

990

Return of Organization Exempt From Income Tax

OMB No. 1545-

0047 2023

Open to Public Inspection

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.

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

Department of the Treasury Internal Revenue Service

A For the 2023 calendar year, or tax year beginning 10-01-2023, and ending 09-30-2024

- B Check if applicable: Address change, Name change, Initial return, Final return/terminated, Amended return, Application pending

C Name of organization: KQED INC. Doing business as: Number and street (or P.O. box if mail is not delivered to street address): 2601 MARIPOSA STREET. Room/suite: City or town, state or province, country, and ZIP or foreign postal code: SAN FRANCISCO, CA 941101400

D Employer identification number: 94-1241309. E Telephone number: (415) 864-2000. G Gross receipts \$ 134,913,967

F Name and address of principal officer: MICHAEL ISIP, 2601 MARIPOSA STREET, SAN FRANCISCO, CA 941101400

H(a) Is this a group return for subordinates? No. H(b) Are all subordinates included? No. H(c) Group exemption number

I Tax-exempt status: 501(c)(3)

J Website: WWW.KQED.ORG

K Form of organization: Corporation

L Year of formation: 1954. M State of legal domicile: CA

Part I Summary

Table with 3 columns: Description, Prior Year, Current Year. Rows include: 1. Mission statement (INFORM, INSPIRE, INVOLVE); 2-7. Governance and membership stats; 8-12. Revenue breakdown; 13-19. Expenses breakdown; 20-22. Net Assets or Fund Balances.

Part II Signature Block

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

Sign Here: Signature of officer DAVID BOUTRY CFO, Date 2025-08-11. Paid Preparer Use Only: Print/Type preparer's name, Preparer's signature, Date, Check if self-employed, PTIN P00504182, Firm's name GRANT THORNTON ADVISORS LLC, Firm's EIN 99-1856619, Firm's address 101 CALIFORNIA ST SUITE 2700, SAN FRANCISCO, CA 94111, Phone no. (415) 986-3900

May the IRS discuss this return with the preparer shown above? See Instructions. Yes No

Part III Statement of Program Service Accomplishments

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

1 Briefly describe the organization's mission:

SEE SCHEDULE OKQED SERVES THE PEOPLE OF NORTHERN CALIFORNIA WITH A COMMUNITY-SUPPORTED ALTERNATIVE TO COMMERCIAL MEDIA, PROVIDING THE KNOWLEDGE NEEDED TO MAKE INFORMED DECISIONS; CONVENING COMMUNITY DIALOGUE; BRINGING THE ARTS TO EVERYONE; AND ENGAGING AUDIENCES TO SHARE THEIR STORIES. KQED HELPS STUDENTS AND TEACHERS THRIVE IN 21ST-CENTURY CLASSROOMS AND TAKES PEOPLE OF ALL AGES ON JOURNEYS OF EXPLORATION EXPOSING THEM TO NEW PEOPLE, PLACES AND IDEAS.KQED'S VISIONWE ARE PRODUCING A POWERFUL, SHARED SENSE OF PLACE FOR THE BAY AREA, THROUGH TRUSTWORTHY INFORMATION, MEANINGFUL LOCAL EXPERIENCES AND IMPACTFUL STORYTELLING.

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

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

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

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

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 34,366,913 including grants of \$ 0) (Revenue \$ 3,645,954) MULTIPLATFORM CONTENT - NEWS, ARTS AND SCIENCE: SEE SCHEDULE OKQED'S MULTIDISCIPLINARY CONTENT TEAMS - FOCUSING ON NEWS, ARTS & CULTURE, EDUCATION AND SCIENCE - WORK TO EXPAND REGIONAL COVERAGE AND ENSURE THAT OUR CONTENT IS AVAILABLE VIA WEBSITE, MOBILE, SOCIAL AND OTHER DIGITAL MEDIA AS WELL AS ON RADIO AND TELEVISION.DURING A CRITICAL ELECTION YEAR, KQED PROVIDED MULTIPLATFORM RESOURCES FOR SAN FRANCISCO BAY AREA VOTERS, INCLUDING AN EXPANDED DIGITAL VOTER GUIDE IN BOTH ENGLISH AND SPANISH; INFORMATIVE PODCASTS SUCH AS POLITICAL BREAKDOWN AND BAY CURIOUS THAT DISCUSSED EACH OF THE PROPOSITIONS ON CALIFORNIA BALLOTS; IN-PERSON EVENTS SUCH AS THE SAN FRANCISCO MAYORAL DEBATE, WHICH WAS BROADCAST ON TELEVISION, RADIO AND VIA DIGITAL LIVESTREAM; IN-DEPTH RADIO, WEB ARTICLES AND SOCIAL MEDIA COVERAGE. IN APRIL 2024, KQED PARTNERED WITH PBS NEWS HOUR TO HOLD THE FIRST-EVER REFRAME FESTIVAL, AN EVENT THAT EMPHASIZED THE VALUE OF REFRAMING PERSPECTIVES AND PROVIDED A SPACE WHERE PIONEERING THOUGHT MET DISCERNING JOURNALISM. THE SOLD-OUT EVENT WAS VIA LIVESTREAM AT KQED.ORG AND A BROADCAST OF HIGHLIGHTS AIRED ON KQED 9, MAKING THE PROGRAM MORE WIDELY AVAILABLE TO THE COMMUNITY.IN FY24, KQED VIDEO PRODUCTIONS INCLUDED THE DEBUT OF BEYOND THE MENU, A DIGITAL VIDEO SERIES THAT TRACES THE ORIGINS OF INTERNATIONAL FOODS AND FEATURES INDIVIDUALS AND CULTURES THAT MAKE THE BAY AREA A GLOBAL CULINARY DESTINATION. THE SERIES REACHED MORE THAN 2 MILLION VIEWS ACROSS VIEWING PLATFORMS AND SOCIAL MEDIA AND WON AN SPJ NORCAL EXCELLENCE IN JOURNALISM AWARD. ADDITIONALLY, IN FY24, KQED VIDEO PRODUCTS ALSO INCLUDED JACQUES PEPIN'S COOKING AT HOME (ACQUIRED CONTENT PROGRAMMED ON OUR YOUTUBE CHANNEL); JACQUES PEPIN CELEBRATES; ASK JACQUES, A LIMITED-RUN VERTICAL VIDEO SERIES CO-PRODUCED WITH THE JACQUES PEPIN FOUNDATION; NO CRUMBS, KQED'S FIRST VIDEO SERIES FILMED IN A VERTICAL FORMAT OPTIMIZED FOR VIEWING ON MOBILE PHONES ACROSS SOCIAL PLATFORMS POPULAR WITH GEN-Z AUDIENCES; AND DEEP LOOK FAN FAVORITES, A PROGRAM FOCUSING ON THE MOST POPULAR EPISODES FROM THE DEEP LOOK SERIES THAT HIGHLIGHTS NATURE'S TINIEST CREATURES. KQED LIVE EVENTS ARE ALSO SHARED ON THE KQED YOUTUBE CHANNEL. KQED SUPPORTED A SUITE OF ORIGINAL PODCASTS, INCLUDING THE SECOND SEASON OF ON OUR WATCH, AN AWARD-WINNING SERIES THAT INVESTIGATES ALLEGATIONS OF ABUSE AND CORRUPTION IN CALIFORNIA STATE PRISON SACRAMENTO. KQED ALSO CONTINUED TO PRODUCE ORIGINAL PODCASTS, INCLUDING POLITICAL BREAKDOWN, A SERIES THAT EXAMINES NATIONAL POLITICS THROUGH A CALIFORNIA LENS; THE BAY, A LOCAL NEWS PODCAST PUBLISHED THREE TIMES EACH WEEK; BAY CURIOUS, A WEEKLY PODCAST EXPLORING SOME OF THE BAY AREA'S UNDER-EXAMINED CURIOSITIES; AND MINDSHIFT, WHICH EXPLORES INNOVATION IN EDUCATION. ADDITIONALLY, KQED SUPPORTED PRODUCTION OF SNAP JUDGMENT AND SPOOKED FROM SNAP STUDIOS, WHICH RECEIVE MORE THAN A MILLION WEEKLY LISTENERS. IN FY24, MULTIDISCIPLINARY CONTENT TEAMS COLLABORATED WITH THE KQED LIVE EVENTS TEAM ON A TOTAL OF 60 IN-PERSON EVENTS, FEATURING MORE THAN 341 INDIVIDUAL BAY AREA COMMUNITY VOICES (SPEAKERS, PERFORMERS, INSTRUCTORS AND MORE) ONSTAGE. THESE EVENTS SAW A TOTAL OF 19,048 IN-PERSON ATTENDEES AND MORE THAN 30,000 LIVESTREAM VIEWS ONLINE. SOME HIGHLIGHTS FROM OUR FY24 EVENT SERIES INCLUDED BUILDING COMMUNITY THROUGH FUN WITH VIVA PARKS SAN JOSE, A FAMILY-FRIENDLY SUMMER GATHERING; BLACK HISTORY MONTH DANCE PARTY; LIVING TRADITIONS: LUNAR NEW YEAR, A CELEBRATION WITH INTERACTIVE ARTS AND CULTURAL FOODS; AND SNAP JUDGMENT PRESENTS SPOOKED LIVE, AN ONSTAGE PRESENTATION OF THE POPULAR PODCAST

4b (Code:) (Expenses \$ 18,887,284 including grants of \$ 0) (Revenue \$ 2,206,697) TELEVISION: SEE SCHEDULE OKQED 9 AND KQED PLUS ARE AMONG THE NATION'S MOST-WATCHED PUBLIC TELEVISION STATIONS WITH AN AVERAGE OF 752,394 WEEKLY VIEWERS IN THE SAN FRANCISCO-OAKLAND-SAN JOSE MARKET. KQED OWNS AND OPERATES PUBLIC TELEVISION STATIONS KQED-TV/DT CHANNEL 9 (SAN FRANCISCO), KQEH-TV/DT CHANNEL 54 (SAN JOSE) AND KQET-TV/DT CHANNEL 25 (WATSONVILLE/MONTEREY).KQED'S DIGITAL TELEVISION CHANNELS INCLUDE KQED 9, KQED PLUS, KQED WORLD AND PBS KIDS, AND ARE AVAILABLE 24/7 OVER THE AIR AND ON CABLE. ADDITIONALLY, THE KQED 9 LIVESTREAM IS AVAILABLE ON THE STATION'S WEBSITE AND MOBILE APP. SINCE FIRST GOING ON THE AIR IN 1954, KQED HAS BEEN AN INTEGRAL PART OF THE BAY AREA'S MEDIA AND CULTURAL LANDSCAPE. THE STATION PRODUCES ITS OWN UNIQUE CONTENT AND COLLABORATES WITH FILMMAKERS AND DOCUMENTARY PRODUCERS TO PRESENT INDEPENDENT PROGRAMMING. KQED PUBLIC TELEVISION IS COMMITTED TO PRODUCING, CO-PRODUCING AND PRESENTING CONTENT THAT SERVES THE PEOPLE OF NORTHERN CALIFORNIA AND BEYOND. IN FY24, KQED BROADCAST THE 19TH SEASON OF CHECK, PLEASE! BAY AREA, WHERE LOCAL DINERS REVIEW THEIR FAVORITE RESTAURANTS. FOR THE FIRST TIME, THE SERIES TRAVELED TO THE MONTEREY BAY AREA TO PROFILE RESTAURANTS IN THE REGION. CHECK, PLEASE! BAY AREA WON THE VIEWERS CHOICE AWARD FOR "BEST CITY OR REGIONAL PROGRAM" IN THE 15TH ANNUAL TASTE AWARDS. KQED ALSO BROADCASTED THE SAN FRANCISCO MAYORAL DEBATE FROM THE STATION'S HEADQUARTERS ON SEPTEMBER 19, 2024.

4c (Code:) (Expenses \$ 9,500,688 including grants of \$ 0) (Revenue \$ 7,064,714) FM RADIO: SEE SCHEDULE OKQED PUBLIC RADIO IS AMONG THE MOST-LISTENED-TO PUBLIC RADIO STATIONS IN THE NATION, WITH AN AVERAGE OF 575,233 WEEKLY RADIO LISTENERS IN THE SAN FRANCISCO METRO SURVEY AREA.KQED OWNS AND OPERATES KQED PUBLIC RADIO 88.5 FM SAN FRANCISCO AND 89.3 FM SACRAMENTO. ITS AWARD-WINNING NEWS AND PUBLIC AFFAIRS PROGRAM SERVICE CAN BE HEARD ON 88.5 FM OR COMCAST CHANNEL 960 IN SAN FRANCISCO, KQEI 89.3 FM IN SACRAMENTO, 88.3 FM IN SANTA ROSA AND 88.1 FM IN MARTINEZ.KQED PUBLIC RADIO BROADCASTS MANY PROGRAMS FROM NPR, AS WELL AS FROM OTHER NATIONAL AND INTERNATIONAL DISTRIBUTORS LIKE PRX AND BBC RADIO. KQED PUBLIC RADIO ALSO PRODUCES A SIGNIFICANT NUMBER OF LOCAL PROGRAMS AND SERIES, INCLUDING THE DAILY PUBLIC AFFAIRS PROGRAM FORUM; POLITICAL BREAKDOWN; AND THE CALIFORNIA REPORT, A DAILY NEWS PROGRAM CARRIED BY STATIONS ACROSS THE STATE, AND ITS COUNTERPART THE CALIFORNIA REPORT MAGAZINE, A WEEKLY 30-MINUTE NEWS MAGAZINE. IN ADDITION, THERE ARE 19 WEEKDAY KQED NEWS REPORTS. KQED PUBLIC RADIO PRESENTS CONTENT FROM THE COMMONWEALTH CLUB WORLD AFFAIRS OF CALIFORNIA AND CITY ARTS AND LECTURES. KQED PUBLIC RADIO CONTINUED TO EMBRACE 21ST-CENTURY MEDIA TECHNIQUES IN 2024, SERVING THE SAN FRANCISCO BAY AREA WITH CONTENT THROUGH A WIDE ARRAY OF ON-DEMAND ONLINE SERVICES. THE KQED PUBLIC RADIO FLAGSHIP PUBLIC AFFAIRS CALL-IN PROGRAM FORUM IS ALSO BROADCAST NATIONALLY ON THE SIRIUS SATELLITE NETWORK. KQED PUBLIC RADIO STAFF RECEIVED THE 2024 NORCAL EXCELLENCE IN JOURNALISM AWARD FOR RADIO, AUDIO, OR PODCAST LARGE-DIVISION FOR "BAY AREA'S 'FIX-IT' CULTURE THRIVES AMID STATE'S FORTHCOMING RIGHT-TO-REPAIR LAW.

(Code:) (Expenses \$ 13,073,897 including grants of \$ 0) (Revenue \$ 1,606,540) KQED'S DIGITAL PROJECTS AND SERVICES INCLUDE MAINTAINING KQED'S WEBSITE KQED.ORG, THE KQED APP, AND DEVELOPING CONTENT AND APPLICATIONS FOR OWNED AND OFF-SITE DIGITAL PLATFORMS, SMART SPEAKERS AND MOBILE DEVICES; KQED.ORG HOSTS ONLINE SERVICES FOR KQED PUBLIC TELEVISION, KQED PUBLIC RADIO AND KQED EDUCATIONAL SERVICES; AND SERVES AS A COMMUNITY CONVENER, PROVIDING KQED LIVE EVENT LISTINGS, RESOURCES, CROSSWORDS, PODCASTS, BLOGS AND OTHER ITEMS OF TIMELY INTEREST. KQED.ORG FUNCTIONS AS ONE OF KQED'S MEDIA PLATFORMS, DELIVERING CONTENT SPECIFICALLY ACQUIRED AND PRODUCED FOR THE WEB. IN FY24, KQED.ORG REACHED A WEEKLY AVERAGE OF APPROXIMATELY 2.5 MILLION. PEOPLE, WITH A WEEKLY AVERAGE OF APPROXIMATELY 330,000 UNIQUE WEBSITE USERS. KQED RECEIVED PROMINENT AWARDS FOR MULTIMEDIA/WEB CONTENT IN FY24, INCLUDING: NORTHERN CALIFORNIA EMMY AWARDS: SCIENCE/TECHNOLOGY FOR "DEEP LOOK: THIS WEEVIL HAS PUPPET VIBES BUT DRILLS LIKE A POWER TOOL AND "DEEP LOOK: THIS FLY TORPEDOES A BINDWEED BEE'S NEST." KQED'S EDUCATION MEDIA LITERACY RESOURCES AND SERVICES, INCLUDING STUDENT MEDIA AND LEARNING PLATFORMS AS WELL AS TEACHER PROFESSIONAL DEVELOPMENT, FOCUS ON SUPPORTING YOUTH-AGE STUDENTS WITH MEDIA LITERACY. KQED PROVIDES EDUCATORS AND STUDENTS IN THE BAY AREA, CALIFORNIA AND NATIONWIDE FREE ACCESS TO TENS OF THOUSANDS OF DIGITAL RESOURCES DIRECTLY FROM KQED AND THROUGH PBS LEARNINGMEDIA, INCLUDING VIDEOS, GAMES, AUDIO, IN-DEPTH LESSON PLANS AND PROJECTS. IN 2024, KQED PARTNERED WITH EIGHT CALIFORNIA SCHOOL DISTRICTS AND THREE COUNTY OFFICES OF EDUCATION TO DELIVER MEDIA LITERACY PROFESSIONAL DEVELOPMENT AND RESOURCES; PARTICIPATED WITH 6,952 EDUCATORS IN MEDIA LITERACY TRAINING WORKSHOPS AND COURSES; RECEIVED 2,149 STUDENT MEDIA PIECES FROM 15 STATES FOR THE YOUTH MEDIA CHALLENGE SHOWCASE, WHICH RECEIVED NEARLY 70,000 VIEWS; ELEVATED THE VOICES OF 110 BAY AREA YOUTH THROUGH KQED'S DIGITAL SHOWS AND AIRWAVES THROUGH THE YOUTH TAKEOVER. SEVEN PUBLIC MEDIA STATIONS SHARED 29 YOUTH MEDIA CHALLENGE SUBMISSIONS CREATED BY LOCAL STUDENTS IN THEIR COMMUNITIES.

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

4e Total program service expenses 75,828,782

Part IV Checklist of Required Schedules

Table with 3 columns: Question ID, Question Text, and Yes/No columns. Rows include questions 1 through 21, with sub-questions 11a-e and 14a-b. Each row has a corresponding 'Yes' and 'No' column for the answer.

Part IV Checklist of Required Schedules (continued)

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

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

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

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

Table with 17 main rows (2a-17) and sub-rows (a-e). Columns include question text, input fields (e.g., 2a, 7d, 10a, 11a, 12b, 13b, 13c), and response columns (Yes, No, blank). Includes instructions for filing requirements and specific tax forms like Form 990-T, Form 8886-T, Form 8899, Form 720, Form 4720, and Form 6069.

Part VI Governance, Management, and Disclosure. For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a Enter the number of voting members of the governing body at the end of the tax year... 1b 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 officer, director, trustee, or key employee? 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? 5 Did the organization become aware during the year of a significant diversion of the organization's assets? 6 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? 7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: 8a The governing body? 8b Each committee with authority to act on behalf of the governing body? 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O.

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

Table with 3 columns: Question, Yes, No. Rows include: 10a Did the organization have local chapters, branches, or affiliates? 10b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? 11b Describe on Schedule O the process, if any, used by the organization to review this Form 990. 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 12b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? 12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done 13 Did the organization have a written whistleblower policy? 14 Did the organization have a written document retention and destruction policy? 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? 15a The organization's CEO, Executive Director, or top management official 15b Other officers or key employees of the organization If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions. 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? 16b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?

Section C. Disclosure

Table with 2 columns: Question, Answer. Row 17: List the states with which a copy of this Form 990 is required to be filed. Answer: AL, AR, AK, CA, CO, CT, DC, FL, GA, HI, IL, KS, KY, ME, MD, MA, MI, MN, MS, NV, NH, NJ, NM, NY, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI. Row 18: Section 6104 requires an organization to make its Form 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. [X] Own website [] Another's website [X] Upon request [] Other (explain in Schedule O). Row 19: Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. Row 20: State the name, address, and telephone number of the person who possesses the organization's books and records: DAVID BOUTRY 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110 (415) 864-2000

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

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

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

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

See the instructions for the order in which to list the persons above.

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee;	Officer	Key employee	Highest compensated employee	Former			
(1) AJAY SHAH BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X						0	0	0
(2) ANNE AVIS BOARD CHAIR	10.00 0.00	X						0	0	0
(3) JENNIFER CABALQUINTO BOARD CHAIR	10.00 0.00	X						0	0	0
(4) ALEX VAN HELDEN COMMITTEEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X						0	0	0
(5) AUTUMN MCDONALD BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X						0	0	0
(6) BRIAN CABRERA COMMITTEEE CHAIR/EXECUTIVE COMMITTEE	1.80 0.00	X						0	0	0
(7) CARLA JAVITS COMMITTEEE CHAIR	0.90 0.00	X						0	0	0
(8) DAROLYN DAVIS EXECUTIVE COMMITTEE	0.90 0.00	X						0	0	0
(9) DAWN GARCIA COMMITTEEE CHAIR	0.90 0.00	X						0	0	0
(10) ELIZABETH GONZALEZ BOARD MEMBER	0.70 0.00	X						0	0	0
(11) JAIMIE STUDLEY EXECUTIVE COMMITTEE	0.90 0.00	X						0	0	0
(12) JAMES CHAM BOARD MEMBER	0.70 0.00	X						0	0	0
(13) JEAN FRASER BOARD MEMBER	0.70 0.00	X						0	0	0
(14) JIM LOUDERBACK BOARD MEMBER	0.70 0.00	X						0	0	0
(15) JOSE QUINONEZ EXECUTIVE COMMITTEE	0.90 0.00	X						0	0	0
(16) LANDE AJOSE BOARD MEMBER	0.70 0.00	X						0	0	0
(17) LISA SONSINI EXECUTIVE COMMITTEE	0.90 0.00	X						0	0	0

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)					(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee;	Officer	Key employee	Highest compensated employee			
(18) LUCIA CHOI-DALTON BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X					0	0	0
(19) MATT ZINN EXECUTIVE COMMITTEE/COMMITTEE CHAIR	1.80 0.00	X					0	0	0
(20) MEG GARLINGHOUSE COMMITTEE CHAIR/NOMINATING COMMITTEE	1.80 0.00	X					0	0	0
(21) MYLES DANIELSEN COMMITTEE CHAIR (AS OF 01/2024)	0.90 0.00	X					0	0	0
(22) NADIA ROUMANI COMMITTEE CHAIR/NOMINATING COMMITTEE	1.80 0.00	X					0	0	0
(23) NAVEEN CHOPRA BOARD MEMBER	0.70 0.00	X					0	0	0
(24) PENELOPE BLAIR BOARD MEMBER (AS OF 01/2024)	0.70 0.00	X					0	0	0
(25) SANJAY VASWANI BOARD MEMBER	0.70 0.00	X					0	0	0
(26) SHADI KARRA COMMITTEE CHAIR/NOMINATING COMMITTEE	1.80 0.00	X					0	0	0
(27) SHANNON BRAYTON EXECUTIVE COMMITTEE	0.90 0.00	X					0	0	0
(28) STEVE BOCHNER EXECUTIVE COMMITTEE	0.90 0.00	X					0	0	0
(29) SUSAN AKBARPOUR BOARD MEMBER	0.70 0.00	X					0	0	0
(30) MICHAEL ISIP PRESIDENT AND CEO	55.00 0.00			X			510,301	0	51,487
(31) DAVID BOUTRY CHIEF FINANCIAL OFFICER	45.00 0.00			X			272,836	0	16,359
(32) BRIDGET BARRETT GEN. COUNSEL & CORP. SECRETARY	45.00 0.00			X			200,777	0	10,873
(33) MARIA MILLER CHIEF OPERATIONS & ADMIN. OFFICER	55.00 0.00				X		311,088	0	46,562
(34) DELINDA MROWKA CHIEF REVENUE OFFICER	50.00 0.00				X		302,354	0	47,903
(35) HOLLY KERNAN CHIEF CONTENT OFFICER	50.00 0.00				X		296,498	0	34,972
(36) MARIANNE MURPHY VP MEMBER GENEROSITY & AUD. INTEL	50.00 0.00				X		238,425	0	49,697
(37) MICHAEL BLACK VP, CORPORATE SPONSORSHIP	50.00 0.00				X		268,646	0	18,679
(38) DAVID HANSEN EXEC DIR., MEDIA OPS & FAC	50.00 0.00				X		236,832	0	28,897
(39) JOHN REILLY VP OF INFORMATION SECURITY & TECH	50.00 0.00				X		236,182	0	26,537
(40) DONALD NEWENHOUSE VP, BROADCAST ENGINEERING & OPER.	50.00 0.00				X		217,567	0	22,853
(41) SARAH SAWYER LOCAL MARKETING DIRECTOR	50.00 0.00					X	277,225	0	55,624
(42) DUKE FAN VICE PRESIDENT, PRODUCT	50.00 0.00					X	267,527	0	54,423
(43) ELIZABETH SEIRMARCO LOCAL MARKETING DIRECTOR	50.00 0.00					X	215,186	0	52,512
(44) ETHAN TOVEN-LINDSEY VICE PRESIDENT, NEWS	60.00 0.00					X	231,732	0	14,389
(45) ERIC ABRAMS CHIEF DE&I OFFICER	47.00 0.00					X	237,437	0	7,087
(46) WILLIAM LOWERY FMR GRL COUN. & CORP SEC (THRU 3/23)	7.00 0.00					X	147,475	0	8,743
(47) MITZIE KELLEY FORMER CFO (THRU 01/2023)	0.00 0.00					X	130,572	0	7,181
(48) GEORGANNA KELLY FORMER VP, DEVELOPMENT (THRU 09/23)	35.00 0.00					X	243,818	0	24,555
1b Sub-Total									
c Total from continuation sheets to Part VII, Section A									
d Total (add lines 1b and 1c)						4,842,478	0	579,333	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **190**

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	3	Yes
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	4	Yes
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>	5	No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
PAUL GRUWELL ATTORNEY AT LAW 1101 FIFTH AVE SUITE 100 SAN RAFAEL, CA 94901	PROFESSIONAL SERVICES - LEGAL	1,720,906
UNIVERSAL PROTECTION SERVICE LP PO BOX 31001-2374 PASADENA, CA 911102374 JOSEPH M BARTON	SECURITY SERVICES	843,400
700 LARKSPUR LANDING CIRCLE 199 LARKSPUR, CA 94934 GRANT THORNTON LLP	PROFESSIONAL SERVICES - LEGAL	500,000
PO BOX 51552 LOS ANGELES, CA 900515852 DAVIS WRIGHT TREMAINE LLP	PROFESSIONAL SERVICES - AUDIT	272,256
920 FIFTH AVENUE SUITE 3300 SEATTLE, WA 981041610	PROFESSIONAL SERVICES - LEGAL	131,147
2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization 7		

Part VIII Statement of Revenue

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

	(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants, and Other				
1a Federated campaigns		1a		
b Membership dues		1b		
c Fundraising events		1c		
d Related organizations		1d		
e Government grants (contributions)		1e	7,806,406	
f All other contributions, gifts, grants, and similar amounts not included above		1f	77,975,340	
g Noncash contributions included in lines 1a - 1f:\$		1g	4,481,429	
h Total. Add lines 1a-1f				85,781,746

Program Service Revenue		Business Code				
			(A)	(B)	(C)	(D)
2a UNDERWRITING		516100	13,067,715		5,441,644	7,626,071
b PRODUCTION REVENUE		516100	760,000	760,000		
c EDUCATIONAL EVENTS		900099	368,620			368,620
d PROGRAM SALES		516100	177,720	177,720		
e PRESENTING STATION FEE		516100	149,850	149,850		
f All other program service revenue.						
g Total. Add lines 2a-2f.			14,523,905			

Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		6,670,221		-182	6,670,403	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties		26,244			26,244	
	6a Gross rents	(i) Real	6a	289,401			
		(ii) Personal					
		b Less: rental expenses	6b	0			
		c Rental income or (loss)	6c	289,401			
	d Net rental income or (loss)			289,401			253,736
	7a Gross amount from sales of assets other than inventory	(i) Securities	7a	27,124,397			
		(ii) Other					
		b Less: cost or other basis and sales expenses	7b	25,810,377	157,826		
		c Gain or (loss)	7c	1,314,020	-157,826		
	d Net gain or (loss)			1,156,194			1,156,194
	8a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18		8a				
		b Less: direct expenses	8b				
c Net income or (loss) from fundraising events							
9a Gross income from gaming activities. See Part IV, line 19		9a					
	b Less: direct expenses	9b					
	c Net income or (loss) from gaming activities						
10a Gross sales of inventory, less returns and allowances		10a					
	b Less: cost of goods sold	10b					
	c Net income or (loss) from sales of inventory						

Other Revenue Misc Amt		Business Code				
			(A)	(B)	(C)	(D)
11a PARKING REVENUE		900099	146,466			146,466
b ADVERTISING REVENUE		900099	99,155		99,155	
c REIMBURSEMENT - CALIFO		900099	90,000			90,000
d All other revenue			162,432		18,404	144,028
e Total. Add lines 11a-11d			498,053			
12 Total revenue. See instructions			108,945,764	1,087,570	5,594,686	16,481,762

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

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

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

Part X Balance Sheet

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

		(A) Beginning of year		(B) End of year
Assets	1 Cash-non-interest-bearing	900	1	900
	2 Savings and temporary cash investments	36,066,154	2	31,323,771
	3 Pledges and grants receivable, net	12,584,733	3	7,486,828
	4 Accounts receivable, net	3,698,837	4	4,427,057
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use	128,048	8	161,181
	9 Prepaid expenses and deferred charges	3,193,456	9	3,272,162
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	150,471,788		
	b Less: accumulated depreciation	50,830,779		
	11 Investments—publicly traded securities	106,039,140	10c	99,641,009
	12 Investments—other securities. See Part IV, line 11	161,176,924	11	205,936,737
	13 Investments—program-related. See Part IV, line 11		12	
	14 Intangible assets	3,238,635	13	
	15 Other assets. See Part IV, line 11	4,445,393	14	1,582,644
16 Total assets: Add lines 1 through 15 (must equal line 33)	330,572,220	15	3,205,750	
17 Accounts payable and accrued expenses	10,996,602	16	357,038,039	
18 Grants payable		17	12,450,324	
19 Deferred revenue	1,177,407	18		
20 Tax-exempt bond liabilities		19	707,149	
21 Escrow or custodial account liability. Complete Part IV of Schedule D		20		
22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		21		
23 Secured mortgages and notes payable to unrelated third parties		22		
24 Unsecured notes and loans payable to unrelated third parties		23		
25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17 - 24). Complete Part X of Schedule D	13,225,191	24	12,992,146	
26 Total liabilities. Add lines 17 through 25	25,399,200	25	26,149,619	
27 Net assets without donor restrictions	258,767,685	26	26,149,619	
28 Net assets with donor restrictions	46,405,335	27	278,953,822	
29 Capital stock or trust principal, or current funds		28	51,934,598	
30 Paid-in or capital surplus, or land, building or equipment fund		29		
31 Retained earnings, endowment, accumulated income, or other funds		30		
32 Total net assets or fund balances	305,173,020	31	330,888,420	
33 Total liabilities and net assets/fund balances	330,572,220	32	357,038,039	
33 Total liabilities and net assets/fund balances	330,572,220	33	357,038,039	

Part XI Reconciliation of Net Assets

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

1	Total revenue (must equal Part VIII, column (A), line 12)	1	108,945,764
2	Total expenses (must equal Part IX, column (A), line 25)	2	113,016,769
3	Revenue less expenses. Subtract line 2 from line 1	3	-4,071,005
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	305,173,020
5	Net unrealized gains (losses) on investments	5	29,975,440
6	Donated services and use of facilities	6	-189,035
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (A))	10	330,888,420

Part XII Financial Statements and Reporting

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

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		No
2b	Were the organization's financial statements audited by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	Yes	
2c	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	Yes	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F?		No
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.		

Additional Data

Return to Form

Software ID:

Software Version:

Form 990, Special Condition Description:

Special Condition Description

Public Charity Status and Public Support

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

Name of the organization
KQED INC

Employer identification number
94-1241309

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

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

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2 A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E (Form 990).)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state:

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

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

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization failed to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grant.") . . .	82,468,363	98,580,410	88,943,889	94,191,873	85,781,746	449,966,281
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge..						
4 Total. Add lines 1 through 3	82,468,363	98,580,410	88,943,889	94,191,873	85,781,746	449,966,281
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) . . .						
6 Public support. Subtract line 5 from line 4.						449,966,281

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
7 Amounts from line 4.	82,468,363	98,580,410	88,943,889	94,191,873	85,781,746	449,966,281
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	5,088,082	3,708,452	3,496,625	5,967,122	6,985,866	25,246,147
9 Net income from unrelated business activities, whether or not the business is regularly carried on.						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)	366,919	389,337	447,331	310,775	498,053	2,012,415
11 Total support. Add lines 7 through 10						477,224,843

12 Gross receipts from related activities, etc. (see instructions) **12** 62,140,490

13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**

Section C. Computation of Public Support Percentage

14 Public support percentage for 2023 (line 6, column (f) divided by line 11, column (f))	14	94.290 %
15 Public support percentage for 2022 Schedule A, Part II, line 14	15	92.660 %

- 16a 33 1/3% support test—2023.** If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization
- b 33 1/3% support test—2022.** If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization
- 17a 10%-facts-and-circumstances test—2023.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization
- b 10%-facts-and-circumstances test—2022.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization
- 18 Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions

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

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Table with 7 columns: (a) 2019, (b) 2020, (c) 2021, (d) 2022, (e) 2023, (f) Total. Rows include: 1 Gifts, grants, contributions, and membership fees received; 2 Gross receipts from admissions, merchandise sold or services performed; 3 Gross receipts from activities that are not an unrelated trade or business; 4 Tax revenues levied for the organization's benefit; 5 The value of services or facilities furnished by a governmental unit; 6 Total; 7a Amounts included on lines 1, 2, and 3 received from disqualified persons; 7b Amounts included on lines 2 and 3 received from other than disqualified persons; 8 Public support.

Section B. Total Support

Table with 7 columns: (a) 2019, (b) 2020, (c) 2021, (d) 2022, (e) 2023, (f) Total. Rows include: 9 Amounts from line 6; 10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources; 10b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975; 11 Net income from unrelated business activities not included on line 10b; 12 Other income; 13 Total support; 14 First 5 years.

Section C. Computation of Public Support Percentage

Table with 2 columns: Description, Percentage. Row 15: Public support percentage for 2023 (line 8, column (f) divided by line 13, column (f)). Row 16: Public support percentage from 2022 Schedule A, Part III, line 15.

Section D. Computation of Investment Income Percentage

Table with 2 columns: Description, Percentage. Row 17: Investment income percentage for 2023 (line 10c, column (f) divided by line 13, column (f)). Row 18: Investment income percentage from 2022 Schedule A, Part III, line 17.

- 19a 33 1/3% support tests-2023. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here.
b 33 1/3% support tests-2022. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and stop here.
20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions.

Part IV Supporting Organizations

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

Section A. All Supporting Organizations

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

Part IV Supporting Organizations (continued)

- 11** Has the organization accepted a gift or contribution from any of the following persons?
- a** A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?
 - b** A family member of a person described on 11a above?
 - c** A 35% controlled entity of a person described on line 11a or 11b above? *If "Yes" to 11a, 11b, or 11c, provide detail in Part VI.*

	Yes	No
11a		
11b		
11c		

Section B. Type I Supporting Organizations

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

	Yes	No
1		
2		

Section C. Type II Supporting Organizations

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

	Yes	No
1		

Section D. All Type III Supporting Organizations

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

	Yes	No
1		
2		
3		

Section E. Type III Functionally-Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions):

- a** The organization satisfied the Activities Test. Complete **line 2** below.
- b** The organization is the parent of each of its supported organizations. Complete **line 3** below.
- c** The organization supported a governmental entity. Describe in **Part VI** how you supported a government entity (see instructions)

2 Activities Test. **Answer lines 2a and 2b below.**

- a** Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? *If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.*
- b** Did the activities described on line 2a, above constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? *If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.*

	Yes	No
2a		
2b		
3a		
3b		

3 Parent of Supported Organizations. **Answer lines 3a and 3b below.**

- a** Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? *If "Yes" or "No", provide details in Part VI.*
- 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.*

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

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

Section A - Adjusted Net Income

(A) Prior Year

(B) Current Year
(optional)

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

Section B - Minimum Asset Amount

(A) Prior Year

(B) Current Year
(optional)

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

Section C - Distributable Amount

Current Year

- | | | |
|--|----------|--|
| 1 Adjusted net income for prior year (from Section A, line 8, Column A) | 1 | |
| 2 Enter 85% of line 1 | 2 | |
| 3 Minimum asset amount for prior year (from Section B, line 8, Column A) | 3 | |
| 4 Enter greater of line 2 or line 3 | 4 | |
| 5 Income tax imposed in prior year | 5 | |
| 6 Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions) | 6 | |

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

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

(continued)

Section D - Distributions		Current Year
1 Amounts paid to supported organizations to accomplish exempt purposes	1	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	3	
4 Amounts paid to acquire exempt-use assets	4	
5 Qualified set-aside amounts (prior IRS approval required - provide details in Part VI)	5	
6 Other distributions (describe in Part VI). See instructions	6	
7 Total annual distributions. Add lines 1 through 6.	7	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions	8	
9 Distributable amount for 2023 from Section C, line 6	9	
10 Line 8 amount divided by Line 9 amount	10	

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

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).

Facts And Circumstances Test

Return Reference	Explanation
SCHEDULE A, PART II, LINE 10, EXPLANATION OF OTHER INCOME:	LIST SALES - 2019 AMOUNT: \$ 50,533. 2020 AMOUNT: \$ 10,001. 2021 AMOUNT: \$ 5,406. 2022 AMOUNT: \$ 10,768. 2023 AMOUNT: \$ 0. LEGAL SETTLEMENTS - 2019 AMOUNT: \$ 0. 2020 AMOUNT: \$ 186,236. 2021 AMOUNT: \$ 114,195. 2022 AMOUNT: \$ 0. 2023 AMOUNT: \$ 0. RECOVERY OF BAD DEBT - 2019 AMOUNT: \$ 0. 2020 AMOUNT: \$ 75,987. 2021 AMOUNT: \$ 111,088. 2022 AMOUNT: \$ 59,574. 2023 AMOUNT: \$ 0. ADVERTISING REVENUE - 2019 AMOUNT: \$ 0. 2020 AMOUNT: \$ 53,432. 2021 AMOUNT: \$ 93,687. 2022 AMOUNT: \$ 81,235. 2023 AMOUNT: \$ 99,155. REIMBURSEMENT - CALIFORNIA RTG - 2019 AMOUNT: \$ 0. 2020 AMOUNT: \$ 0. 2021 AMOUNT: \$ 0. 2022 AMOUNT: \$ 90,365. 2023 AMOUNT: \$ 90,000. PARKING REVENUE - 2019 AMOUNT: \$ 0. 2020 AMOUNT: \$ 0. 2021 AMOUNT: \$ 0. 2022 AMOUNT: \$ 65,451. 2023 AMOUNT: \$ 146,466. MISCELLANEOUS REVENUE - 2019 AMOUNT: \$ 316,386. 2020 AMOUNT: \$ 63,681. 2021 AMOUNT: \$ 122,955. 2022 AMOUNT: \$ 3,382. 2023 AMOUNT: \$ 162,432.

Additional Data

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Schedule B

Schedule of Contributors

OMB No. 1545-0047

2023

(Form 990)
Department of the Treasury
Internal Revenue Service

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

Name of the organization
KQED INC

Employer identification number
94-1241309

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

- 501(c)() (enter number) organization
- 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation
- 527 political organization

Form 990-PF

- 501(c)(3) exempt private foundation
- 4947(a)(1) nonexempt charitable trust treated as a private foundation
- 501(c)(3) taxable private foundation

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

General Rule

- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or other 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 33¹/₃% 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. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$ _____

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990, 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 990PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Name of organization
KQED INC

Employer identification number
94-1241309

Part I **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

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

Name of organization
KQED INC

Employer identification number
94-1241309

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

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

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

Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once. See instructions.) ► \$ _____
Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
	_____ _____	_____ _____	_____ _____
(e) Transfer of gift			
Transferee's name, address, and ZIP 4		Relationship of transferor to transferee	
_____ _____		_____ _____	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
	_____ _____	_____ _____	_____ _____
(e) Transfer of gift			
Transferee's name, address, and ZIP 4		Relationship of transferor to transferee	
_____ _____		_____ _____	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
	_____ _____	_____ _____	_____ _____
(e) Transfer of gift			
Transferee's name, address, and ZIP 4		Relationship of transferor to transferee	
_____ _____		_____ _____	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
	_____ _____	_____ _____	_____ _____
(e) Transfer of gift			
Transferee's name, address, and ZIP 4		Relationship of transferor to transferee	
_____ _____		_____ _____	

Additional Data

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Political Campaign and Lobbying Activities

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

▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

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

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

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

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

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

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

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

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

1	Provide a description of the organization's direct and indirect political campaign activities in Part IV. See instructions for definition of "political campaign activities."		
2	Political campaign activity expenditures. See instructions	▶	\$ _____
3	Volunteer hours for political campaign activities. See instructions		_____

Part I-B Complete if the organization is exempt under section 501(c)(3).

1	Enter the amount of any excise tax incurred by the organization under section 4955		\$ _____
2	Enter the amount of any excise tax incurred by organization managers under section 4955		\$ _____
3	If the organization incurred a section 4955 tax, did it file Form 4720 for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No
4a	Was a correction made?		<input type="checkbox"/> Yes <input type="checkbox"/> No
b	If "Yes," describe in Part IV.		

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1	Enter the amount directly expended by the filing organization for section 527 exempt function activities		\$ _____
2	Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities	▶	\$ _____
3	Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b.....		\$ _____
4	Did the filing organization file Form 1120-POL for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No
5	Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.		

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.
1				
2				
3				
4				
5				
6				

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- B** Check if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)	0													
b Total lobbying expenditures to influence a legislative body (direct lobbying)	0													
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures	0													
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:35%;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width:65%;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e.													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.													
Over \$17,000,000	\$1,000,000.													
g Grassroots nontaxable amount (enter 25% of line 1f)														
h Subtract line 1g from line 1a. If zero or less, enter -0-														
i Subtract line 1f from line 1c. If zero or less, enter -0-														
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?	<input type="checkbox"/> Yes <input type="checkbox"/> No													

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

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2019	(b) 2020	(c) 2021	(d) 2022	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

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

For each "Yes" response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?		No	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	Yes		
c Media advertisements?		No	
d Mailings to members, legislators, or the public?		No	
e Publications, or published or broadcast statements?		No	
f Grants to other organizations for lobbying purposes?		No	
g Direct contact with legislators, their staffs, government officials, or a legislative body?	Yes		2,767
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	Yes		76,250
i Other activities?		No	
j Total. Add lines 1c through 1i			79,017
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		No	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

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

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carry over lobbying and political expenditures from the prior year?	3	

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues .	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures. See Instructions	5	

Part IV Supplemental Information

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

Return Reference	Explanation
PART II-B, LINE 1:	PAID STAFF OR MANAGEMENT THE DIRECTOR OF COMMUNICATIONS AND EXTERNAL AFFAIRS TRAVELED TO WASHINGTON, D.C. IN FEBRUARY 2024, TO ATTEND THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS (APTS) ANNUAL SUMMIT MEETINGS AND CAPITOL HILL DAY. THE APTS SUMMIT MEETINGS ARE HELD TO DISCUSS MATTERS RELATING TO THE LEGISLATIVE AND REGULATORY INTERESTS OF NONCOMMERCIAL TELEVISION STATIONS AT THE NATIONAL LEVEL. SCHEDULE C, PART II-B, LINE 1G DIRECT CONTACT ON CAPITOL HILL DAY (FEBRUARY 28, 2024), PUBLIC TELEVISION STATION REPRESENTATIVES, INCLUDING KQED, MET WITH SENATORIAL AND CONGRESSIONAL OFFICES REPRESENTING THEIR RESPECTIVE DISTRICTS IN WASHINGTON D.C. ON THAT DAY, KQED'S DIRECTOR OF COMMUNICATIONS AND EXTERNAL AFFAIRS MET WITH REPRESENTATIVES FROM THE OFFICES REPRESENTING CALIFORNIA'S 2ND, 6TH, 8TH, 10TH, 12TH, 14TH AND 17TH DISTRICTS, AS WELL AS THE FORMER CALIFORNIA SENATOR LAPHONZA BUTLER'S OFFICE. SCHEDULE C, PART II-B, LINE 1H RALLIES, DEMONSTRATIONS, SEMINARS, CONVENTIONS, SPEECHES OR OTHER MEANS: KQED IS A DUES-PAYING MEMBER OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS (APTS). THE ASSOCIATION OF PUBLIC TELEVISION STATIONS (APTS) IS A NONPROFIT MEMBERSHIP ORGANIZATION ESTABLISHED IN 1979. THE MISSION OF APTS IS TO CONDUCT IN-CONCERT WITH MEMBER STATIONS-ADVOCACY, PLANNING, RESEARCH AND COMMUNICATIONS ACTIVITIES IN ORDER TO ACHIEVE STRONG AND FINANCIALLY SOUND NONCOMMERCIAL TELEVISION AND ADVANCED DIGITAL SERVICES FOR THE AMERICAN PEOPLE. APTS PROVIDES CONSISTENT LEADERSHIP AND INFORMATION THAT HELPS THEIR MEMBERS BETTER ACCOMPLISH THEIR OWN MISSIONS AND GOALS. APTS PROMOTES THE LEGISLATIVE AND REGULATORY INTERESTS OF NONCOMMERCIAL TELEVISION STATIONS AT THE NATIONAL LEVEL THROUGH DIRECT ADVOCACY, AND GRASS-TOPS AND GRASSROOTS CAMPAIGNS TO GARNER CONGRESSIONAL SUPPORT. DURING THE TAX YEAR ENDING SEPTEMBER 30, 2024, KQED PAID \$76,250.00 OF DUES TO APTS.

Additional Data

Return to Form

Software ID:
Software Version:

Supplemental Financial Statements

2022

Open to Public Inspection

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

Attach to Form 990.

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

Department of the Treasury Internal Revenue Service

Name of the organization KQED INC

Employer identification number

94-1241309

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include total number at end of year, aggregate value of contributions, grants, and end of year, and two yes/no questions about donor informed.

Part II Conservation Easements.

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

Form for Part II Conservation Easements. Includes checkboxes for various purposes, a table for 'Held at the End of the Year' with rows 2a, 2b, 2c, 2d, and questions 3-9 regarding monitoring and reporting.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Form for Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Includes questions 1a, 1b, 2, and 3 regarding reporting requirements and amounts.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a** Public exhibition
- b** Scholarly research
- c** Preservation for future generations
- d** Loan or exchange programs
- e** Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? . . . **Yes** **No**

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? **Yes** **No**

b If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? **Yes** **No**

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

Part V Endowment Funds.

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	142,300,677	113,409,238	130,526,771	115,645,647	151,303,737
b Contributions	14,170,021	23,838,860	15,077,034	7,486,339	5,309,590
c Net investment earnings, gains, and losses	34,176,790	13,491,766	-24,833,125	22,001,822	4,093,095
d Grants or scholarships					
e Other expenditures for facilities and programs	6,433,928	8,439,188	7,361,442	14,607,037	45,060,775
f Administrative expenses					
g End of year balance	184,213,560	142,300,677	113,409,238	130,526,771	115,645,647

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

- a** Board designated or quasi-endowment ▶ 80.230 %
- b** Permanent endowment ▶ 19.770 %
- c** Term endowment ▶

The percentages on lines 2a, 2b, and 2c should equal 100%.

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

- (i)** Unrelated organizations
- (ii)** Related organizations

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

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

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

Part VI Land, Buildings, and Equipment.

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

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		1,269,691		1,269,691
b Buildings		91,183,865	16,747,377	74,436,488
c Leasehold improvements				
d Equipment		58,018,232	34,083,402	23,934,830
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) . . . ▶				99,641,009

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

Table with 3 columns: (a) Description of security or category, (b) Book value, (c) Method of valuation. Rows include (1) Financial derivatives, (2) Closely-held equity interests, (3) Other, and Total.

Part VIII Investments - Program Related.

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

Table with 3 columns: (a) Description of investment, (b) Book value, (c) Method of valuation. Rows include (1) through (9) and Total.

Part IX Other Assets.

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

Table with 2 columns: (a) Description, (b) Book value. Rows include (1) through (9) and Total.

Part X Other Liabilities.

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

Table with 2 columns: (a) Description of liability, (b) Book value. Rows include (1) Federal income taxes, LIAB. TO BENEFICIARIES OF CHARITABLE GIFT ANNUITIES, DEFERRED COMPENSATION OBLIGATIONS, OPERATING LEASE LIABILITY/DEFERRED RENT LIABILITY, ACCRUED BROADCAST RIGHTS, and Total.

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

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

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

1	Total revenue, gains, and other support per audited financial statements	1	139,063,077
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	29,975,441
b	Donated services and use of facilities	2b	351,595
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	30,327,036
3	Subtract line 2e from line 1	3	108,736,041
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	367,549
b	Other (Describe in Part XIII.)	4b	-157,826
c	Add lines 4a and 4b	4c	209,723
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	108,945,764

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

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

1	Total expenses and losses per audited financial statements	1	113,347,675
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	540,629
b	Prior year adjustments	2b	
c	Other losses	2c	157,826
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	698,455
3	Subtract line 2e from line 1	3	112,649,220
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	367,549
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	367,549
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	113,016,769

Part XIII

Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Return Reference	Explanation
PART V, LINE 4:	THE ORGANIZATION'S PRIMARY LONG-TERM MANAGEMENT OBJECTIVE IS TO PROVIDE GENERAL SUPPORT IN MEETING THE NEEDS OF KQED PROVIDED THAT A DONOR MAKING A CONTRIBUTION TO THE PERMANENT ENDOWMENT MAY IMPOSE SPECIFIC USE RESTRICTIONS ON THE DONOR'S CONTRIBUTION.
PART X, LINE 2:	LIABILITY FOR UNCERTAIN TAX POSITIONS THE CORPORATION FOLLOWS GUIDANCE THAT CLARIFIES THE ACCOUNTING FOR UNCERTAINTY IN TAX POSITIONS TAKEN OR EXPECTED TO BE TAKEN IN A TAX RETURN, INCLUDING ISSUES RELATING TO FINANCIAL STATEMENT RECOGNITIONS AND MEASUREMENT. THIS GUIDANCE PROVIDES THAT THE TAX EFFECTS FROM AN UNCERTAIN TAX POSITION CAN ONLY BE RECOGNIZED IN THE FINANCIAL STATEMENTS IF THE POSITION IS "MORE-LIKELY-THAN-NOT" TO BE SUSTAINED IF THE POSITION WERE TO BE CHALLENGED BY A TAXING AUTHORITY. THE ASSESSMENT OF THE TAX POSITION IS BASED SOLELY ON THE TECHNICAL MERITS OF THE POSITION, WITHOUT REGARD TO THE LIKELIHOOD THAT THE TAX POSITION MAY BE CHALLENGED. THE CORPORATION IS EXEMPT FROM FEDERAL INCOME TAX UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE ("IRC"), THOUGH IT IS SUBJECT TO TAX ON INCOME UNRELATED TO ITS EXEMPT PURPOSE, UNLESS THAT INCOME IS OTHERWISE EXCLUDED BY THE IRC. THE CORPORATION HAS ALSO BEEN RECOGNIZED BY THE FRANCHISE TAX BOARD AS AN ORGANIZATION THAT IS EXEMPT FROM INCOME TAX PURSUANT TO CALIFORNIA REVENUE AND TAX CODE SECTION 23701D ON ITS INCOME OTHER THAN THE UNRELATED BUSINESS INCOME. THE CORPORATION HAS PROCESSES PRESENTLY IN PLACE TO ENSURE THE MAINTENANCE OF ITS TAX-EXEMPT STATUS, TO IDENTIFY AND REPORT UNRELATED INCOME, TO DETERMINE ITS FILING AND TAX OBLIGATIONS IN JURISDICTIONS FOR WHICH IT WAS NEXUS, AND TO IDENTIFY AND EVALUATE OTHER MATTERS THAT MAY BE CONSIDERED TAX POSITIONS. THE CORPORATION HAS DETERMINED THAT THERE ARE NO MATERIAL UNCERTAIN TAX POSITIONS THAT REQUIRE RECOGNITION OR DISCLOSURE IN THE FINANCIAL STATEMENTS.
PART XI, LINE 4B - OTHER ADJUSTMENTS:	LOSS ON ASSET DISPOSED -157,826.

Additional Data

[Return to Form](#)

Software ID:
Software Version:

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

Name of the organization
KQED INC

Employer identification number
94-1241309

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

- 1** Indicate whether the organization raised funds through any of the following activities. Check all that apply.
- a** Mail solicitations
 - b** Internet and email solicitations
 - c** Phone solicitations
 - d** In-person solicitations
 - e** Solicitation of non-government grants
 - f** Solicitation of government grants
 - g** Special fundraising events
- 2a** Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? Yes No
- b** If "Yes," list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
1 MAL WARWICK & ASSOCIATES 2550 NINTH STREET 103 BERKELEY, CA 94710	PROFESSIONAL FUNDRAISING CONSULTANT		No	9,543,614	338,701	9,204,913
2 CHRISTINA SHOCKLEY CONSULTING LLC 2730 ANTIETAM CT ANN ARBOR, MI 48105	PROFESSIONAL FUNDRAISING CONSULTANT		No	3,799,060	154,180	3,644,880
3 GREEN DOLPHIN STREET LLC 18483 PARKLAND DR SHAKER HEIGHTS, OH 44122	PROFESSIONAL SERVICES/SPONSORSHIP ADS		No	438,732	42,821	395,911
4 GORDON & SCHWENKMEYER INC 20300 S VERMONT AVENUE 210 TORRANCE, CA 90502	TEXT SOLICITORS & NECESSARY CLERICAL SUPPORT		No	50,508	39,987	10,521
5 LESTER INC 388 E MAIN ST STE 23L BRANFORD, CT 06405	TELEMARKETING		No	12,063	25,824	-13,761
6 VERITUS PO BOX 18294 ASHEVILLE, NC 28814	PROFESSIONAL FUNDRAISING CONSULTANT		No	0	147,000	-147,000
7						
8						
9						
10						
Total				13,843,977	748,513	13,095,464

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

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

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

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

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

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

9 Enter the state(s) in which the organization conducts gaming activities:

a Is the organization licensed to conduct gaming activities in each of these states? Yes No

b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No

b If "Yes," explain: _____

11 Does the organization conduct gaming activities with nonmembers? Yes No

12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No

13 Indicate the percentage of gaming activity conducted in:

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

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

Name ▶ -----

Address ▶ -----

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____.

c If "Yes," enter name and address of the third party:

Name ▶ -----

Address ▶ -----

16 Gaming manager information:

Name ▶ -----

Gaming manager compensation ▶ \$ -----

Description of services provided ▶ -----

Director/officer Employee Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No

b Enter the amount of distributions required under state law 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.

Return Reference	Explanation
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Schedule J
(Form 990)

Compensation Information

OMB No. 1545-0047

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

- ▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 23.**
- ▶ **Attach to Form 990.**
- ▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

2023

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization
KQED INC

Employer identification number

94-1241309

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- | | |
|---|--|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax idemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (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

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, officers, including the CEO/Executive Director, regarding the items checked on Line 1a?

3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

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

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment?
 - b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
 - c** Participate in, or receive payment from, an equity-based compensation arrangement?
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization?
 - b** Any related organization?
- If "Yes," on line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization?
 - b** Any related organization?
- If "Yes," on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described in lines 5 and 6? If "Yes," describe in Part III.

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.

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

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

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.

(A) Name and Title		(B) Breakdown of W-2, 1099-MISC compensation, and/or 1099-NEC			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 MICHAEL ISIP PRESIDENT AND CEO	(i)	443,188	66,837	276	17,198	34,289	561,788	0
	(ii)	0	0	0	0	0	0	0
2 MARIA MILLER CHIEF OPERATIONS & ADMIN. OFFICER	(i)	276,711	33,861	516	17,030	29,532	357,650	0
	(ii)	0	0	0	0	0	0	0
3 DELINDA MROWKA CHIEF REVENUE OFFICER	(i)	269,394	32,684	276	16,526	31,377	350,257	0
	(ii)	0	0	0	0	0	0	0
4 SARAH SAWYER LOCAL MARKETING DIRECTOR	(i)	31,247	245,976	2	14,977	40,647	332,849	0
	(ii)	0	0	0	0	0	0	0
5 HOLLY KERNAN CHIEF CONTENT OFFICER	(i)	263,856	32,126	516	16,189	18,783	331,470	0
	(ii)	0	0	0	0	0	0	0
6 DUKE FAN VICE PRESIDENT, PRODUCT	(i)	237,337	29,914	276	13,440	40,983	321,950	0
	(ii)	0	0	0	0	0	0	0
7 DAVID BOUTRY CHIEF FINANCIAL OFFICER	(i)	272,560	0	276	11,650	4,709	289,195	0
	(ii)	0	0	0	0	0	0	0
8 MARIANNE MURPHY VP MEMBER GENEROSITY & AUD. INTEL	(i)	237,909	0	516	12,552	37,145	288,122	0
	(ii)	0	0	0	0	0	0	0
9 MICHAEL BLACK VP, CORPORATE SPONSORSHIP	(i)	94,061	174,305	280	0	18,679	287,325	0
	(ii)	0	0	0	0	0	0	0
10 GEORGANNA KELLY FORMER VP, DEVELOPMENT (THRU 09/23)	(i)	243,460	0	358	11,304	13,251	268,373	0
	(ii)	0	0	0	0	0	0	0
11 ELIZABETH SEIRMARCO LOCAL MARKETING DIRECTOR	(i)	32,379	182,796	11	11,869	40,643	267,698	0
	(ii)	0	0	0	0	0	0	0
12 DAVID HANSEN EXEC DIR., MEDIA OPS & FAC	(i)	226,230	10,326	276	12,544	16,353	265,729	0
	(ii)	0	0	0	0	0	0	0
13 JOHN REILLY VP OF INFORMATION SECURITY & TECH	(i)	235,666	0	516	12,744	13,793	262,719	0
	(ii)	0	0	0	0	0	0	0
14 ETHAN TOVEN-LINDSEY VICE PRESIDENT, NEWS	(i)	231,552	0	180	12,038	2,351	246,121	0
	(ii)	0	0	0	0	0	0	0
15 ERIC ABRAMS CHIEF DE&I OFFICER	(i)	234,162	2,500	775	5,465	1,622	244,524	0
	(ii)	0	0	0	0	0	0	0
16 DONALD NEWENHOUSE VP, BROADCAST ENGINEERING & OPER.	(i)	217,387	0	180	9,094	13,759	240,420	0
	(ii)	0	0	0	0	0	0	0
17 BRIDGET BARRETT GEN. COUNSEL & CORP. SECRETARY	(i)	200,537	0	240	4,411	6,462	211,650	0
	(ii)	0	0	0	0	0	0	0
18 WILLIAM LOWERY FMR GRL COUN. & CORP SEC (THRU 3/23)	(i)	117,648	29,716	111	8,110	633	156,218	0
	(ii)	0	0	0	0	0	0	0
19 MITZIE KELLEY FORMER CFO (THRU 01/2023)	(i)	130,572	0	0	0	7,181	137,753	0
	(ii)	0	0	0	0	0	0	0

Part III Supplemental Information

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

Return Reference	Explanation
PART I, LINE 7	<p>NONFIXED PAYMENTS EXECUTIVES HAVE THE OPPORTUNITY TO EARN INCENTIVE COMPENSATION BASED ON THEIR INDIVIDUAL PERFORMANCE AGAINST TARGET GOALS AS WELL AS THE OVERALL PERFORMANCE OF THE ORGANIZATION EACH FISCAL YEAR. THE CEO'S TARGET GOALS AND PERFORMANCE AGAINST THOSE GOALS ARE SET AND EVALUATED BY THE BOARD EACH YEAR; THE OTHER EXECUTIVES' ANNUAL TARGET GOALS AND PERFORMANCE AGAINST THOSE GOALS ARE SET AND EVALUATED BY THE CEO. EACH MEMBER OF SENIOR MANAGEMENT RECEIVES A BONUS BASED ON A PERCENTAGE AND DEPENDING UPON THEIR PERFORMANCE REGARDING THEIR GOALS. SCHEDULE J, PART II, COLUMN B(II) BY THE NATURE OF THEIR DUTIES, SARAH SAWYER, ELIZABETH SEIRMARCO AND MICHAEL BLACK, RECEIVE COMPENSATION IN THE FORM OF BASE SALARY PLUS COMMISSION. COMMISSION COMPENSATION IS SHOWN AS "OTHER" IN COLUMN B(II).</p>

Additional Data

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Noncash Contributions

2023

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

Department of the Treasury
Internal Revenue Service

Name of the organization
KQED INC

Employer identification number

94-1241309

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles	X	3,077	3,842,288	FMV
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded	X	128	597,640	FMV
10 Securities—Closely held stock				
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution—Historic structures				
14 Qualified conservation contribution—Other				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
Other (DIGITAL LIVEBOARDS)	X	1	41,501	FMV
25 ▶) _____				
26 Other ▶ (_____)				
27 Other ▶ (_____)				
28 Other ▶ (_____)				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement 29 50

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which isn't required to be used for exempt purposes for the entire holding period?		No
b If "Yes," describe the arrangement in Part II.		
31 Does the organization have a gift acceptance policy that requires the review of any nonstandard contributions?	Yes	
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?	Yes	
b If "Yes," describe in Part II.		
33 If the organization didn't report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.		

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

Return Reference	Explanation
PART I, COLUMN (B):	NUMBER OF CONTRIBUTIONS THE NUMBER OF CONTRIBUTORS REFLECTS THE NUMBER OF DONORS, NOT THE NUMBER OF ITEMS DONATED.
PART I, LINE 32B:	SOLICITING, PROCESSING, OR SELLING NONCASH ITEMS THE ORGANIZATION USES AN UNRELATED THIRD PARTY, CHARITABLE ADULT RIDES & SERVICES (CARS), TO ADMINISTER ITS VEHICLE DONATION PROGRAM. CARS ACCEPTS VEHICLE DONATIONS ON KQED S BEHALF AND SENDS A LETTER TO THE DONOR ACKNOWLEDGING THE DONATION. THE CHARITABLE DONATIONS ARE THEN RECEIVED AT KQED, NET OF CARS' SERVICE FEE.

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SCHEDULE O
(Form 990)**Supplemental Information to Form 990 or 990-EZ**

OMB No. 1545-0047

2023**Open to Public
Inspection**Department of the Treasury
Internal Revenue Service**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.****Go to www.irs.gov/Form990 for the latest information.**Name of the organization
KQED INC**Employer identification number**

94-1241309

Return Reference	Explanation
FORM 990, PART VI, SECTION B, LINE 11B	FORM 990 REVIEW PROCESS THE PROCESS FOR REVIEWING THE KQED FORM 990 PRIOR TO FILING INCLUDED A LIVE MEETING AND PRESENTATION BY THE ORGANIZATION'S TAX ADVISORY FIRM TO THE AUDIT COMMITTEE, A REVIEW BY THE CONTROLLER, CFO, AND THE AUDIT COMMITTEE OF THE BOARD. AFTER THE AUDIT COMMITTEE APPROVES THE FORM 990, THE FORM 990 IS PROVIDED TO ALL VOTING MEMBERS OF THE BOARD PRIOR TO FILING.
FORM 990, PART VI, SECTION B, LINE 12C	MONITORING AND ENFORCEMENT OF CONFLICT-OF-INTEREST POLICY IN ACCORDANCE WITH THE ORGANIZATION'S CONFLICT-OF-INTEREST POLICY, ALL DIRECTORS, OFFICERS, AND KEY EMPLOYEES FILL OUT AND SIGN A CONFLICT OF INTEREST DISCLOSURE FORM, WHICH IS REVIEWED AND MAINTAINED IN THE GENERAL COUNSEL'S OFFICE. KEY EMPLOYEES AND OFFICERS FILL OUT THE CONFLICT-OF-INTEREST DISCLOSURE FORM ANNUALLY. BOARD OF DIRECTORS FILL OUT THE CONFLICT-OF-INTEREST DISCLOSURE FORM WHEN THEIR INITIAL TERM COMMENCES AND ARE ASKED ANNUALLY TO REPORT ANY CHANGES THAT WOULD GIVE RISE TO A CONFLICT OF INTEREST. IF A CONFLICT OF INTEREST WERE TO ARISE, THE KEY EMPLOYEE, OFFICER OR BOARD MEMBER WITH THE CONFLICT WOULD BE RECUSED FROM DECISION-MAKING PROCESS.
FORM 990, PART VI, SECTION B, LINE 15	PROCESS FOR DETERMINING COMPENSATION OF OFFICERS AND KEY EMPLOYEES THE EXECUTIVE COMMITTEE OF THE BOARD IS RESPONSIBLE FOR REVIEWING THE COMPENSATION OF THE PRESIDENT/CEO, AND IT MAKES RECOMMENDATIONS TO THE BOARD OF DIRECTORS, WHO APPROVED ANY SUCH COMPENSATION. THE PRESIDENT/CEO IS RECUSED FROM ANY DISCUSSION AND VOTE. THE PROCESS FOLLOWED BY THE BOARD TO DEVELOP AND APPROVE THE COMPENSATION PACKAGE FOR THE PRESIDENT/CEO INCLUDED THE REVIEW OF DATA ON COMPARABLE COMPENSATION PACKAGES AND RECOMMENDATIONS, PREPARED BY AN OUTSIDE CONSULTANT. BASED ON THE DATA AND RECOMMENDATIONS FROM THE CONSULTANT AS WELL AS AN EVALUATION OF THE PRESIDENT/CEO'S PERFORMANCE AGAINST PREVIOUSLY SET GOALS, THE EXECUTIVE COMMITTEE DELIBERATED AND AGREED ON RECOMMENDATIONS TO THE BOARD. THE FULL BOARD DELIBERATED ABOUT THE COMPENSATION PACKAGE BASED ON THE RECOMMENDATIONS FROM THE EXECUTIVE COMMITTEE AND APPROVED THE SALARY FOR THE PRESIDENT/CEO. IN DETERMINING SALARIES FOR NONUNION EMPLOYEES, KQED'S PRESIDENT/CEO AND ITS CHIEF OPERATIONS AND ADMINISTRATION OFFICER WORK WITH AN EXTERNAL CONSULTANT PROVIDING DATA FROM THE FOLLOWING MARKETS: SAN FRANCISCO/BAY AREA, PUBLIC MEDIA, FOR-PROFIT CABLE AND BROADCAST MEDIA, LARGE NONPROFITS, AND DIGITAL AND ONLINE TECHNOLOGY COMPANIES. EACH NON-UNION JOB IS PLACED WITHIN A JOB FAMILY AND JOB LEVEL BASED ON THE JOB DESCRIPTION. COMPENSATION FOR INDIVIDUALS WORKING IN JOBS IS DETERMINED BY PERFORMANCE AND EXPERIENCE AS THEY RELATE TO THE MARKET RATE OF THE JOB LEVEL. ALL NONUNION POSITIONS HAVE ESTABLISHED MARKET RATES. FINALLY, THE HISTORICAL AND CURRENT COMPENSATION PAID BY KQED FOR COMPARABLE POSITIONS, AS WELL AS THE SKILLS AND EXPERIENCE OF THE INDIVIDUAL EMPLOYEE, ARE TAKEN INTO ACCOUNT. KQED REGULARLY REVIEWS EMPLOYEE PAY IN THREE WAYS: (1) MARKET ANALYSIS TO ENSURE EMPLOYEES ARE PAID AT MARKET RATE AGAINST COMPARABLE COMPANIES, AS DESCRIBED ABOVE; (2) A CLASSIFICATION ANALYSIS TO ENSURE EMPLOYEES ARE CONSISTENTLY AND APPROPRIATELY CLASSIFIED IN THE RIGHT JOB FAMILY AND JOB LEVEL AND (3) AN EQUITY ANALYSIS TO ENSURE EMPLOYEES PERFORMING SIMILAR WORK ARE PAID SIMILARLY AND EQUITABLY.
FORM 990, PART VI, SECTION C, LINE 19	DOCUMENTS MADE AVAILABLE TO THE PUBLIC: THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT-OF-INTEREST POLICY, AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC ON REQUEST FOR THE SAME PERIOD OF TIME SET FORTH IN 26 U.S. CODE 6104(D). CONDENSED FINANCIAL INFORMATION IS ALSO MADE AVAILABLE TO THE PUBLIC VIA THE ANNUAL KQED REPORT TO THE COMMUNITY, WHICH IS POSTED ON THE ORGANIZATION'S WEBSITE IN ADDITION TO ITS FORM 990 AND AUDITED FINANCIAL STATEMENTS.

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**SCHEDULE R
(Form 990)**

Related Organizations and Unrelated Partnerships

OMB No. 1545-0047

2023

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

Attach to Form 990.

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

Department of the Treasury
Internal Revenue Service

Name of the organization
KQED INC

Employer identification number

94-1241309

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

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) SNAP STUDIOS LLC 2601 MARIPOSA STREET SAN FRANCISCO, CA 94110 93-2206634	RADIO SHOW, PODCAST, AND LIVE SHOW PRODUCER AND CREATOR	CA	2,131,731	783,328	KQED INC

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

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

Part III 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.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income(related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV 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.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) CHARITABLE REMAINDER UNITRUST (14)	INVESTMENT	CA	N/A	T					No

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

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

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

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

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

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved

Part VII Supplemental Information

Provide additional information for responses to questions on Schedule R. See instructions.

Return Reference

Explanation

Schedule R (Form 990) 2023

Additional Data[Return to Form](#)

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