and me	d FOIII 5700 (election under
A Check if the filing organization	helongs to an aff	iliated group (and list i	n Part IV each affiliated (roup member's na	me address FIN
expenses, and share of			iri aitiv eacirailillateu (group member 3 na	me, address, Env,
B Check if the filing organization	, ,	(0)	ovicione apply		
	n Lobbying Expe	nditures		(a) Filing organization's totals	(b) Affiliated group totals
1a Total lobbying expenditures to influence	e public opinion i	'arass roots lobbying)			
b Total lobbying expenditures to influence					
c Total lobbying expenditures (add lines					
. 011					
		4/ xxx+xx - xxxx - xxx - xxx xxx xxx xxx xx			+
					+
f Lobbying nontaxable amount, Enter the					
If the amount on line 1e, column (a) or (b)		bying nontaxable an			
Not over \$500,000		the amount on line 1e			
Over \$500,000 but not over \$1,000,000		00 plus 15% of the ex			
Over \$1,000,000 but not over \$1,500,0		00 plus 10% of the ex			CC 111 10 120 1/W 11
Over \$1,500,000 but not over \$17,000,		00 plus 5% of the exce	ess over \$1,500,000.		X AI I-
Over \$17,000,000	\$1,000,	000.			
 g Grassroots nontaxable amount (enter 2 h Subtract line 1g from line 1a, If zero or i Subtract line 1f from line 1c, If zero or line 1f there is an amount other than zero or reporting section 4911 tax for this year 	less, enter -0- ess, enter -0- n either line 1h or		ation file Form 4720	·	Yes No
(Some organizations that r	nade a section 5	eraging Period Under 01(h) election do not ate instructions for li	have to complete all o	f the five columns	below.
	Lobbying Expe	nditures During 4-Ye	ar Averaging Period		
Calendar year (or fiscal year beginning in)	(a) 2012	(b) 2013	(c) 2014	(d) 2015	(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))			- 1 3 181 - 1 3 181		
f Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2015

Schedule C (Form 990 or 990-EZ) 2015 KQED INC. 94-124130 Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes," response on lines 1a through 1i below, provide in Part IV a detailed description	(a	1)	(b)
of the lobbying activity.	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or	n: = 1		ent a r e l
local legislation, including any attempt to influence public opinion on a legislative matter		3 3	
or referendum, through the use of:	57 10	17	y p pv m in
a Volunteers?		X	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	Х		F 9 s
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		Х	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?		X	
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		4,842
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		53,075
i Other activities?		X	
j Total, Add lines 1c through 1i			57,917
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			
Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(6).	on 501(c)	(5), or se	ection
331(3)(3)			Yes No
		r	
1 Were substantially all (90% or more) dues received pendeductible by members?		1 1	l 1
1 Were substantially all (90% or more) dues received nondeductible by members? 2 Did the organization make only in house lobbying expenditures of \$2,000 or less?			
 Did the organization make only in-house lobbying expenditures of \$2,000 or less? Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 	on 501(c)	2 3 (5), or se	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes."	on 501(c) "No," O	2 3 (5), or se R (b) Par	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members	on 501(c) "No," O	2 3 (5), or se R (b) Par	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenditures)	on 501(c) "No," O	2 3 (5), or se R (b) Par	
 Did the organization make only in-house lobbying expenditures of \$2,000 or less? Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). 	on 501(c) "No," O	2 3 (5), or se R (b) Par	
 Did the organization make only in-house lobbying expenditures of \$2,000 or less? Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year 	on 501(c) "No," O	2 3 (5), or se R (b) Par	
 Did the organization make only in-house lobbying expenditures of \$2,000 or less? Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year 	on 501(c) "No," O	2 3 (5), or se R (b) Par	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total	on 501(c) "No," O	2 3 (5), or se R (b) Par 1 2a 2b 2c	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	on 501(c) "No," O	2 3 (5), or se R (b) Par 1 2a 2b 2c	
 Did the organization make only in-house lobbying expenditures of \$2,000 or less? Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the except and the amount on line 2c exceeds the amount on line 3. 	on 501(c) "No," O	2 3 (5), or se R (b) Par 1 2a 2b 2c	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the exceeds the organization agree to carryover to the reasonable estimate of nondeductible lobbying and	on 501(c) "No," O	2 3 ((5), or se R (b) Par 1 2a 2b 2c 3	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the except does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and expenditure next year?	on 501(c) "No," O	2 3 ((5), or se R (b) Par 1 2a 2b 2c 3	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the except does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and expenditure next year? 5 Taxable amount of lobbying and political expenditures (see instructions)	on 501(c) "No," O	2 3 ((5), or se R (b) Par 1 2a 2b 2c 3	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the expenditure next year? 5 Taxable amount of lobbying and political expenditures (see instructions) Part IV Supplemental Information	on 501(c) "No," O	2 3 (5), or se R (b) Par 1 2a 2b 2c 3	t III-A, line 3, is
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of politic expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the expenditure next year? 5 Taxable amount of lobbying and political expenditures (see instructions) 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)	on 501(c) "No," O	2 3 (5), or se R (b) Par 1 2a 2b 2c 3	t III-A, line 3, is
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2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? 3 Did the organization agree to carry over lobbying and political expenditures from the prior year? Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes." 1 Dues, assessments and similar amounts from members 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). a Current year b Carryover from last year c Total 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the except does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and expenditure next year? 5 Taxable amount of lobbying and political expenditures (see instructions)	cal	2 3 (5), or see R (b) Par 2 2 2 2 2 3 4 5	and 2 (see
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MEMBERSHIP ORGANIZATION ESTABLISHED IN 1979. THE MISSION OF APTS IS TO

Schedule C (Form 990 or 990-EZ) 2015

532043 10-05-15

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.

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

OMB No. 1545-0047 Open to Public Inspection

Name of the organization

KOED INC

Employer identification number 94-1241309

organization answered "Yes" on Form 990, Part IV, line 6. (a) Donor advised funds (b) Funds and ot 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?	Yes No
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	Yes No
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	Yes No
Aggregate value of grants from (during year) Aggregate value at end of year Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds	Yes No
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	Yes No
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds	Yes No
	Yes No
are the organization's property, subject to the organization's exclusive legal control?	Yes No
	ł area
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only	ł area
for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring	ł area
Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.	
Purpose(s) of conservation easements held by the organization (check all that apply).	
Preservation of land for public use (e.g., recreation or education)	
Protection of natural habitat Preservation of a certified historic structure	!
Preservation of open space	
2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation ease	the End of the Tax Year
	HE ENG OF THE TAX TEAT
a Total number of conservation easements 2a	
b Total acreage restricted by conservation easements 2b	
c Number of conservation easements on a certified historic structure included in (a) 2c	
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register 2d	
3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the	the toy
year	ille tax
4 Number of states where property subject to conservation easement is located	
5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of	
violations, and enforcement of the conservation easements it holds?	Yes No
6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements d	
• = = = = = = = = = = = = = = = = = = =	24g a , 04
7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during	a the year
▶ \$,
8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i)	
and section 170(h)(4)(B)(ii)?	Yes No
9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance	nce sheet, and
include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's account of the footnote to the organization of the footnote organization of the footnote to the organization of the footnote organization organizatio	
conservation easements.	Ů
Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Asse	ets.
Complete if the organization answered "Yes" on Form 990, Part IV, line 8	
1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance shee	et works of art,
historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, p	provide, in Part XIII,
the text of the footnote to its financial statements that describes these items.	
b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet wo	orks of art, historical
treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the	ne following amounts
relating to these items:	-
(i) Revenue included on Form 990, Part VIII, line 1	
(ii) Assets included in Form 990, Part X	
2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide	
the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:	
a Revenue included on Form 990, Part VIII, line 1	
b Assets included in Form 990, Part X	

Schedule D (Form 990) 2015

Sche	dule D (Form 990) 2015 KQED INC	C.			94-12	41309	Pag	1e 2
	t III Organizations Maintaining C		t, Historical Tr	easures, or Oth				
3	Using the organization's acquisition, accession (check all that apply):							_
а	Public exhibition	d	Loan or exc	hange programs				
b	Scholarly research	e	Other	nango programo				
c	Preservation for future generations	ŭ						_
4	Provide a description of the organization's co	llections and explain	how they further the	ne organization's exc	emot purpose in Par	t XIII		
5	During the year, did the organization solicit o		•	0		. 7		
	to be sold to raise funds rather than to be ma					Yes		No
Par	t IV Escrow and Custodial Arran							
	reported an amount on Form 990, Par				· ,			
1a	Is the organization an agent, trustee, custodi	an or other intermed	iary for contribution	s or other assets no	t included			_
	on Form 990, Part X?					Yes		No
b	If "Yes," explain the arrangement in Part XIII	and complete the fol	lowing table:					
			-			Amount		\equiv
С	Beginning balance				1c			
d	Additions during the year				1d			
	Distributions during the year							
f	Ending balance				1f			
2a	Did the organization include an amount on Fo				oility?	Yes		No
b	If "Yes," explain the arrangement in Part XIII.	Check here if the ex	planation has been	provided on Part XI	II			
Par	t V Endowment Funds. Complete it	the organization an	swered "Yes" on Fo	orm 990, Part IV, line	10,			
		(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four y	/ears ba	ack
1a	Beginning of year balance	56,616,773.	57,253,306.	51,815,085.	44,122,426.	33,	469,9	20.
þ	Contributions	1,575,445.	3,021,398.	2,895,514.	3,438,376.	5,	355,0	45.
	Net investment earnings, gains, and losses	5,712,519.	-1,341,482.	4,557,627.	6,010,974.	6,	849,6	66.
d	Grants or scholarships							
	Other expenditures for facilities							
	and programs 2,677,138. 2,316,449. 2,014,920. 1,756,691. 1,552,				552,2	05.		
f	Administrative expenses							
g	End of year balance 61,227,599. 56,616,773. 57,253,306. 51,815,085. 44,122,420					26.		
2	Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:							
а	Board designated or quasi-endowment	58.78	_%					
b	Permanent endowment ► 26.35	%						
C	Temporarily restricted endowment ▶1	<u>4.8</u> 7 %						
	The percentages on lines 2a, 2b, and 2c sho	uld equal 100%.						
3a	Are there endowment funds not in the posse	ssion of the organiza	ation that are held a	nd administered for	the organization			
	by:)		No
	(i) unrelated organizations					3a(i)		X
	(ii) related organizations							X_
b	If "Yes" on line 3a(ii), are the related organiza	tions listed as requir	ed on Schedule R?	A		3b		
4	Describe in Part XIII the intended uses of the		wment funds.					
Par	t VI Land, Buildings, and Equipm	ent.						
	Complete if the organization answered	d "Yes" on Form 990	, Part IV, line 11a. S	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		34,151,192.	14,279,848.	19,871,344.
c Leasehold improvements				
d Equipment		48,372,907.	32,177,819.	16,195,088.
e Other		188,523.		188,523.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				37,524,646.

Schedule D (Form 990) 2015

Schedule D (Form 990) 2015 RQED 114C.			J4 IZ4IJUJ Page
Part VII Investments - Other Securities.			
Complete if the organization answered "Yes" of			
(a) Description of Security Or category (including name of security)	(b) Book value	(c) Method of valuation: Cos	t or end-of-year market value
(1) Financial derivatives			
(2) Closely-held equity interests			
(3) Other			
(A)			
(B)			
(C)			
(D)			
(E)			
(F)			
(G)			
(H)			E
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.)			
Part VIII Investments - Program Related.			
Complete if the organization answered "Yes" of	on Form 990, Part IV, line	e 11c. See Form 990, Part X, line 1	3.
(a) Description of investment	(b) Book value	(c) Method of valuation: Cos	
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			
(7)			
(8)			
(9)			
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.)			
Part IX Other Assets.			
Complete if the organization answered "Yes" of	on Form 990 Part IV line	11d See Form 990 Part X line 1	5
	Description	Trail Good Contrago, Indiana, Into A	(b) Book value
(1)			(a) Dook raids
(2)			
(3)			
(4)			
(5)			
(6)			
(7)			
(8)			
(9)			
Total. (Column (b) must equal Form 990, Part X, col. (B) line	15.)	***************************************	
Part X Other Liabilities.		The second of th	
Complete if the organization answered "Yes" of	on Form 990, Part IV, line		line 25.
1. (a) Description of liability		(b) Book value	
(1) Federal income taxes		1 000 606	
(2) ACCRUED BROADCAST RIGHTS		1,288,696.	
(3) DEFERRED COMPENSATION OBL	IGATION	1,727,680.	
(4)			
(5)			
(6)			
(7)		2525	
(8)		1514-30	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

Schedule D (Form 990) 2015

3,016,376.

Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.)

Complete if the organization answered "Yes" on Form 990, Par	
1 Total revenue, gains, and other support per audited financial statemen	ts1 86,187,41
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:	1 - 1 2 975 166
a Net unrealized gains (losses) on investments	
b Donated services and use of facilities	
c Recoveries of prior year grants	
d Other (Describe in Part XIII.)	
e Add lines 2a through 2d	
3 Subtract line 2e from line 1	3 81,763,15
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1	4a 268,356.
a Investment expenses not included on Form 990, Part VIII, line 7b	
b Other (Describe in Part XIII.)	
 c Add lines 4a and 4b 5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, Ii. 	
5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, li Part XII Reconciliation of Expenses per Audited Financi	
Complete if the organization answered "Yes" on Form 990, Par	
Total expenses and losses per audited financial statements	
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:	
a Donated services and use of facilities	2a 1,544,050.
b Prior year adjustments	
c Other losses	
d Other (Describe in Part XIII.)	
e Add lines 2a through 2d	
3 Subtract line 2e from line 1	3 75,596,01
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 268,356.
b Other (Describe in Part XIII.)	
c Add lines 4a and 4b	1. 1 260 25
5 Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I,	
Part XIII Supplemental Information.	
Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to pro PART V, LINE 4:	
THE ORGANIZATION'S PRIMARY LONG-TERM M	ANAGEMENT OBJECTIVE IS TO PROVIDE
GENERAL SUPPORT IN MEETING THE NEEDS C	F KQED; PROVIDED THAT A DONOR MAKIN
A CONTRIBUTION TO THE PERMANENT ENDOWM	ENT MAY IMPOSE SPECIFIC USE
RESTRICTIONS ON THE DONOR'S CONTRIBUTI	ON.
	э э
DADM Y ITNE 2.	
PART X, LINE 2:	
THE CORPORATION IS A TAX EXEMPT ORGANI	ZATION UNDER INTERNAL REVENUE CODE
SECTION 501(C)(3) AND THE CALIFORNIA T	AX CODE. THE CORPORATION'S CURRENT
ACCOUNTING POLICY IS TO EVALUATE UNCER	TAIN TAX POSITIONS. ACCORDINGLY, A
LOSS CONTINGENCY IS RECOGNIZED WHEN IT	IS PROBABLE THAT A LIABILITY HAS

532054 09-21-15

BEEN INCURRED AS OF THE DATE OF THE FINANCIAL STATEMENTS AND THE AMOUNT OF

Schedule D (Form 990) 2015

SCHEDULE G

Department of the Treasury

(Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

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

Attach to Form 990 or Form 990-EZ.

OMB No. 1545-0047

Open to Public

Internal Revenue Service Inspection ► Information about Schedule G (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990. Name of the organization Employer identification number KQED INC. 94-1241309 Fundraising Activities. Complete if the organization answered "Yes" on Form 990, Part IV, line 17, Form 990-EZ filers are not Part I required to complete this part, 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply. X Mail solicitations e X Solicitation of non-government grants X Internet and email solicitations f X Solicitation of government grants c X Phone solicitations g X Special fundraising events d X In-person solicitations 2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or X Yes key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? b | f "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization. (iii) Did fundraiser have custody or control of contributions? (v) Amount paid (vi) Amount paid (iv) Gross receipts (i) Name and address of individual to (or retained by) (ii) Activity to (or retained by) fundraiser or entity (fundraiser) from activity organization listed in col. (i) CARL BLOOM ASSOCIATES, INC. -Yes No 8,029,974 81 MAIN STREET, SUITE 126 GENERAL FUNDRAISING Х 1,574,872. 6,455,102. INFOCISION - P.O. BOX 932441, CLEVELAND, OH 44193 TELEMARKETING 31,095 20,668 10,428. X 8,061,069. 1,595,540. 6,465,530. 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. CA, AL, AK, AR, CO, CT, DC, FL, GA, HI, IL, KS, KY, MA, ME, MD, MI, MN, MO, MS, NH, NJ, NM, NY, OH OK, OR, PA, SC, TN, UT, VA, WA, WI, WV, NV, RI

Schedule G (Form 990 or 990-EZ) 2015

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

SEE PART IV FOR CONTINUATIONS

Schedule G (Form 990 or 990-EZ) 2015

532082 09-14-15

Schedule G (Form 990 or 990-EZ) 2015 KQED INC. 11 Does the organization conduct gaming activities with nonmembers? 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? 13 Indicate the percentage of gaming activity conducted in: a The organization's facility 13a 13b 13b	□ No □ 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? 13 Indicate the percentage of gaming activity conducted in: a The organization's facility b An outside facility 13b	
13 Indicate the percentage of gaming activity conducted in: a The organization's facility b An outside facility 13a 13b	
13 Indicate the percentage of gaming activity conducted in: a The organization's facility b An outside facility 13a 13b	%
b An outside facility 13b	%
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 A	
Address 15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes	 □ No
15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes	NO
h If "Voc " enter the amount of gaming revenue received by the organization.	
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:	
c ii Tes, entername and address or the tillid 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?	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: CARL BLOOM ASSOCIATES, INC.	
(I) ADDRESS OF FUNDRAISER:	
81 MAIN STREET, SUITE 126, WHITE PLAINS, NY 10601	
·	

SCHEDULE J (Form 990)

Department of the Treasury

Name of the organization

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.

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

OMB No. 1545-0047

Open to Public Inspection

Employer identification number

94-1241309 KQED INC. **Questions Regarding Compensation** Part I Yes No

1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990,			
	Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.			
	First-class or charter travel Housing allowance or residence for personal use			
	Travel for companions Payments for business use of personal residence			10
	Tax indemnification and gross-up payments Health or social club dues or initiation fees	1		
	Discretionary spending account Personal services (e.g., maid, chauffeur, chef)			
b	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or			
	reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors,			
	trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?	2		
	and the state of t			
3	Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's			
	CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to			
	establish compensation of the CEO/Executive Director, but explain in Part III.			
	Compensation committee Written employment contract		20	6
	Independent compensation consultant X Compensation survey or study			
	Form 990 of other organizations X Approval by the board or compensation committee			
	7 Approval by the board of companions 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:			
а	Receive a severance payment or change-of-control payment?	4a	Х	
	Participate in, or receive payment from, a supplemental nonqualified retirement plan?		X	_
	Participate in, or receive payment from, an equity-based compensation arrangement?			X
C	If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.	70		
	The second of the second of the persons and provide the applicable amounts for each item first art my			
	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:			
а	The organization?	5a		X
	Any related organization?	5b		X
	If "Yes" to 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	A		
	contingent on the net earnings of:			
а	The organization?	6a	1	X
	Any related organization?	6b		X
	If "Yes" on line 6a or 6b, describe in Part III.			
7	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments	11 2		-
	not described on lines 5 and 6? If "Yes," describe in Part III	7		Х
8	Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the	- 1		15
	initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8		Х
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in			A.P.
	Regulations section 53.4958-6(c)?	9		

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

Schedule J (Form 990) 2015

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 are not listed on Form 990, Part VII,

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual,

		(B) Breakdown of W	N	and/or 1099-MISC compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns	(F) Compensation
(A) Name and Title		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	other deferred compensation	Sellents	(a)-(ı)(a)	reported as deferred on prior Form 990
(1) JOHN BOLAND	Ξ	410,326.	108,000.	0	54,575.	1,378.	574,279.	0
PRESIDENT & CEO	: E	0	0	0	0	0	0	0
(2) KEVIN MARTIN	€	243,983.	15,000.	0	14,575.	16,216.	289,774.	0.
SR, VICE PRESIDENT & COO	E	0	0	0	0	0		0
(3) MITZIE KELLEY	(E	202,620.	24,986.	0	13,011.	18,386.	259,003.	0.
CHIEF FINANCIAL OFFICER		0	0	0	0	0	0	0
(4) WILLIAM LOWERY	≘	195,360.	33,100.	0	12,703.	9,975.	251,138.	0
GEN. COUNSEL & CORP. SECRETARY	E	0	0	0	0	0		0.
(5) MICHAEL ISIP	Ξ	233,877.	27,617.	0	14,425.	794.	276,713.	0.
SR, VP & CHIEF CONTENT OFFICER	\equiv	0	0	0	0	0	0	.0
(6) TRACI ECKELS	Ξ	201,274.	24,205.	0	12,501.	7,293.	245,273.	0.
CHIEF DEVELOPMENT OFFICER	Ξ	0	0	0	0	0	0	.0
(7) MICHAEL LUPETIN	Ξ	197,827.	23,616.	0	12,486.	12,375.	246,304.	0
VP MARKETING & BRAND	Ξ	0	0	0	0	0	0	0
(8) JO ANNE WALLACE	Ξ	186,997.	21,957.	0	11,644.	8,900.	229,49	0.
GM KQED RADO, VP TV & RADIO PROGRAMM (ii)	0		0	0	101 100			0.
(9) JOANNE CARDER	Ξ	174,357.	21,268.	0	10,983.	8,888.	215,496.	0.
VP HR & LABOR RELATIONS	€	0	0	0	1			0
(10) TIM OLSON	Ξ	156,528.	19,449.	0	10,262.	21,980.	208,219.	0.
VP DIGITAL MEDIA & EDUCATION	Œ	0	0	* 0	0		- 8	.0
(11) DANIEL MANSERGH	(i)	172,774.	0	• 0	10,138.	20,526.	203,438.	.0
CHIEF TECHNOLOGY OFFICER	(ii)	1	0	* 0		0.		0
(12) DELINDA MROWKA	Ξ	156,679.	0	• 0	8,664.	1,525.	166,86	0.
VP CORP, SPONSORSHIP	Œ	0.	0	0	3		200000000000000000000000000000000000000	0.
(13) HOLLY KERNAN	Ξ	169,293.	0	* 0	7,477	12,287.	189,057.	0.
EXEC. EDITOR, NEWS	Ξ	l î	0	0		0.		0.
(14) SARAH SAWYER	Ξ	274,476.	0	0	14,575.	167.	289,218.	• 0
LOCAL MARKETING DIRECTOR	(ii)		0	• 0				.0
(15) DAVID SHIMADA	Ξ	261,724.	0	.0	14,575.	11,934.	288,233.	• 0
DIRECTOR, CORP. SUPPORT GENERAL SALE (ii)	(ii)		0.	0			0.	.0
(16) ELIZABETH SEIRMARCO	(i)	245,599.	0	0	14,569.	21,459.	281,627.	.0
LOCAL MARKETING DIRECTOR	▤	0	0	0	0	0.	0	0
582112 3844-4				40			Sched	Schedule J (Form 990) 2015

KQED INC. Schedule J (Form 990) 2015

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 (ii) and from related organizations, described in the instructions, on row (iii) Do not list any individuals that are not listed on Form 990, Part VIII.

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.

		(B) Breakdown of W	W-2 and/or 1099-MIS	2 and/or 1099-MISC compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns	(F) Compensation
(A) Name and Title		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	other deferred compensation	benefits	(a)-(i)(a)	in column (B) reported as deferred on prior Form 990
(17) LAUREEN CHANG	Ξ	230,27	0	0	12,84	8,464.	251,58	.0
LOCAL MARKETING DIRECTOR	€		0					
(18) SIDNEY CHIU	Ξ	78,93	0	131,98	8,38	5,335.	224,64	
ENGINEER	Ξ	0	0	0	0	• 0	0	0
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532112 10-14-15				41			Schedu	Schedule J (Form 990) 2015

Schedule J (Form 990) 2015 KQED	INC.	94-1241309	Pa
Part III Supplemental Information			
Provide the information, explanation, or descr	riptions 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 informatio	t for any additional information	_5:

3 4A-B:	ICIPATED IN A 457(F) NONQ	PENSATION ARRANGEMENT. THE AMOUNT DEFERRED WAS \$40,000.	SIDNEY CHIU, ENGINEER, RECEIVED SEVERANCE PAYMENT OF \$60,164.					Schodula 1 (Exem DD) 2015	OCIDE (ILI SAC) AD ID
PART I, LINES 4A-B:	JOHN BOLAND, PRESIDENT & CEO,	DEFERRED COMPENSATION ARRANGEMENT.	SIDNEY CHIU, ENGINEER,						

SCHEDULE M (Form 990)

Department of the Treasury

Internal Revenue Service

Noncash Contributions

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

Attach to Form 990.

► Information about Schedule M (Form 990) and its instructions is at www.lrs.gov/form990.

2015

Open To Public Inspection

Name of the organization

KQED INC. Employer identification number 94-1241309

Par	ti Types	of Property									
			(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contr amounts repor Form 990, Part V	ted on		(d) Method of de cash contribu		_	s
1	Art - Works of an	t									
2		easures									
3		nterests									
4		cations									
5		usehold goods									
6		rehicles	X	5,574	2,533	,018.	FAIR	MARKET	VA	LUE	
7		S									
8		erty									
9		icly traded	X	139	1,865	,122.	FAIR	MARKET	VA	LUE	
10		ely held stock									
11	Securities - Partr										
12	Securities - Misc										
13	Qualified conser	vation contribution - es									
14		vation contribution - Other									
15	Real estate Res										
16		mmercial									
17		ner									
18		***************************************									
19											
20		cal supplies									
21											
22		ts									
23		nens									
24		tifacts									
25	Other (PRIZES/TICKET)	X	203	453	,891.	FAIR	MARKET	VA	LUE	
26	Other •	j									
27	Other >										
28	Other ()									
29	Number of Form	s 8283 received by the organi	ization durin	g the tax year for o	contributions						
	for which the org	ganization completed Form 82	283, Part IV,	Donee Acknowled	gement	29				13	
						2 000				Yes	No
30a	During the year,	did the organization receive b	y contribution	on any property re	ported in Part I, lin	es 1 throu	gh 28, tha	at it			
	must hold for at	least three years from the dat	e of the initia	al contribution, and	which is not requ	uired to be	used for		150	- 4	
	exempt purpose	s for the entire holding period	?						30a		Х
b	If "Yes," describe	e the arrangement in Part II									
31	Does the organiz	zation have a gift acceptance	policy that r	equires the review	of any non-standa	ard contrib	utions?		31	X	
32a		zation hire or use third parties									
	contributions?	******************************	**************	10/02/5/5/					32a	X	
b	If "Yes," describ								3211	1 - 1	
33	If the organization	on did not report an amount in	column (c)	for a type of prope	rty for which colur	nn (a) is ch	ecked,		100		35
	describe in Part	III-									
		I. D. I. SESSA ASSAULT	the Lead	f F 00	-		-	2-4-4-4-55	/F	000)	0045

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

Schedule M (Form 990) (2015)

475001

532142 08-21-15

SCHEDULE O

Internal Revenue Service

(Form 990 or 990-EZ)

Department of the Treasury

Supplemental Information to Form 990 or 990-EZ

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

Open to Public Inspection

OMB No. 1545-0047

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

Name of the organization

KQED INC.

Employer identification number 94-1241309

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION: KQED IS FOR EVERYONE WHO WANTS TO BE MORE. OUR TELEVISION, RADIO, DIGITAL MEDIA AND EDUCATIONAL SERVICES CHANGE LIVES FOR THE BETTER AND HELP INDIVIDUALS AND COMMUNITIES ACHIEVE THEIR FULL POTENTIAL.

KQED SERVES THE PEOPLE OF NORTHERN CALIFORNIA WITH A COMMUNITY-SUPPORTED ALTERNATIVE TO COMMERCIAL MEDIA. WE PROVIDE CITIZENS WITH THE KNOWLEDGE THEY NEED TO MAKE INFORMED DECISIONS, CONVENE COMMUNITY DIALOGUE, BRING THE ARTS TO EVERYONE, AND ENGAGE AUDIENCES TO SHARE THEIR STORIES. WE HELP STUDENTS AND TEACHERS THRIVE IN 21ST CENTURY CLASSROOMS, AND TAKE PEOPLE OF ALL AGES ON JOURNEYS OF EXPLORATION, EXPOSING THEM TO NEW PEOPLE, PLACES AND IDEAS. WE CELEBRATE DIVERSITY, EMBRACE INNOVATION, VALUE LIFELONG LEARNING AND PARTNER WITH THOSE WHO SHARE OUR PASSION FOR PUBLIC SERVICE.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS: KQED 9 IS ONE OF THE NATION'S MOST-WATCHED PUBLIC TELEVISION STATIONS WITH AN AVERAGE OF 871,000 WEEKLY VIEWERS IN THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET. KQED OWNS AND OPERATES PUBLIC TELEVISION STATIONS KQED-TV/DT CHANNEL 9 (SAN FRANCISCO), KQEH-TV/DT CHANNEL 54 (SAN JOSE), AND KQET-TV/DT CHANNEL 25 (WATSONVILLE/MONTEREY). KQED'S DIGITAL TELEVISION CHANNELS INCLUDE KQED 9, KQED PLUS, KQED LIFE, KQED WORLD, KQED KIDS AND KQED V-ME, AND ARE AVAILABLE 24/7 OVER THE AIR AND ON COMCAST.

SINCE FIRST GOING ON THE AIR IN 1954, KQED HAS BEEN AN INTEGRAL PART OF LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

532211 09-02-15

Schedule O (Form 990 or 990-EZ) (2015)

THE BAY AREA'S MEDIA AND CULTURAL LANDSCAPE. THE STATION PRODUCES ITS

OWN UNIQUE LOCAL AND NATIONAL PROGRAMS AND COLLABORATES WITH FILMMAKERS

AND DOCUMENTARY PRODUCERS TO PRESENT MORE INDEPENDENT PROGRAMMING THAN

ANY OTHER PUBLIC TELEVISION STATION IN THE NATION.

KQED PUBLIC TELEVISION IS COMMITTED TO PRODUCING, CO-PRODUCING AND

PRESENTING CONTENT THAT SERVES THE PEOPLE OF NORTHERN CALIFORNIA AND

BEYOND. IN 2016, KQED CONTINUED TO BROADCAST LOCALLY PRODUCED SERIES

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

CHECK, PLEASE! BAY AREA, WHERE LOCAL DINERS REVIEW THEIR FAVORITE BAY

AREA RESTAURANTS, IN ITS ELEVENTH SEASON.

KQED ALSO PRODUCED A FOURTH SEASON OF THE NATIONALLY DISTRIBUTED FILM

SCHOOL SHORTS, FEATURING SHORT STUDENT FILMS FROM TOP U.S. FILM

SCHOOLS, AND PRESENTED A FIFTH SEASON OF EQUAL TIME, A SERIES

CO-PRODUCED WITH THE SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS AT

SAN JOSE STATE UNIVERSITY AND DESIGNED TO LOOK IN-DEPTH AT ISSUES OF

IMPORTANCE TO CALIFORNIANS. ADDITIONALLY, THE FIFTH SEASON OF

REVOLUTIONARIES, A TELEVISION SERIES PRODUCED BY THE COMPUTER HISTORY

MUSEUM IN ASSOCIATION WITH KQED SILICON VALLEY, AIRED IN 2016 AND

FEATURED CONVERSATIONS WITH TECH LUMINARIES.

KQED WAS ALSO A LEADER IN PRESENTING INDEPENDENT PRODUCTIONS TO

NATIONWIDE AUDIENCES. THE NEW ENVIRONMENTALISTS, JOANNE WEIR GETS

FRESH, ROADTRIP NATION, JACQUES PEPIN HEART & SOUL, AND JOSEPH

ROSENDO'S TRAVELSCOPE WERE JUST SOME OF THE PROGRAMS THAT KQED

SUPPORTED IN FINDING DISTRIBUTION AND NATIONAL AUDIENCES.

IN 2016, KQED PUBLIC TELEVISION RECEIVED EIGHT NORTHERN CALIFORNIA EMMY

AWARDS (INCLUDING TWO IN MULTIMEDIA/WEB CATEGORIES), TWO AWARDS FROM

THE SOCIETY OF PROFESSIONAL JOURNALISTS OF NORTHERN CALIFORNIA AND TWO

RADIO TELEVISION DIGITAL NEWS ASSOCIATION EDWARD R. MURROW REGIONAL

AWARDS.

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

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

IN THE NATION, WITH AN AVERAGE OF 763,200 WEEKLY RADIO LISTENERS IN THE

SAN FRANCISCO METRO SURVEY AREA, AND AN ADDITIONAL 24,000 IN THE

SACRAMENTO AREA. KQED OWNS AND OPERATES PUBLIC RADIO (88.5 FM SAN

FRANCISCO AND 89.3 FM SACRAMENTO). ITS AWARD-WINNING NEWS AND PUBLIC

AFFAIRS PROGRAM SERVICE CAN BE HEARD ON 88.5 FM OR COMCAST CHANNEL 960

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

88.1 FM IN MARTINEZ.

RQED PUBLIC RADIO BROADCASTS MANY OF NPR'S STELLAR PROGRAMS. KQED

PUBLIC RADIO ALSO PRODUCES A SIGNIFICANT NUMBER OF LOCAL PROGRAMS AND

SERIES, INCLUDING THE AWARD-WINNING FORUM (MORE THAN 500 NEW SHOWS IN

2016); THE CALIFORNIA REPORT, THE STATEWIDE WEEKDAY MORNING NEWS REPORT

AND WEEKLY 30-MINUTE NEWS MAGAZINE CARRIED BY MORE THAN 30 STATIONS IN

CALIFORNIA; THE DO LIST, A WEEKLY LOOK AT UPCOMING ARTS OFFERINGS AND

EVENTS; WEEKLY KQED SCIENCE RADIO REPORTS, AND 18 WEEKDAY KQED NEWS

REPORTS.

KQED PUBLIC RADIO PRESENTED CONTENT FROM THE COMMONWEALTH CLUB OF

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

COMPUTER HISTORY MUSEUM. IT ALSO BROADCAST RADIO VERSIONS OF TWO KQED

TELEVISION PROGRAM - CHECK, PLEASE! BAY AREA AND KQED NEWSROOM.

KQED PUBLIC RADIO CONTINUED TO EMBRACE 21ST-CENTURY MEDIA TECHNIQUES IN

2016, SERVING THE SAN FRANCISCO BAY AREA WITH CONTENT THROUGH A WIDE

ARRAY OF ON-DEMAND ONLINE SERVICES, INCLUDING ACCOMPANYING SLIDE SHOWS,

INTERACTIVE MAPS, VIDEO FEATURES, BLOGS, PODCASTS AND A LIVE AUDIO

STREAM, ALL AVAILABLE FREE ON KQED.ORG. SOME KQED PUBLIC RADIO

BROADCASTS ARE ALSO PART OF THE SIRIUS SATELLITE NETWORK.

KQED PUBLIC RADIO STAFF RECEIVED NUMEROUS AWARDS IN 2016, INCLUDING

FOUR FROM THE SOCIETY OF PROFESSIONAL JOURNALISTS OF NORTHERN

CALIFORNIA, AND THREE RADIO TELEVISION DIGITAL NEWS ASSOCIATION EDWARD

R. MURROW REGIONAL AWARDS.

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

KQED'S MULTIDISCIPLINARY CONTENT TEAMS FOCUSING ON NEWS, ARTS AND FOOD,

AND SCIENCE WORK TO EXPAND REGIONAL COVERAGE AND ENSURE OUR CONTENT IS

AVAILABLE VIA MOBILE, SOCIAL AND INTERACTIVE MEDIA AS WELL AS ON RADIO

AND TELEVISION.

KQED NEWSROOM IS A WEEKLY MULTIPLATFORM NEWS PROGRAM ON TELEVISION,
RADIO AND ONLINE IN ITS FOURTH SEASON.

NEW MULTIMEDIA PROJECTS INCLUDED KQED ARTS' WOMEN TO WATCH AND THE SF
HOMELESS PROJECT, AN UNPRECEDENTED COLLABORATION OF MORE THAN 80 NEWS
ORGANIZATIONS AROUND THE ISSUE OF HOMELESSNESS AND HOUSING INSECURITY.

THE ONLINE SERIES WOMEN TO WATCH CELEBRATED 20 LOCAL ARTISTS —
CURATORS, MUSICIANS, MURALISTS, COMEDIANS, DANCERS, PHOTOGRAPHERS AND
WRITERS — ALL OF WHO ARE FORGING NEW PATHS ACROSS THE BAY AREA'S

532212 09-02-15

KQED INC.

Employer identification number 94-1241309

DIVERSE CREATIVE ECOSYSTEM. FOR EACH WOMAN, KQED CREATED A MULTIMEDIA

PROFILE, FEATURING INTERVIEWS WITH THE ARTISTS, PORTRAITS AND EXAMPLES

OF THEIR WORK. THE PROFILES WERE SHARED ON SOCIAL MEDIA AND IN AN

OUTDOOR MARKETING CAMPAIGN. THE PROGRAM CULMINATED IN A SOLD-OUT EVENT

WITH PERFORMANCES BY AND CONVERSATIONS WITH THE FEATURED ARTISTS.

PARTICIPANTS IN THE SF HOMELESS PROJECT POOLED THEIR RESOURCES REPORTING, DATA ANALYSIS, PHOTOJOURNALISM, VIDEO AND WEBSITES - THEN

PUBLISHED, BROADCAST AND SHARED A SERIES OF STORIES BEGINNING

WEDNESDAY, JUNE 29. DURING THAT WEEK, MORE THAN 350 STORIES, TELEVISION

SPOTS AND EVENTS WERE PRODUCED. KQED FOCUSED ON TELLING FIRST-PERSON

STORIES TO REVEAL THE HUGE RANGE OF PEOPLE LIVING ON OUR STREETS. KQED

ALSO LOOKED AT THE ISSUE FROM A REGIONAL PERSPECTIVE AND TOLD STORIES

OF PEOPLE LIVING ON THE EDGE OF HOMELESSNESS - FACING HOUSING

INSECURITY AND EVICTION AND LIVING IN CARS AND ON COUCHES.

KQED'S INCREASED VISIBILITY IN SILICON VALLEY HAS INCLUDED NOT JUST THE CREATION OF A SILICON VALLEY NEWS DESK, BUT ALSO A NEW RADIO STUDIO TO STRENGTHEN AND EXPAND KQED'S COVERAGE OF THE SOUTH BAY. WITH THE HELP OF FOUR VETERAN REPORTERS BASED IN THE SOUTH BAY, KQED HAS QUADRUPLED SOUTH BAY REPORTING SINCE 2013.

EACH YEAR, KQED CELEBRATES THE DIVERSITY OF OUR COMMUNITY WITH A

SPECIAL LINEUP OF PROGRAMS, INCLUDING EVENTS AND FILM SCREENINGS DURING

BLACK HISTORY, WOMEN'S HISTORY, ASIAN PACIFIC AMERICAN HERITAGE,

LESBIAN GAY BISEXUAL TRANSGENDER PRIDE (LGBT), LATINO HERITAGE,

AMERICAN INDIAN HERITAGE AND DISABILITY CULTURE AWARENESS MONTHS. KQED

HAS LONG RECOGNIZED THE IMPORTANT CONNECTION BETWEEN CULTURAL HERITAGE

532212 09-02-15

Name of the organization

KQED INC.

Employer identification number 94-1241309

AND THE ARTS AND HAS MADE LIVE PERFORMANCES AN INTEGRAL PART OF OUR HERITAGE MONTH CELEBRATIONS.

KQED INTERACTIVE, WHICH INCLUDES KQED.ORG AND KQEDNEWS.ORG, DEVELOPS CONTENT AND APPLICATIONS FOR DIGITAL PLATFORMS AND MOBILE DEVICES, HOSTS ONLINE SERVICES FOR KQED PUBLIC TELEVISION, PUBLIC RADIO AND KQED LEARNING, AND SERVES AS A COMMUNITY CONVENER, PROVIDING EVENT LISTINGS, RESOURCES, ONLINE POLLS, PODCASTS, BLOGS AND OTHER ITEMS OF TIMELY

INTEREST. KQED.ORG FUNCTIONS AS KQED'S THIRD MEDIA PLATFORM, DELIVERING

CONTENT SPECIFICALLY ACQUIRED AND PRODUCED FOR THE WEB.

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

ONGOING SERIES AND BLOGS INCLUDE DEEP LOOK, A REMARKABLE YOUTUBE SCIENCE VIDEO SERIES ON THE PBS DIGITAL STUDIOS NETWORK; MINDSHIFT, A BLOG EXPLORING THE FUTURE OF LEARNING IN ALL ITS DIMENSIONS; BAY AREA BITES, A POPULAR FOOD BLOG; FUTURE OF YOU, WHICH NAVIGATES FAST-CHANGING HEALTH CARE TRENDS BY EXPLORING INNOVATIONS IN TECHNOLOGY AND MEDICAL SCIENCE; AND KQED POP, WHICH EXAMINES THE SOCIAL AND CULTURAL IMPACT OF MUSIC, MEDIA AND OTHER POP CULTURAL EXPERIENCES. ALSO OF NOTE, KQED'S MOBILE-FRIENDLY ONLINE 2016 VOTER GUIDE RECEIVED MORE THAN 6 MILLION PAGE VIEWS, AND, OVERALL, 2016 ONLINE ELECTION COVERAGE HAD SIX TIMES MORE TRAFFIC THAN THE LAST GENERAL ELECTION. ADDITIONALLY IN 2016, KOED ARTS RELEASED 56 ORIGINAL ONLINE VIDEOS -WITH 4 MILLION DIGITAL PLAYS, UP 106 PERCENT FROM THE PREVIOUS YEAR -FEATURING THE RICH AND DIVERSE WORLD OF ARTS AND CULTURE IN THE BAY AREA AND KOED NEWS PUBLISHED 36 NEWS VIDEOS, WHICH GENERATED OVER 3.1 MILLION VIEWS.

KOED INC.

Employer identification number 94-1241309

KQED INTERACTIVE IS A LEADER IN THE NATIONAL PUBLIC BROADCASTING ARENA

THROUGH ITS EXPERIMENTATION WITH NEW PROJECTS INCLUDING MOBILE APPS,

INTERACTIVE PRODUCTS, COMMUNITY BLOGGERS AND MORE. KQED.ORG'S AUDIENCE

CONTINUES TO GROW, AND IS ONE OF THE MOST-TRAFFICKED PUBLIC MEDIA

WEBSITES IN THE UNITED STATES. IN 2016, KQED.ORG SERVED AN AVERAGE OF

2.1 MILLION UNIQUE USERS EACH MONTH AND AN AVERAGE OF 4.6 MILLION

MONTHLY PAGE VIEWS OF ITS ONLINE CONTENT.

KQED RECEIVED PROMINENT AWARDS FOR MULTIMEDIA/WEB CONTENT IN 2016,

INCLUDING FROM THE SOCIETY OF PROFESSIONAL JOURNALISTS OF NORTHERN

CALIFORNIA AND THE PUBLIC RADIO NEWS DIRECTORS INCORPORATED.

KQED LEARNING PRODUCES AND DISTRIBUTES FREE, MEDIA-RICH EDUCATIONAL
RESOURCES TO ENGAGE LEARNERS WITH REAL-WORLD EXAMPLES. KQED LEARNING
LEADS IN ENGAGING WITH COMMUNITY AND EDUCATIONAL ORGANIZATIONS TO
CREATE CUTTING-EDGE LEARNING MEDIA, PARTICULARLY IN STEM; OFFERING
TRAINING IN DIGITAL LEARNING TOOLS; DISTRIBUTING CONTENT TO CLASSROOMS;
AND PROVIDING UP-TO-DATE ONLINE EDUCATIONAL MATERIALS. IN FY16, KQED
LEARNING REACHED MORE THAN 2,900 BAY AREA RESIDENTS WHO ATTENDED A KQED
WORKSHOP, WEBINAR OR CONFERENCES.

UNDER KQED'S LEADERSHIP, CALIFORNIA'S PRE-K-12 EDUCATORS CONTINUE TO

HAVE FREE ACCESS TO TENS OF THOUSANDS OF DIGITAL ASSETS FROM KQED AND

PBS, INCLUDING VIDEOS, GAMES, AUDIO, PHOTOS, IN-DEPTH LESSON PLANS AND

EVEN DISCUSSION QUESTIONS. SO FAR, 1.8 MILLION EDUCATORS AND USERS HAVE

REGISTERED TO ACCESS CONTENT FROM PBS LEARNINGMEDIA.

LAUNCHED IN JULY 2016, THE ONLINE LEARNING PLATFORM KQED TEACH ALLOWS

KOED INC.

Employer identification number 94-1241309

EXCELLENT TEACHERS IN OUR DIGITAL WORLD, AS WELL AS THE CHANCE TO SHARE

STRATEGIES WITH EACH OTHER. ARMED WITH THESE SKILLS, TEACHERS CAN HELP

THEIR STUDENTS DEVELOP COMMUNICATION AND TECHNOLOGY SKILLS, ENABLING

THEM NOT ONLY TO PRODUCE HIGH-QUALITY DIGITAL CONTENT, BUT ALSO TO

ENGAGE IN LEARNING THAT ENCOURAGES CRITICAL THINKING. BY THE END OF

2016, KQED TEACH HAD RECEIVED 1,449 TEACHER SIGN UPS.

ADDITIONALLY, KQED IS HELPING STUDENTS BUILD DIGITAL LITERACY SKILLS

AND FORM EVIDENCE-BASED ARGUMENTS WITH DO NOW - A WEEKLY ONLINE

ACTIVITY THAT ENABLES STUDENTS TO PARTICIPATE IN DISCUSSIONS OF NEWS

TOPICS ISSUES USING SOCIAL MEDIA TOOLS LIKE TWITTER. EACH WEEK, DO NOW

ENGAGES STUDENTS AND TEACHERS FROM AROUND THE BAY AREA AND ACROSS THE

COUNTRY IN PUBLIC DISCOURSE OF ISSUES IMPORTANT TO THE LIVES OF YOUTH.

BY THE END OF 2016, DO NOW HAD RECEIVED MORE THAN 12,000 YOUTH-PRODUCED

ARTIFACTS, INCLUDING MORE THAN 7,000 STUDENT TWEETS AND ALMOST 3,000

STUDENT COMMENTS.

KQED'S NEWS EDUCATION BLOG THE LOWDOWN INTEGRATES CURRENT EVENTS INTO

STANDARDIZED CURRICULUM. IT AIMS TO ANSWER QUESTIONS THAT ARE SOMETIMES

LEFT OUT BY NEWS COVERAGE AND EXAMINE THE BACKGROUND CONTEXT OF MAJOR

NEWS STORIES. THE SITE OFFERS CREATIVE ANALYSIS THAT'S FOCUSED ON

IDENTIFYING, EXPLAINING AND VISUALIZING KEY STANDARD-BASED CONCEPTS

RELATED TO MAJOR CURRENT EVENTS. RESOURCES ON THE LOWDOWN HAVE BEEN

VIEWED NEARLY 2 MILLION TIMES.

KQED SCIENCE EDUCATION CONTINUES TO COLLABORATE WITH COMMUNITY PARTNERS
ON EDUCATIONAL MULTIMEDIA RESOURCE COLLECTIONS THAT ARE ALIGNED WITH

THE NEXT GENERATION SCIENCE STANDARDS AND THE COMMON CORE STATE

STANDARDS. IN FY16, VIDEOS FROM THE QUEST COLLECTIONS WERE VIEWED MORE

THAN 1 MILLION TIMES, INCLUDING NEARLY 30,000 VIEWS FROM THE

ENGINEERING IS SERIES, OVER 46,000 VIEWS FROM THE CAREER SPOTLIGHT

SERIES AND MORE THAN 13,000 VIEWS FROM THE SCIENCE SPOTLIGHT SERIES.

EXPENSES \$ 6,413,774. INCLUDING GRANTS OF \$ 0. REVENUE \$ 1,319,892.

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

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

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

IN ACCORDANCE WITH THE ORGANIZATION'S CONFLICT OF INTEREST POLICY, ALL DIRECTORS, OFFICERS, AND KEY EMPLOYEES FILL OUT AND SIGN A CONFLICT OF INTEREST DISCLOSURE FORM, WHICH IS REVIEWED AND MAINTAINED IN THE GENERAL COUNSEL'S OFFICE. KEY EMPLOYEES AND OFFICERS FILL OUT THE CONFLICT OF INTEREST DISCLOSURE FORM ANNUALLY. BOARD OF DIRECTORS FILL OUT THE CONFLICT OF INTEREST DISCLOSURE FORM WHEN THEIR INITIAL TERM COMMENCES, AND THEN ARE ASKED ANNUALLY TO REPORT ANY CHANGES THAT WOULD GIVE RISE TO A CONFLICT OF INTEREST. IF A CONFLICT OF INTEREST WERE TO ARISE, THE KEY EMPLOYEE, OFFICER OR BOARD MEMBER WITH THE CONFLICT WOULD BE RECUSED FROM THE DECISION MAKING.

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

THE EXECUTIVE COMMITTEE OF THE BOARD IS RESPONSIBLE FOR REVIEWING THE

COMPENSATION OF THE PRESIDENT/CEO, AND IT MAKES RECOMMENDATIONS TO THE

BOARD OF DIRECTORS, WHO APPROVED ANY SUCH COMPENSATION. THE OFFICER IS

RECUSED FROM ANY DISCUSSION AND VOTE. THE PROCESS FOLLOWED BY THE BOARD TO

DEVELOP AND APPROVE THE COMPENSATION PACKAGE FOR THE PRESIDENT/CEO INCLUDED

THE REVIEW OF DATA ON COMPARABLE COMPENSATION PACKAGES AND RECOMMENDATIONS,

PREPARED BY AN OUTSIDE CONSULTANT. BASED ON THE DATA AND RECOMMENDATIONS

FROM THE CONSULTANT AS WELL AS AN EVALUATION OF THE PRESIDENT/CEO'S

PERFORMANCE AGAINST PREVIOUSLY SET GOALS, THE EXECUTIVE COMMITTEE

DELIBERATED AND AGREED UPON RECOMMENDATIONS TO THE BOARD. THE FULL BOARD

DELIBERATED ABOUT THE COMPENSATION PACKAGE BASED ON THE RECOMMENDATIONS

FROM THE EXECUTIVE COMMITTEE AND APPROVED THE SALARY FOR THE PRESIDENT/CEO.

IN DETERMINING SALARIES FOR OTHER OFFICERS AND KEY EMPLOYEES, KQED'S

PRESIDENT/CEO AND ITS VP OF HUMAN RESOURCES AND LABOR RELATIONS, ANALYZE

DATA FROM RELEVANT COMPENSATION SURVEYS, INCLUDING THE EXECUTIVE

COMPENSATION SURVEY SPONSORED BY WETA, AND THE EXECUTIVE COMPENSATION FOR

PBS STATION SURVEY. IN ADDITION, THEY HAVE DISCUSSION WITH CONTEMPORARIES

AT SIMILARLY SITUATED PUBLIC BROADCASTING STATIONS CONCERNING COMPENSATION

FOR KEY EMPLOYEES IN COMPARABLE POSITIONS. FINALLY, THEY CONSIDER THE

HISTORICAL AND CURRENT COMPENSATION PAID BY KQED FOR COMPARABLE POSITIONS,

AS WELL AS THE SKILLS AND EXPERIENCE OF THE INDIVIDUAL EMPLOYEE.

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

CA,AL,AK,AR,CO,CT,DC,FL,GA,HI,IL,KS,KY,MA,ME,MD,MI,MN,MO,MS,NH,NJ,NM,NY,OH

OK,OR,PA,SC,TN,UT,VA,WA,WI,WV,RI,NV

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

Name of the organization KQED INC.	Employer identification number 94-1241309
THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT OF INTER	EST POLICY, AND
FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC UPON REQ	UEST FOR THE SAME
PERIOD OF TIME SET FORTH IN 26 U.S. CODE 6104(D). CONDENS	ED FINANCIAL
INFORMATION IS ALSO MADE AVAILABLE TO THE PUBLIC VIA THE	ANNUAL KQED REPORT
TO THE COMMUNITY, WHICH IS POSTED ON THE ORGANIZATION'S W	EBSITE IN ADDITION
TO ITS FORM 990 AND AUDITED FINANCIAL STATEMENTS.	
FORM 990, PART VIII, LINE 1E:	
CORPORATION FOR PUBLIC BROADCASTING IS A PRIVATE, NOT-FOR	
CORPORATION WHICH RECEIVES APPROPRIATIONS FROM CONGRESS W	HICH IT
DISTRIBUTES TO SUPPORT A NATIONAL POLICY FOR GROWTH AND D	EVELOPMENT OF
RADIO AND TELEVISION BROADCASTING.	
•	

SCHEDULE R

(Form 990)

KOED INC.

Department of the Treasury Internal Revenue Service

Related Organizations and Unrelated Partnerships

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

► Attach to Form 990.

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

2015 Open to Public Inspection

OMB No. 1545-0047

Schedule R (Form 990) 2015 (g) Section 512(b)(13) å controlled entity? Direct controlling Yes Identification of Related Tax-Exempt Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt Direct controlling End-of-year assets Public charity status (if section (e) 501(c)(3)) Total income Exempt Code section 0 9 Legal domicile (state or Identification of Disregarded Entities Complete if the organization answered "Yes" on Form 990, Part IV, line 33 Legal domicile (state or foreign country) foreign country) <u>0</u> Primary activity Primary activity For Paperwork Reduction Act Notice, see the Instructions for Form 990. Name, address, and EIN (if applicable) organizations during the tax year. Name, address, and EIN of related organization of disregarded entity Part Part II

94-1241309

Page 2

Schedule R (Form 990) 2015 KQED INC

Part III

Schedule R (Form 990) 2015 Percentage ownership Section 512(b)(13) controlled entity? Yes No Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year. 区 × × General or managing partner? Percentage ownership Identification of Related Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year, Yes No Ξ Code V-UBI amount in box 20 of Schedule K-1 (Form 1065) Share of end-of-year assets Ŷ Disproportionate altocations? Œ Share of total income Yes Share of end-of-year assets <u>(6</u> Type of entity (C corp, S corp, or trust) Share of total TRUST PRUST income (d)
(Direct controlling entity Predominant income (related, unrelated, excluded from tax under sections 512-514) INC KQED INC. KQED Legal domicile (state or foreign country) CACA<u>(C</u> Direct controlling Ð Primary activity INVESTMENT INVESTMENT Legal Legal domicile (state or foreign country) Primary activity 9 REMAINDER ANNUITY TRUST (6) Name, address, and EIN of related organization REMAINDER UNITRUSTS Name, address, and EIN of related organization CHARITABLE CHARITABLE Part IV

532162 09-08-15

94-1241309 Page 3

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.					Yes	2
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?	ns with one or more r	elated organizations liste	d in Parts II-IV?			
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	ty			ta ta	_	ы
b Gift, grant, or capital contribution to related organization(s)		000000000000000000000000000000000000000		₽	_	×
c Gift, grant, or capital contribution from related organization(s)				10	_	54
d Loans or loan guarantees to or for related organization(s)				19	_	×
- 3				-1 -1	7	×
f Dividends from related organization(s)				#		- bd
g Sale of assets to related organization(s)				10	_	×
Purchase of assets from related organization(s)				=	_	54
i Exchange of assets with related organization(s)				=	_	×
j Lease of facilities, equipment, or other assets to related organization(s)				=		×
k Lease of facilities, equipment, or other assets from related organization(s)				¥		×
Performance of services or membership or fundraising solicitations for relai	ted organization(s)			=	<u> </u>	×
_	anization(s)			Ē	<u> </u>	×
	tion(s)			4	_	×
o Sharing of paid employees with related organization(s)				10	_	×
p Reimbursement paid to related organization(s) for expenses				욘		×
q Reimbursement paid by related organization(s) for expenses				4	+	\times
r Other transfer of cash or property to related organization(s)				÷	N	×
(s)				\$	ra	×
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.	who must complete t	his line, including covere	relationships and transaction thresholds.			Ī
(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved	nvolved		
(1)						
(2)						
(6)						
(4)						1
(5)						İ
(9)						
532163 09-08-15	58		Schedule	Schedule R (Form 990) 2015	990) 20	15

Page 4

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

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

	(K) ercentage wnership					Schedule R (Form 990) 2015
	General or P managing partner? C					Form
	20 mar 1 par					nle H
1	Code V-UBI General or Percentage amount in box 20 managing ownership of Schedule K-1 partner? (Form 1065) Yes No					Sched
[Disproportionate allocations?					
	(g) Share of cond-of-year all assets					
	(f) Share of total income					
	Are all services seconds of the second of the sec					
ips.	ne der Se					
stment partnersh	Predominant income (related, unrelated, excluded from tax under sections 512-514)			1		
sion for certain inve	(c) Legal domicile (state or foreign e					
tructions regarding exclus	(b) Primary activity					
that was not a related organization. See instructions regarding exclusion for certain investment partnerships.	(a) Name, address, and EIN of entity					