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Department of the Treasury Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No 1545-0047 Open to Public Inspection

A For the 2009 calendar year, or tax year beginning JUL 1. 2009 and ending JUN 30, Check if D Employer identification number C Name of organization Please INDEPENDENCE PUBLIC MEDIA ise IRS label or Address change OF PHILADELPHIA, INC. orint or Name change 22-2600747 type Doing Business As Initial Number and street (or P.O. box if mail is not delivered to street address) Sec Room/suite E Telephone number Specifi Termin-ated (215)483-39008200 RIDGE AVENUE Amende 1.534.952. City or town, state or country, and ZIP + 4 G Gross receipts \$ Applica PHILADELPHIA, PA 19128-1604 H(a) is this a group return pending Yes X No F Name and address of principal officer RENE SMITH for affiliates? 8200 RIDGE AVENUE, PHILADELPHIA, H(b) Are all affiliates included? ∐Yes L I Tax-exempt status: X 501(c) (3) ◀ (insert no) 4947(a)(1) or If "No," attach a list. (see instructions) J Website: ► WWW.WYBE.ORG H(c) Group exemption number ▶ L Year of formation: 1981 M State of legal domicile: PA K Form of organization: X Corporation Trust Association Other > Part I Summary Briefly describe the organization's mission or most significant activities: NON-COMMERCIAL EDUCATIONAL Governance TELEVISION BROADCAST SERVICE Check this box If the organization discontinued its operations or disposed of more than 25% of its net assets 10 Number of voting members of the governing body (Part VI, line 1a) <u>10</u> Number of independent voting members of the governing body (Part VI, line 1b) 4 Activities & 8 Total number of employees (Part V, line 2a) 5 0 Total number of volunteers (estimate if necessary) 6 Ō. 7a Total gross unrelated business revenue from Part VIII. column 67-line 12

b Net unrelated business taxable income from Form 990 7 line 34 <u>0.</u> **Prior Year Current Year** 0 1,829,761. 1,140,099. Contributions and grants (Part VIII, line 1h FEB 2 2 2011 394,853. 166,628 9 Program service revenue (Part VIII, line 2g) 408 10 Investment income (Part VIII, column (A), lines 3, 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c) 5. 105-and 11e 1,996,797 1,534,952. Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) Grants and similar amounts paid (Part IX, column (A), lines 1-3) 14 Benefits paid to or for members (Part IX, column (A), line 4) 976,762 810,885. 15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 16a Professional fundraising fees (Part IX, column (A), line 11e) 290,846. **b** Total fundraising expenses (Part IX, column (D), line 25) 1,184,178 1,142,209. 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f) 2,160,940. 1,953,094. 18 Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25) -164,143. -418,142.19 Revenue less expenses Subtract line 18 from line 12 es Ses **Beginning of Current Year End of Year** Net Assets (und Balanc 1,686,632. 2,239,522. 20 Total assets (Part X, line 16) 282,661. 352,151. 21 Total liabilities (Part X, line 26) 1,403,971. 1,887,371. 22 Net assets or fund balances Subtract line 21 from line 20 Part II Signature Block s return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, Under penalties of perju 2-14-11 Sign Signature of office Here Type or print name and title Date Check if Preparer's identifying number Preparer's (Paid self signature employed Preparer's EIN ▶ yours if Use Only 401/É. CITY AVE. #600 self-employed), BALA CYNWYD . PA 19004 Phone no. \triangleright 610-667-6250 May the IRS discuss this return with the preparer shown above? (see instructions) X Yes No Form **990** (2009)

INDEPENDENCE PUBLIC MEDIA OF PHII

CADELPHIA, INC.	22-2600747	Page 2

Barely describe the organization of smason: INDEPENDENCE MEDIA ENRICHES LIVES THROUGH PROGRAMS AND SERVICES THAT ENTERTAIN, EDUCATE, AND INSPIRE. WE BELIEVE IN THE POWER OF TELEVISION AND NEW TECHNOLOGIES TO CONNECT COMMUNITIES, PROMOTE DIVERSITY, AND ENCOURAGE UNDERSTANDING. Diversity, And Describe the organization undertake any segnificant program services during the year which were not listed on the price from 900 or 990-62. If Yes, "describe these new services on Schedule O. Determine the price from 900 or 990-62." Ves X no. If Yes, "describe these thanges on Schedule O. Describe the everaph purpose achievements for each of the organization class conducting, or make segnificant changes in how it conducts, any program services? Ves X no. If Yes, "describe these changes on Schedule O. Describe the everaph purpose achievements for each of the organization's time largest program services by expenses. Section 901(c)(s) and 901(c)(d) organizations and section 4947(a)(f) busts are required to report the amount of grants and allocations to others, the fold expenses, and revenue, if any, for each program service sported.		990 (2009) OF PHILADELPHIA, INC.	22-2600747	Page 2
INDEPENDENCE MEDIA ENRICHES LIVES THROUGH PROGRAMS AND SERVICES THAT ENTERTAIN, EDUCATE, AND INSPIRE. WE BELIEVE IN THE POWER OF TELEVISION AND NEW TECHNOLOGIES TO CONNECT COMMUNITIES, PROMOTE DIVERSITY, AND ENCOURAGE UNDERSTANDING. 2 Did the organization undertake any significant program services duming the year which were not listed on the prior from 990 or 990-622. Wes IX No. If Yes, Catche these new services on Schedule 0. 3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes IX No. If Yes, Catche these these changes on Schedule 0. 4 Describe the exemple purpose achievements for each of the organization's three largest program services by expenses. Section 901(6): 9 and 901(6) organizations and selection 947(6) flustes are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported. 4 (Code) (Expenses 1 1, 442, 933. including grants of \$) (Revenue \$) THE ORGANIZATION OPERATES A NON-COMMERCIAL EDUCATION TELEVISION BROADCAST SERVICE LICENSED BY THE FEDERAL COMMUNICATIONS COMMISSION TO OPERATE WYBE-TV, ON CHANNEL 35 IN PHILA. 4 (Code) (Expenses \$ including grants of \$) (Revenue \$) 4 (Code) (Expenses \$ including grants of \$) (Revenue \$) 4 (Code) (Expenses \$ including grants of \$) (Revenue \$)	Pa	rt III Statement of Program Service Accomplishments		
TELEVISION AND NEW TECHNOLOGIES TO CONNECT COMMUNITIES, PROMOTE DIVERSITY, AND ENCOURAGE UNDERSTANDING. 2 Ded the organization undertake any significant program services during the year which were not listed on the prior form 990 or 990-E27 [Yes [X] No II "Yes, *Cacherothe these new services on Schedule O. 3 Ded the organization cases conducting, or make significant changes in how it conducts, any program services? [Yes [X] No II "Yes, *Cacherothe these changes on Schedule O. 4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 50(c)(3) and 501(c)(4) organizations and section 4947(i)(1) tusts are required to report the amount of grants and allocations to others, the total expenses, and reverue, if any, for each program service reported. 4 (Code) (Expenses \$ 1, 442, 933. Including grants of \$) (Revenue \$) THE ORGANIZATION OPERATES A NON-COMMERCIAL EDUCATION TELEVISION BROADCAST SERVICE LICENSED BY THE PEDERAL COMMUNICATIONS COMMISSION TO OPERATE WYBE-TV, ON CHANNEL 35 IN PHILA. 4 (Code) (Expenses \$ including grants of \$) (Revenue \$) 4 (Code) (Expenses \$ including grants of \$) (Revenue \$) 4 (Code) (Expenses \$ including grants of \$) (Revenue \$) 4 (Code) (Expenses \$ including grants of \$) (Revenue \$)	1		RAMS AND SERVICES THAT	1
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INDEPENDENCE PUBLIC MEDIA Form 990 (2009) OF PHILADELPHIA, INC.

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
	If "Yes," complete Schedule A	1	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			
	public office? If "Yes," complete Schedule C, Part I	3		<u> </u>
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	4		X
5	Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and			
	reporting requirement and proxy tax? If "Yes," complete Schedule C, Part III	5_		
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to			
	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		<u>X</u>
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,			
	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete			
	Schedule D, Part III	8		X
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide			
	credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9		X
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments?			
	If "Yes," complete Schedule D, Part V	10		<u> </u>
11	Is the organization's answer to any of the following questions "Yes"? If so, complete Schedule D, Parts VI, VIII, IX, or X		,,	
	as applicable	11	Х	
•	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,			
	Part VI.			
•	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total			
_	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII			
•	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total			
_	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII			
•	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in			٠.
_	Part X, line 16? If "Yes," complete Schedule D, Part IX			
•	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	ŀ		
•	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			
40	the organization's liability for uncertain tax positions under FIN 48? If "Yes," complete Schedule D, Part X			
12	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete	40	х	
40A	Schedule D, Parts XI, XII, and XIII Was the organization included in consolidated, independent audited financial statements for the tax year? Yes No	12		
IZA	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," completing Schedule D, Parts XI, XII, and XIII is optional Yes No 12A X	ł		
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13	<u> </u>	х
	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business,	170	 	
	and program service activities outside the United States? If "Yes," complete Schedule F, Part I	14b	1	х
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization		 	- -
	or entity located outside the United States? If "Yes," complete Schedule F, Part II	15		х
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals	- "	 	
	located outside the United States? If "Yes," complete Schedule F, Part III	16		х
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,	··-		
••	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17	ļ	х
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines	 	<u> </u>	ऻ
	1c and 8a? If "Yes," complete Schedule G, Part II	18	l	х
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"	۱Ť		
	complete Schedule G, Part III	19		х
20	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20		X
			aan i	2000)

Form 990 (2009) OF PHILADELPHIA, INC.

Part IV Checklist of Required Schedules (continued)

			Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the	_		37
	United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		X
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX,			х
22	column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23	х	
242	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the	25		
240	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K. If "No", go to line 25	24a		Х
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease			
•	any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a			
	disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		Х
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete			
	Schedule L, Part I	25b		Х
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified		!	
	person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		Х
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial			
	contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete			
	Schedule L, Part III	27		X
28	Was the organization a party to a business transaction with one of the following parties, (see Schedule L, Part IV	1		
	instructions for applicable filing thresholds, conditions, and exceptions):			٠,,
	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a	<u></u>	X
	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b	<u> </u>	Х
С	An entity of which a current or former officer, director, trustee, or key employee of the organization (or a family member) was		•	Х
~~	an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c	Х	
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30		x
31	Did the organization liquidate, terminate, or dissolve and cease operations?	30	┈	
٥.	If "Yes," complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete	ٽ.		
	Schedule N, Part II	32		Х
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			
	sections 301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I	33		Х
34	Was the organization related to any tax-exempt or taxable entity?			
	If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	34		Х
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?			
	If "Yes," complete Schedule R, Part V, line 2	35		Х
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			l
	If "Yes," complete Schedule R, Part V, line 2	36	ļ	X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37	<u> </u>	X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?		۱,,	
	Note. All Form 990 filers are required to complete Schedule O.	38	X	
		Form	930 (2009)

Form 990 (2009) OF PHILADELPHIA, INC.

Part V Statements Regarding Other IRS Filings and Tax Compliance

4	Estable sumbarranded in Barro of Farm 1000 Appeal Commence and Transmitted of		Yes	No
ıa	Enter the number reported in Box 3 of Form 1096, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable			4.
	U.S. Information Returns. Enter -0- if not applicable Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable 1a. 1.3 1b. 0		1	
	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming			
·	(gambling) winnings to prize winners?	1c	ł	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,	<u> </u>	_	
20	filed for the calendar year ending with or within the year covered by this return 2a		İ	
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	_ 2b	х	
D	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return (see instructions)		 -	
За	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?	3a		х
	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b	-	· ·
	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a			
	financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		x
b	If "Yes," enter the name of the foreign country:	<u> </u>		\Box
-	See the instructions for exceptions and filing requirements for Form TD F 90-22 1, Report of Foreign Bank and	1		1
	Financial Accounts			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		Х
	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
С	If "Yes," to line 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited			
	Tax Shelter Transaction?	5c		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit			
	any contributions that were not tax deductible?	6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts			
	were not tax deductible?	6b		
7	Organizations that may receive deductible contributions under section 170(c).			1
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services			١
	provided to the payor?	7a		X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		<u> </u>
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required	1		١
	to file Form 8282?	7c	ļ <u>.</u>	X
	If "Yes," indicate the number of Forms 8282 filed during the year	┨		
е	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal			١.,
	benefit contract?	7e	<u> </u>	X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		├ ^
9	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?	7g		┢
_	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?	7h	<u> </u>	
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the			
	supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings	8	1	X
9	at any time during the year? Spensoring organizations maintaining departachised funds	├ ゜	1	1
	Sponsoring organizations maintaining donor advised funds. Did the organization make any taxable distributions under section 4966?	9a	1	X
	Did the organization make a distribution to a donor, donor advisor, or related person?	9b	┢	X
10	Section 501(c)(7) organizations. Enter	JD		╁
	Initiation fees and capital contributions included on Part VIII, line 12			1
	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10b	1		
11	Section 501(c)(12) organizations. Enter:	1		
	Gross income from members or shareholders	1	ŀ	
	Gross income from other sources (Do not net amounts due or paid to other sources against	1		
-	amounts due or received from them.)	1		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year			

Form 990 (2009) Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O See instructions.

Sec	tion A. Governing Body and Management										
				4 0	Y	'es	No				
1a	Enter the number of voting members of the governing body	1a		10	Ì						
b	Enter the number of voting members that are independent	1b		10	ł						
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship	ıp witl	any other				-				
	officer, director, trustee, or key employee?		-		<u>:</u>		<u>X</u>				
3	Did the organization delegate control over management duties customanly performed by or under the	ne dire	ect supervision		ľ	1					
	of officers, directors or trustees, or key employees to a management company or other person?			ئے			<u>X</u>				
4	Did the organization make any significant changes to its organizational documents since the prior Fo	orm 99	90 was filed?		_	_	X				
5	Did the organization become aware during the year of a material diversion of the organization's asse	ts?		<u>_</u> :	<u>: </u>	_	X				
6	Does the organization have members or stockholders?			<u> </u>		_	X				
7a	Does the organization have members, stockholders, or other persons who may elect one or more me	embe	rs of the				x				
	governing body?										
b	b Are any decisions of the governing body subject to approval by members, stockholders, or other persons?										
8	Did the organization contemporaneously document the meetings held or written actions undertaken	dunn	g the year		1						
	by the following:					, ,					
	The governing body?			8	-	X	17				
	Each committee with authority to act on behalf of the governing body?			8	b	\dashv	<u>X</u>				
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be real	ached	at the			ı	v				
<u> </u>	organization's mailing address? If "Yes," provide the names and addresses in Schedule O)	1	X				
sec	tion B. Policies (This Section B requests information about policies not required by the Internal Fi	reven	ue Code)	-		. T					
					_	'es	No X				
	Does the organization have local chapters, branches, or affiliates?			10	a	\dashv					
D	If "Yes," does the organization have written policies and procedures governing the activities of such	cnap	ters, aniliates,	ر ا		ŀ					
	and branches to ensure their operations are consistent with those of the organization?	Filomon A	h a fa	10	_	$\frac{1}{x}$					
11	Has the organization provided a copy of this Form 990 to all members of its governing body before the property of School 10 O the property of any years by the property of the	illing t	ne ionii?	1	' 	<u>^ </u>					
	Describe in Schedule O the process, if any, used by the organization to review this Form 990										
	Does the organization have a written conflict of interest policy? If "No," go to line 13										
D	Are officers, directors or trustees, and key employees required to disclose annually interests that co to conflicts?	ula gi	ve rise	1,	ь	x					
_		"Ves	" describe	<u>'</u>							
C	Does the organization regularly and consistently monitor and enforce compliance with the policy? If in Schedule O how this is done	163,	describe		c .	x					
13	Does the organization have a written whistleblower policy?			_	3						
14	Does the organization have a written document retention and destruction policy?				4	\dashv	X				
15	Did the process for determining compensation of the following persons include a review and approve	al by	ındenendent	- -	' +	_					
	persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		пасрепаст		-						
а	The organization's CEO, Executive Director, or top management official			11	ia .	х					
	Other officers or key employees of the organization			<u> </u>		$\overline{\mathbf{x}}$					
_	If "Yes" to line 15a or 15b, describe the process in Schedule O (See instructions)			T F	\top						
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrange	ement	with a	1							
	taxable entity during the year?			10	ia		X				
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to eva	aluate	its participation	on 🗀	\neg						
	in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the org	ganıza	tion's								
	exempt status with respect to such arrangements?	-		10	ь	İ					
Sec	tion C. Disclosure			•							
17	List the states with which a copy of this Form 990 is required to be filed ▶PA										
18	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-	T (50	(c)(3)s onty) av	/ailable for							
	public inspection. Indicate how you make these available. Check all that apply										
	Own website Another's website X Upon request										
19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, an											
	statements available to the public.										
20	State the name, physical address, and telephone number of the person who possesses the books a MANAGEMENT $-215-483-3900$	and re	cords of the o	rganızatıor	▶						
	8200 RIDGE AVENUE, PHILADELPHIA, PA 19128-1604										

OF PHILADELPHIA, INC.

22-2600747 Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated

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

Employees, and Independent Contractors

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. Use Schedule J-2 if additional space is needed

- 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. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

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

Check this box if the organization did not co	_	y CL	irren			, dire	ecto	, 		
(A)	(B)		(C)					(D)	(E)	(F)
Name and Title	Average	١,,		Pos			ı. A	Reportable	Reportable	Estimated
	hours per	H	neck	(aii i	ınat	app	iy)	compensation from	compensation from related	amount of other
	week	ector			ŀ		ļ	the	organizations	compensation
•		ar di	, n		l	ated		organization	(W-2/1099-MISC)	from the
		ustee	trust		 #	bens	İ	(W·2/1099-MISC)		organization
		ual tr	gona		ge	e st con	١_			and related
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			organizations
DAVID HAAS							<u> </u>			
FINANCE - MEMBER		Х						0.	0.	0.
RENE DEGEORGE SMITH				Г	_	ऻ	\vdash			
EXECUTIVE - CHAIR		Х						0.	0.	0.
DAVID OH		Г		Г		T				-
EXECUTIVE - SECRETARY		Х						0.	0.	0.
LISA GETZFRID					ŀ					_
GOVERNMENT RELATIONS COM	·-··	X		ــــ	<u> </u>	⊢	<u> </u>	0.	0.	0.
KAREN KIRCHNER EXECUTIVE - VICE CHAIR		x				l		0.	0.	0.
VINIT DHRUVA		₽			\vdash	-	_	0.	0.	<u> </u>
DEVELOPMENT - CO-CHAIR		X				Ì		0.	0.	0.
HOWARD BLUMENTHAL		 		 	 	ł				
EXECUTIVE DIRECTOR	40.00	x		x		x		0.	160,850.	0.
BRIAN J. PRESKI, ESQUIRE						1				
GOVERNMENT RELATIONS COM		X		L	L			0.	0.	0.
JANET FIORE		ļ	1				l			
GOVERNMENT RELATIONS COM		X		<u>L</u> .	L	<u> </u>	_	0.	0.	0.
MICHAEL SOILEAU		,,							_	
CORPORATE RELATIONS COMM		X	<u> </u>	\vdash		<u> </u>	<u> </u>	0.	0.	0.
FRANK C. LORDI		x			ļ			0.	0.	0.
		Ĥ	\vdash	⊢	-	 	\vdash			0.
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Form 990 (2009)

OF PHILADELPHIA, INC.

Par	Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)												
	(A)	(B)			(((D)	(E)		(F)
	Name and title	Average			Pos				Reportable	Reportable	Estimated		
		hours	(cl	neck	all	that	арр	ly)	compensation	compensation		amoui	
		per week	ctor						from the	from related organizations	1,00	oth mpen	er sation
		Week	Individual trustee or director	یو			age		organization	(W-2/1099-MISC		from	
			ustee	truste		_e	Suad		(W-2/1099-MISC)			rganız	ation
			ual tr	Institutional trustee		Key employee	Highest compensated employee	_				and re	
			ndivid	nstitu	Officer	(e)	d de la la la la la la la la la la la la la	Former			01	rganız	ations
			-	_	<u> </u>	<u> </u>		_					
			-		-	-		\vdash			+		
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	 		T	\vdash			1			·			
1b	Total						>		0.	160,85	0.		0.
2	Total number of individuals (including but r	ot limited to th	nose	liste	ed a	bov	e) w	ho r	eceived more than \$100),000 in reportable			
	compensation from the organization											1 1/	0
•	5											Ye	s No
3	Did the organization list any former officer,			е, ке	y en	npio	yee,	or r	nignest compensated ei	npioyee on	,	.	x
4	line 1a? If "Yes," complete Schedule J for s For any individual listed on line 1a, is the st			omn	one	atio	n an	d ot	her compensation from	the organization	3	`	+
7	and related organizations greater than \$15	•							•	the organization	4	. א	:
5	Did any person listed on line 1a receive or									ices rendered to		1	
	the organization? If "Yes," complete Sched										5		Х
Sec	tion B. Independent Contractors												
1	Complete this table for your five highest co	mpensated in	dep	ende	ent c	cont	ract	ors 1	that received more than	\$100,000 of comp	ensatio	n fron	า
	the organization NONE								, 				
	(A) Name and business	addrace							(B) Description of s	envices	Com	(C) pensa	tion
_	Name and business							-	Description of	SCIVICES		perisa	11011
								\dashv					
								\neg					
		· · · · · · · · · · · · · · · · · · ·									_ _		
				_		_							
											·_	<u> </u>	
2	Total number of independent contractors (\$100,000 in compensation from the organi	-	not l	mite	d to		se li O	ste	d above) who received r	nore than			
	w 100,000 in compensation nom the organi	Lation											0 (2222)

22-2600747 Form 990 (2009) OF PHILADELPHIA, INC. Page 9 Part VIII Statement of Revenue (D) Revenue excluded from (A) (B) (C) Unrelated Total revenue Related or exempt function business tax under sections 512, 513, or 514 revenue revenue 1 a Federated campaigns Contributions, gifts, grants and other similar amounts 1a 1b **b** Membership dues c Fundraising events 1c d Related organizations 1d e Government grants (contributions) 1e f All other contributions, gifts, grants, and ,140,099. similar amounts not included above Q Noncash contributions included in lines 1a-1f \$,140,099. Total. Add lines 1a-1f **Business Code** 2 a PROGRAM UNDERWRITING F 394,853. 394,853. 515100 Program Service Revenue f All other program service revenue 394,853 g Total. Add lines 2a-2f \triangleright Investment income (including dividends, interest, and other similar amounts) Income from investment of tax exempt bond proceeds 5 Royalties (ı) Real (II) Personal 6 a Gross Rents b Less rental expenses c Rental income or (loss) d Net rental income or (loss) ▶ 7 a Gross amount from sales of (i) Securities (II) Other assets other than inventory b Less cost or other basis and sales expenses c Gain or (loss) d Net gain or (loss) 8 a Gross income from fundraising events (not Other Revenue including \$ contributions reported on line 1c) See Part IV, line 18 b Less direct expenses c Net income or (loss) from fundraising events 9 a Gross income from gaming activities. See Part IV, line 19 b Less direct expenses c Net income or (loss) from gaming activities 10 a Gross sales of inventory, less returns and allowances b Less cost of goods sold c Net income or (loss) from sales of inventory Miscellaneous Revenue Business Code 11 a d All other revenue e Total. Add lines 11a-11d

534,952.

Total revenue. See instructions.

394,853.

0.

Form 990 (2009)

Part IX | Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

	All other organizations must compl		not required to comple		
	not include amounts reported on lines 6b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21				
2	Grants and other assistance to individuals in				
	the U.S. See Part IV, line 22				
3	Grants and other assistance to governments,				
	organizations, and individuals outside the U.S				
	See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors,	160,850.	112 505	16 005	22 170
_	trustees, and key employees	100,030.	112,595.	16,085.	32,170.
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)				
7	Other salanes and wages	504,101.	333,518.	70,251.	100,332.
8	Pension plan contributions (include section 401(k)	, , , , , , , , , , , , , , , , , , ,			
	and section 403(b) employer contributions)				
9	Other employee benefits	87,806.	50,349.	23,948.	13,509.
10	Payroll taxes	58,128.	38,387.	7,605.	12,136.
11	Fees for services (non-employees)·				
а	Management				
b	Legal				
С	Accounting				
d	Lobbying			-	
e	Professional fundraising services. See Part IV, line 17		······································		
f	Investment management fees	7,024.	·		7,024.
g 12	Other Advertising and promotion	660.	660.		7,024.
13	Office expenses	32,286.	14,943.	8,560.	8,783.
14	Information technology	57,816.	46,438.	11,378.	
15	Royalties	······································	<u> </u>	·	
16	Occupancy	239,299.	199,834.	26,311.	13,154.
17	Travel				
18	Payments of travel or entertainment expenses				
	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	3,258.	1,086.	1,086.	1,086.
20	Interest	12,019.	·	12,019.	
21	Payments to affiliates	378,387.	226 141		<u> </u>
22	Depreciation, depletion, and amortization	14,634.	326,141. 8,570.	4,043.	52,246.
23	Insurance Other expenses, Itemize expenses not covered	14,034.	0,370.	4,043.	2,021.
24	above (Expenses grouped together and labeled miscellaneous may not exceed 5% of total				
	expenses shown on line 25 below) UTILITIES	120,850.	113,492.	2,405.	4 053
a	LOCAL PRODUCTION	107,336.	107,336.	2,403.	4,953.
b	BROADCAST DUES	46,376.	46,376.		
c d	TELEPHONE	45,111.	14,404.	12,703.	18,004.
e	PREMIUMS	22,213.	11,101	12,703.	22,213.
f	All other expenses	54,940.	28,804.	22,921.	3,215.
25	Total functional expenses. Add lines 1 through 241	1,953,094.	1,442,933.	219,315.	290,846.
26	Joint costs. Check here I if following			- , ,	
	SOP 98-2. Complete this line only if the organization				
	reported in column (B) joint costs from a combined				
	educational campaign and fundraising solicitation				
	Coocational campaign and fortal along solicitation			····	F 990 (0000)

Form 990 (2009) C

Pai	πχ	Balance Sneet			
			(A) Beginning of year		(B) End of year
	1	Cash - non-interest-bearing	328,162.	1	348,245.
	2	Savings and temporary cash investments	51,349.	2	39,467.
	3	Pledges and grants receivable, net	121,169.	3	36,325.
	4	Accounts receivable, net	·	4	
	5	Receivables from current and former officers, directors, trustees, key			
		employees, and highest compensated employees. Complete Part II			
		of Schedule L	*	5	is a major degree a contrata of a company degree of
	6	Receivables from other disqualified persons (as defined under section			
	ľ	4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete			
		Part II of Schedule L		6	
S	7	Notes and loans receivable, net		7	
Assets	8	Inventories for sale or use		8	
As	9	Prepaid expenses and deferred charges	7,849.	9	5,197.
	l	Land, buildings, and equipment: cost or other	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		,
					,
	Ь	basis Complete Part VI of Schedule D Less: accumulated depreciation 10a 4,440,026. 10b 2,633,243.	1,175,603.	10c	1,806,783.
	11	Investments - publicly traded securities		11	
	12	Investments - other securities See Part IV, line 11		12	
	13	Investments · program related See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets See Part IV, line 11	2,500.	15	3,505.
	16	Total assets. Add lines 1 through 15 (must equal line 34)	1,686,632.	16	2,239,522.
	17	Accounts payable and accrued expenses	97,467.	17	169,264.
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	•
S	21	Escrow or custodial account liability Complete Part IV of Schedule D		21	
Liabilities	22	Payables to current and former officers, directors, trustees, key employees,			
jap		highest compensated employees, and disqualified persons. Complete Part II			
_		of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities. Complete Part X of Schedule D	185,194.	25	182,887.
	26	Total liabilities. Add lines 17 through 25	282,661.	26	352,151.
		Organizations that follow SFAS 117, check here X and complete			
es		lines 27 through 29, and lines 33 and 34.	==0 100		4 005 500
au	27	Unrestricted net assets	552,132.	27	1,296,630.
Bal	28	Temporanly restricted net assets	851,839.	28	590,741.
P	29	Permanently restricted net assets		29	
Ē		Organizations that do not follow SFAS 117, check here and			
ō		complete lines 30 through 34.			
sets	30	Capital stock or trust principal, or current funds		30	
As	31	Paid-in or capital surplus, or land, building, or equipment fund		31	
Net Assets or Fund Balances	32	Retained earnings, endowment, accumulated income, or other funds	1 402 074	32	1 000 304
_	33	Total net assets or fund balances	1,403,971.	33	1,887,371.
	34	Total liabilities and net assets/fund balances	1,686,632.	34	2,239,522.

Form **990** (2009)

Form 990 (2009) OF PHILADELPHIA, INC.

22-2600747 Page 12

			Yes	No
1	Accounting method used to prepare the Form 990: Cash X Accrual Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		** /	7.7. 1.3.
2 a		2a		X
b	Were the organization's financial statements audited by an independent accountant?	2b	X	
С	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.	2c	х	,,
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both: X Separate basis Consolidated basis Both consolidated and separate basis			
За	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a		х
ь	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.	3b		(2009)

SCHEDULE A

(Form 990 or 990-EZ)

Name of the organization

Department of the Treasury Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

INDEPENDENCE PUBLIC MEDIA

OMB No 1545-0047

Open to Public Inspection

Employer identification number

		OF PHIL	ADELPHIA, IN	iC.					2.	2-2600747		
Part I	Reason	for Public Char	ity Status (All organiz	ations mu	st complet	e this part) See inst	ructions				
he orga	inization is not a	private foundation	because it is: (For lines 1	through 1	1, check	only one b	ox)		_			
1 🖵	A church, co	nvention of churches	s, or association of chur	ches desci	nbed in se	ction 170	(b)(1)(A)(i)					
2 🗀	A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)											
з 🗀	A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).											
4	A medical res	search organization	operated in conjunction	with a hos	pıtal desci	nbed in se	ction 170	(b)(1)(A)(iii). Enter t	the hospital's name) ,	
	city, and stat	e:										
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 X												
	section 170(b)(1)(A)(vi). (Comple	te Part II)									
8 🗀	A community	trust described in s	ection 170(b)(1)(A)(vi).	(Complete	Part II)							
9 🗀	An organizati	on that normally rec	eives: (1) more than 33	1/3% of its	support fi	rom contri	butions, m	nembershij	o fees, a	nd gross receipts fi	om	
	activities rela	ited to its exempt fur	nctions - subject to certa	ın excepti	ons, and (2	2) no more	than 33 1	/3% of its	support	from gross investr	nent	
	income and i	unrelated business to	axable income (less sect	tion 511 ta	x) from bu	sinesses a	cquired b	y the orga	nızatıon	after June 30, 1975	5.	
	See section	509(a)(2). (Complete	Part III)									
10 🖳	An organizati	ion organized and op	perated exclusively to te	st for publ	c safety. S	See sectio	n 509(a)(4	1).				
11 🖳	An organizat	ion organized and op	perated exclusively for the	ne benefit (of, to perfo	orm the fur	nctions of,	or to carry	out the	purposes of one o	r	
	more publicly	y supported organiza	ations described in secti	on 509(a)(1	I) or section	on 509(a)(2) See sec	ction 509(a	a)(3). Ch	eck the box that		
	describes the	e type of supporti <u>ng</u>	organization and compl	ete lines 1	1e through	11h.				_		
_	a L Type	ı b ∟	ا Type II و	: 🔲 Тур	e III - Func	tionally int	egrated		a l	Type III - Other		
е 📖	By checking	this box, I certify that	at the organization is not	controlled	directly o	r indirectly	by one o	r more disc	qualified	persons other than	1	
	foundation m	nanagers and other t	han one or more publicly	y supporte	d organiza	ations desc	cribed in s	ection 509)(a)(1) or	section 509(a)(2).		
f	If the organiz	ation received a writ	ten determination from t	the IRS tha	at it is a Ty	pe I, Type	II, or Type	e III				
	supporting o	rganızatıon, check th	nis box								<u> </u>	
g	Since Augus	t 17, 2006, has the o	organization accepted ar	ny gift or co	ontribution	from any	of the follo	owing pers	ons?			
	(i) A perso	n who directly or ind	lirectly controls, either al	one or tog	ether with	persons o	lescribed	ın (ıı) and (ı	ıı) below	·	No	
	the gov	eming body of the si	upported organization?							11g(ı)		
	(iı) A famıly	member of a persor	n described in (i) above?	1						11g(ii)		
		•	person described in (i) o							11g(m)		
h	Provide the f	ollowing information	about the supported or	ganızatıonı	(s)							
		Τ	(iii) Type of	C. Marker		(A D. d		(vi) ls	the			
	ne of supported	(ii) EIN	organization		rganization sted in your			Lorganizátio	ın ın col. İ	(vii) Amount of		
or	ganization		(described on lines 1-9		document?			(i) organize U.S	ed in the	support		
			above or IRC section (see instructions))	Yes	No	Yes	No	Yes	No			
			(occ mondonome)	163	140	163	140	163	140	-		
								ļ				
				 								
								1				
				 	-							
						İ		}				

Schedule A (Form 990 or 990-EZ) 2009 OF PHILADELPHIA, INC. 22-2600'

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

22-2600747 Page 2

(Complete only if you checked the box on line 5, 7, or 8 of Part I) Section A. Public Support Calendar year (or fiscal year beginning in) (f) Total (a) 2005 (b) 2006 (c) 2007 (d) 2008 (e) 2009 1 Gifts, grants, contributions, and membership fees received (Do not 1984193. 1817488. 1766201. 1813448. 1944381. 9325711. include any "unusual grants") 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 1984193. 1817488. 1766201. 1813448. 1944381. 9325711. 4 Total. Add lines 1 through 3 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, 873,129. column (f) 8452582. 6 Public support. Subtract line 5 from line 4 Section B. Total Support Calendar year (or fiscal year beginning in) (a) 2005 (b) 2006 (c) 2007 (d) 2008 (e) 2009 (f) Total 1984193. 1817488. 1766201. 1813448. 1944381. 9325711. 7 Amounts from line 4 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties 3,659 59,153. 5,523. 3,193 38,673. 8,105. and income from similar sources 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 IV) 9384864. 11 Total support. Add lines 7 through 10 1,134,608. 12 Gross receipts from related activities, etc. (see instructions) 13 First five 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 90.07 14 Public support percentage for 2009 (line 6, column (f) divided by line 11, column (f)) 14 92.74 15 15 Public support percentage from 2008 Schedule A, Part II, line 14 16a 33 1/3% support test - 2009. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and $\triangleright X$ stop here. The organization qualifies as a publicly supported organization b 33 1/3% support test - 2008. 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 - 2009.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 IV how the organization meets the "facts and circumstances" test. The organization qualifies as a publicly supported organization b 10% -facts-and-circumstances test - 2008. 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 IV 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

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O.C.	neau	lle A	(Fam	990	or yyu	-F/1	2009

Page 3

Pa	art III Support Schedule for C	rganizations	Described in	Section 509(a	(Complete only	f you checked the b	ox on line 9 of Part I.)
	ction A. Public Support		r	т		 	
	endar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008 -	(e) 2009	(f) Total
1	Gifts, grants, contributions, and membership fees received. (Do not				1		
	include any "unusual grants.")						
2	Gross receipts from admissions,		 				
_	merchandise sold or services per-						
	formed, or facilities furnished in any activity that is related to the						
	organization's tax-exempt purpose						
3	Gross receipts from activities that						
	are not an unrelated trade or bus-		1				1
	iness under section 513						
4	Tax revenues levied for the organ-						
	ization's benefit and either paid to						
_	or expended on its behalf						
5	The value of services or facilities						
	furnished by a governmental unit to		İ				
	the organization without charge		1				
	Total. Add lines 1 through 5 Amounts included on lines 1, 2, and				<u> </u>		
7 6	3 received from disqualified persons						
t	Amounts included on lines 2 and 3 received						-
	from other than disqualified persons that		ļ				
	exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
(Add lines 7a and 7b						
8	Public support (Subtract line 7c from line 6)						
Se	ction B. Total Support						
Cal	endar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
	Amounts from line 6						
10a	Gross income from interest, dividends, payments received on						
	secunties loans, rents, royalties						
,	and income from similar sources Unrelated business taxable income						
	(less section 511 taxes) from businesses						
	acquired after June 30, 1975						
	Add lines 10a and 10b						
	Net income from unrelated business		<u> </u>	· · · · · · · · · · · · · · · · · · ·			
	activities not included in line 10b, whether or not the business is		İ		i		
	regularly carried on						
12	Other income Do not include gain						
	or loss from the sale of capital assets (Explain in Part IV.)	<u>-</u>		<u> </u>			
	Total support (Add lines 9, 10c, 11, and 12)		<u> </u>	L			
14	First five years. If the Form 990 is for	the organization's	s first, second, thi	rd, fourth, or fifth to	ax year as a sectio	n 501(c)(3) organı	zation,
	check this box and stop here						<u>▶</u>
	ction C. Computation of Publi					L.E. 1	
	Public support percentage for 2009 (I	,	•	column (f))		15	<u>%</u>
16	Public support percentage from 2008 ction D. Computation of Invest					16	%
17						47	0/
18		•	., .	ne 13, column (i))		18	
	33 1/3% support tests - 2009. If the	· ·	=	on line 14, and line	e 15 is more than 3		···-
.00	more than 33 1/3%, check this box ar						., .5 Hot
t	33 1/3% support tests - 2008. If the	•	•				and
	line 18 is not more than 33 1/3%, che	•				-	▶□
20	Private foundation. If the organization		· ·			=	▶ □
				,	_	adula A /Farm 00	00 or 000 E7) 2000

Schedule A

Identification of Excess Contributions Included on Part II, Line 5

2009

** Do Not File **

*** Not Open to Public Inspection ***

Contributor's Name	Total Contributions	Excess Contributions
	392,030.	204,333
	447,250.	259,553
	596,940.	409,243
<u> </u>		
		· · · -
otal Excess Contributions to Schedule A. Part il. Line 5		873.129

Schedule D

(Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements

➤ Complete if the organization answered "Yes," to Form 990,

Part IV, line 6, 7, 8, 9, 10, 11, or 12.

➤ Attach to Form 990. ➤ See separate instructions.

Open to Public Inspection

OMB No 1545-0047

Name of the organization

INDEPENDENCE PUBLIC MEDIA

OF PHILADELPHIA, INC.

Employer identification number 22-2600747

Par	t I	Organizations Maintaining Donor Advise	d Funds or Other Similar Fund	s or Accounts. Complete if the
		organization answered "Yes" to Form 990, Part IV, line	e 6	
			(a) Donor advised funds	(b) Funds and other accounts
1	Total	number at end of year		
2	Aggre	egate contributions to (during year)		
3	Aggre	egate grants from (during year)		
4	Aggre	egate value at end of year		
5	Did th	ne organization inform all donors and donor advisors in	writing that the assets held in donor advi	sed funds
	are th	e organization's property, subject to the organization's	exclusive legal control?	Yes No
6	Did th	ne organization inform all grantees, donors, and donor a	idvisors in writing that grant funds can be	e used only
	for ch	nantable purposes and not for the benefit of the donor of	or donor advisor, or for any other purpose	e conferring
	ımpeı	missible private benefit?		Yes No
Par	t II	Conservation Easements. Complete if the org	ganization answered "Yes" to Form 990,	Part IV, line 7.
1	Purpo	ose(s) of conservation easements held by the organization	ion (check all that apply)	
		Preservation of land for public use (e.g., recreation or p	oleasure) Preservation of an hi	storically important land area
		Protection of natural habitat	Preservation of a cei	tified historic structure
		Preservation of open space		
2	Comp	plete lines 2a through 2d if the organization held a quali	fied conservation contribution in the form	n of a conservation easement on the last
	day o	of the tax year.		
				Held at the End of the Tax Year
а	Total	number of conservation easements		2a
b	Total	acreage restricted by conservation easements		2b
С	Numb	per of conservation easements on a certified historic str	ructure included in (a)	2c
d	Numt	per of conservation easements included in (c) acquired	after 8/17/06	2d
3		per of conservation easements modified, transferred, re		ne organization during the tax
	year	>		
4	Numb	per of states where property subject to conservation ea	sement is located >	
5	Does	the organization have a written policy regarding the pe	riodic monitoring, inspection, handling of	<u></u>
	violat	ions, and enforcement of the conservation easements	t holds?	Yes No
6	Staff	and volunteer hours devoted to monitoring, inspecting,	and enforcing conservation easements	dunng the year ►
7	Amou	unt of expenses incurred in monitoring, inspecting, and	enforcing conservation easements durin	g the year ▶ \$
8	Does	each conservation easement reported on line 2(d) abor	ve satisfy the requirements of section 17	0(h)(4)(B)(i)
	and s	ection 170(h)(4)(B)(ii)?		Yes No
9	In Pa	rt XIV, describe how the organization reports conservat	ion easements in its revenue and expens	se statement, and balance sheet, and
	includ	de, if applicable, the text of the footnote to the organiza	tion's financial statements that describe	s the organization's accounting for
		ervation easements.		
Pai	t III	Organizations Maintaining Collections of	-	Other Similar Assets.
		Complete if the organization answered "Yes" to Form	990, Part IV, line 8	
1a		organization elected, as permitted under SFAS 116, no		
	treas	ures, or other similar assets held for public exhibition, e	ducation, or research in furtherance of p	ublic service, provide, in Part XIV, the text of
	the fo	potnote to its financial statements that describes these	rtems	
b	If the	organization elected, as permitted under SFAS 116, to	report in its revenue statement and bala	nce sheet works of art, historical treasures,
	or oth	ner similar assets held for public exhibition, education, o	or research in furtherance of public service	ce, provide the following amounts relating to
	these	e items:		
	(i) F	levenues included in Form 990, Part VIII, line 1		> \$
	(ii) A	ssets included in Form 990, Part X		► \$ ► \$
2	If the	organization received or held works of art, historical tre	easures, or other similar assets for financ	iał gain, provide
	the fo	ollowing amounts required to be reported under SFAS 1	16 relating to these items:	
а	Reve	nues included in Form 990, Part VIII, line 1		> \$
b	Asse	ts included in Form 990, Part X		► \$ ► \$

INDEPENDENCE PUBLIC MEDIA 22-2600747 Page 2 OF PHILADELPHIA, INC. Schedule D (Form 990) 2009 Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued) 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). Public exhibition а Loan or exchange programs Scholarly research Other Preservation for future generations Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV. 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? _i No Part IV Escrow and Custodial Arrangements. Complete if organization answered "Yes" to 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 Yes □ No on Form 990, Part X? b If "Yes," explain the arrangement in Part XIV and complete the following table. Amount c Beginning balance 1c d Additions during the year 1d Distributions during the year 1e Ending balance 1f 2a Did the organization include an amount on Form 990, Part X, line 21? Yes Nο b If "Yes," explain the arrangement in Part XIV. Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10. (a) Current year (c) Two years back (d) Three years back (b) Prior year (e) Four years back 1a Beginning of year balance **b** Contributions c Net investment earnings, gains, and losses d Grants or scholarships Other expenditures for facilities and programs Administrative expenses End of year balance Provide the estimated percentage of the year end balance held as: a Board designated or quasi-endowment Permanent endowment Term endowment % 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
(iii) related organizations
(ii) related organizations
(iii) related organizations
(iii) related organizations
(iii) related organizations
(iii) related organizations
(iii) a 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a(iii) | 3a

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements	168,280.		168,280.	0.
d Equipment	4,271,746.		2,464,963.	1,806,783.
e Other				
otal. Add lines 1a through 1e (Column (d) must	equal Form 990, Part X, colum	nn (B), line 10(c))	•	1,806,783.

Schedule D (Form 990) 2009

No

OF PHILADELPHIA, INC. 22-2600747 Page 3 Schedule D (Form 990) 2009 Part VII Investments - Other Securities. See Form 990, Part X, line 12. (c) Method of valuation: (a) Description of security or category (b) Book value (including name of security) Cost or end-of-year market value Financial derivatives Closely-held equity interests Other_ Total. (Col (b) must equal Form 990, Part X, col (B) line 12.) Part VIII Investments - Program Related. See Form 990, Part X, line 13 (c) Method of valuation: (a) Description of investment type (b) Book value Cost or end-of-year market value Total. (Col (b) must equal Form 990, Part X, col (B) line 13.) Part IX Other Assets. See Form 990, Part X, line 15. (a) Description (b) Book value Total. (Column (b) must equal Form 990, Part X, col (B) line 15) Part X Other Liabilities. See Form 990, Part X, line 25. (a) Description of liability (b) Amount Federal income taxes NOTE PAYABLE - BANK 182,887.

2. FIN 48 Footnote In Part XIV, 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.

182,887.

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

22-2600747 Page 4 OF PHILADELPHIA, INC. Schedule D (Form 990) 2009 Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements 1,534,952. Total revenue (Form 990, Part VIII, column (A), line 12) 1,953,094. 2 Total expenses (Form 990, Part IX, column (A), line 25) 2 -418.142.3 3 Excess or (deficit) for the year Subtract line 2 from line 1 Net unrealized gains (losses) on investments 4 4 5 Donated services and use of facilities 5 6 Investment expenses 6 7 Prior period adjustments 7 901,542. 8 8 Other (Describe in Part XIV) 901,542. Total adjustments (net). Add lines 4 through 8 9 483,400. Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9 10 10 Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return 2,466,064. Total revenue, gains, and other support per audited financial statements Amounts included on line 1 but not on Form 990, Part VIII, line 12: a Net unrealized gains on investments 2a 2b b Donated services and use of facilities c Recoveries of prior year grants 2c 931,112. d Other (Describe in Part XIV) 2d 931,112. e Add lines 2a through 2d 2e 1,534,952. Subtract line 2e from line 1 3 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 b Other (Describe in Part XIV.) 4b c Add lines 4a and 4b 4c 534 952. Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12) 5 Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return 1,982,664. Total expenses and losses per audited financial statements 1 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities 2a Pnor year adjustments 2b c Other losses 2c 29,570. 2d d Other (Describe in Part XIV) 29,570. e Add lines 2a through 2d 2e 1,953,094. 3 Subtract line 2e from line 1 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 4b **b** Other (Describe in Part XIV) 0. c Add lines 4a and 4b 4c 1,953,094. 5 Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18) 5 Part XIV Supplemental Information Complete this part to 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, line 8, Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information. PART XI LINE 8 \$901,542 THIS AMOUNT IS THE NET TOTAL OF PART XII LINE 2(D) OF \$931,112 AND LESS PART XIII LINE 2(D) OF \$29,570. PART XII LINE 2(D) \$931,112 DONATED EQUIPMENT PART XIII LINE 2(D) \$29,570 DONATED MARKETING, PRODUCTION AND ADVERTISING EXPENSES

SCHEDULE J (Form 990)

Compensation Information

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

► Complete if the organization answered "Yes" to Form 990, Part IV, line 23.

2009

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization

► Attach to Form 990. ► See separate instructions.

INDEPENDENCE PUBLIC MEDIA

OF PHILADELPHIA, INC.

Employer identification number 22-2600747

Pa	art I Questions Regarding Compensation			
			Yes	No
1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990,			
	Part VII, Section A, line 1a Complete Part III to provide any relevant information regarding these items.		1]
	First-class or charter travel Housing allowance or residence for personal use			
	Travel for companions Payments for business use of personal residence			'
	Tax indemnification and gross-up payments Health or social club dues or initiation fees			,
	Discretionary spending account Personal services (e.g., maid, chauffeur, chef)		1	
b	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or			
	reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors,			
	trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2		
3	Indicate which, if any, of the following the organization uses to establish the compensation of the organization's			
	CEO/Executive Director. Check all that apply.			
	Compensation committee Written employment contract			
	Independent compensation consultant Compensation survey or study	ĺ		
	Form 990 of other organizations Approval by the board or compensation committee	1		1
4	During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing			
	organization or a related organization	l		2_
а	Receive a severance payment or change-of-control payment?	4a		Х
b	Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b		Х
С	Participate in, or receive payment from, an equity-based compensation arrangement?	4c		X
	If "Yes" to any of lines 4a·c, list the persons and provide the applicable amounts for each item in Part III.] .
	Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.		Ì	ŀ
5	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation	ŀ		
	contingent on the revenues of	_		v
	The organization?	5a	ļ	X
b	Any related organization?	5b	-	<u> </u>
_	If "Yes" to line 5a or 5b, describe in Part III.			ļ
6	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			1
	contingent on the net earnings of		1	v
	The organization?	6a	 	X
b	Any related organization?	6b	├	<u> </u>
-,	If "Yes" to line 6a or 6b, describe in Part III			
7		,		x
_	not described in lines 5 and 6? If "Yes," describe in Part III	7		┝┸
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the			x
_	initial contract exception described in Regs. section 53.4958-4(a)(3)? If "Yes," describe in Part III	8	-	 ^ -
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in	_		
	Regulations section 53 4958-6(c)?	9	1	ı

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

Schedule J (Form 990) 2009

INDEPENDENCE PUBLIC MEDIA OF PHILADELPHIA, INC.

Schedule J (Form 990) 2009 OF

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use Schedule J-1 if additional space is needed

For each individual whose compensation must be reported in 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) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a

		(B) Breakdown of	(B) Breakdown of W-2 and/or 1099-MISC compensation	SC compensation	(0)	(Q)	(E)	(F)
(A) Name		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	Retirement and other deferred compensation	Nontaxable benefits	Total of columns (B)(i)-(D)	Compensation reported in prior Form 990 or Form 990-EZ
	-		c	C			c	
	Ξ		0	0	0	5	- 1	
HOWARD BLUMENTHAL	(ii)	160,850.	0	0	0.	0	160,850.	0
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	(ii)							

Schedule J (Form 990) 2009

SCHEDULE M (Form 990)

Noncash Contributions

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

OMB No 1545-0047

Department of the Treasury Internal Revenue Service

Attach to Form 990.

Open to Public Inspection

Employer identification number Name of the organization INDEPENDENCE PUBLIC MEDIA 22-2600747 OF PHILADELPHIA, INC. Part I Types of Property

		(a) Check if applicable	(b) Number of contributions	(c) Revenues report Form 990, Part VII		(d) Method of de revenu		ıng	
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								
7	Boats and planes								
8	Intellectual property		··· ··			·			
9	Secunties · Publicly traded								
10	Securities - Closely held stock		=						
11	Securities - Partnership, LLC, or								
	trust interests								
12	Securities - Miscellaneous								
13	Qualified conservation contribution -								
	Historic structures								
14	Qualified conservation contribution - Other								
15	Real estate - Residential								
16	Real estate - Commercial								
17	Real estate - Other								
18	Collectibles								
19	Food inventory								
20	Drugs and medical supplies								
21	Taxidermy								
22	Historical artifacts								
23	Scientific specimens								
24	Archeological artifacts								
25	Other (ANTENNA EQUII)	Х	1	901,	542.				
26	Other ()								
27	Other • ()								
28	Other ()			<u> </u>					
29	Number of Forms 8283 received by the organi		-	1					
	for which the organization completed Form 82	83, Part IV, I	Donee Acknowled	gment [29				
								Yes	No
30a	During the year, did the organization receive b	•		,					ĺ
	at least three years from the date of the initial	contribution,	, and which is not	required to be used	for exem	pt purposes for			v
	the entire holding period?						30a		X
	If "Yes," describe the arrangement in Part II								v
31	Does the organization have a gift acceptance		•	-		itions?	31		X
32a	Does the organization hire or use third parties	or related or	ganizations to sol	icit, process, or sell	noncash				v
	contributions?					-	32a		X
	If "Yes," describe in Part II								ĺ
33	If the organization did not report revenues in o	column (c) fo	r a type of propert	y for which column	(a) is che	cked,			ĺ
	describe in Part II						1		i

LHA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990. Schedule M (Form 990) 2009

SCHEDULE 0

(Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Information to Form 990

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

Attach to Form 990.

2009
Open to Public Inspection

Name of the organization

INDEPENDENCE PUBLIC MEDIA OF PHILADELPHIA, INC.

Employer identification number 22-2600747

FORM 990, PART VI, SECTION A, LINE 8B: THE ORGANIZATION HAS ONLY ONE COMMITTEE WHICH IS ITS BOARD OF DIRECTORS. FORM 990, PART VI, SECTION B, LINE 11: THE ORGANIZATION'S OUTSIDE ACCOUNTANTS PREPARE THE FINANCIAL STATEMENTS. THE 990 IS PREPARED BASED ON THE BOARD APPROVED FINANCIAL STATEMENTS WHICH IS THEN SENT TO THE ORGANIZATION FOR REVIEW AND SIGNATURE BY AN OFFICER OF THE ORGANIZATION. FORM 990, PART VI, SECTION B, LINE 12C: THE ORGANIZATION REGULARLY AND CONSISTENTLY MONITORS THE CONFLICT OF INTEREST POLICY. FORM 990, PART VI, SECTION B, LINE 15: THE ORGANIZATION'S EXECUTIVE DIRECTOR'S SALARY IS DETERMINED AND APPROVED AT THE BOARD OF DIRECTORS MEETING. FORM 990, PART VI, SECTION C, LINE 18: THE ORGANIZATION MAKES ITS 990 AVAILABLE FOR INSPECTION BASED UPON REQUEST. FORM 990, PART VI, SECTION C, LINE 19: THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS CAN BE MADE AVAILABLE UPON REQUEST. THE ORGANIZATION HAS A COMMITTEE THAT ASSUMES RESPONSIBILITY FOR OVERSIGHT OF THE AUDIT OF ITS FINACNIAL STATEMENTS AND SELECTION OF AN INDEPENDENT ACCOUNTANT. THE PROCESS FOR OVERSIGHT OR SELECTION HAS NO CHANGED OVER THE PAST YEAR.

SCHEDULE 0

(Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Information to Form 990

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

Attach to Form 990.

OMB No 1545-0047

2009
Open to Public Inspection

Name of the organization	INDEPENDENCE PUBLIC MEDIA OF PHILADELPHIA, INC.	Employer identification number 22-2600747
		
	- · · · · · · · · · · · · · · · · · · ·	
		
		
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Independence Public Media Fixed Asset Detail - EIN # 22-2600747

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Independence Public Media Fixed Asset Detail - EIN # 22-2600747

ACCUM DEP 6/30/10	5,493	70,121	-7272	378 697
DEP EXP 6/30/10	2,197	6,733		52 24E
ACCUM DEP 6-30-09	3,296	63,388	-7272	326 451
COST	10,985	75,614		412 570
LIFE	2	1		
DATE ACQUIRED LIFE	30-Jun-08			IPUTERS
DESCRIPTION	FY 08 ADDITIONS		misc corx adjustment	TOTAL OFFICE & COMPUTERS

LEASEHOLD IMPROVEMENTS

TOWER IMPROVEMENTS	7-1-89	2	51,445	51,445	1	51,445
TOWER IMPROVEMENTS	5-4-90	4	5,023	5,023	1	5,023
8200 Ridge	00/9	2	41,667	41,667	1	41,667
8200 Ridge	1-Jul-00	4	48,141	48,141	1	48,141
T1 Install	17-Apr-01	4	3,888	3,888	•	3,888
FY02 Additions	30-Jun-02	ર	16,617	16,617		16,617
FY04 Additions	30-Jun-04	ς,	1,500	1,500	ı	1,500
TOTAL LEASEHOLD IMPROVEMENTS	VEMENTS		168,281	168,280		168,280

Independence Public Media Fixed Asset Detail - EIN # 22-2600747

ACCUM DEP	6/30/10	336,560
DEP EXP	6/30/10	
ACCUM DEP	6-30-09	168,280
	COST	
	LIFE	
DATE	ACQUIRED	
	DESCRIPTION	

Independence Public Media Fixed Asset Detail - EIN # 22-2600747

DESCRIPTION	DATE	LIFE	COST	ACCUM DEP 6-30-09	DEP EXP 6/30/10	ACCUM DEP 6/30/10
BROADCASTING EQUIPMENT						
VIDEO A G C MODULE	6-11-93	10	1,012	1.012		1.012
PHASE MONITOR	8-5-93	5	1,575	1,575	,	1,575
2 VIDEO MONITORS	8-5-93	9	1,070	1,070	,	1.070
PHASE MONITOR	8-13-93	5	1,583	1,583	ı	1,583
TRANSMITTER DEMODUL	2-15-94	5	4,796	4,796		4,796
22CHARLIE CHURCHMAN	2-25-94	5	2,900	2,900	,	2,900
LARCAN-TTC/TRANS PT	12-16-94	10	3,898	3,898	•	3,898
LARCAN-TTC/TRANS PT	7-14-95	5	1,027	1,027	•	1,027
Emcee TTU-1000B Trans	06-23-96	S	5,000	2,000	1	5,000
	11-18-96	ß	7,695	7,695	,	269'2
Back up Transmitter		9	106,257	100,944	10,626	111,570
ADJUSTMENT				(782)	•	(782)
DTV Digital consultant	FY01	S	9,904	8,914	•	8,914
Dual Axis Satellite	FY01	S	1,650	1,650	,	1,650
WDAS Satellite Dish	FY01	ß	2,000	2,000	,	5,000
FY02 Additions/ PPTN Trans	(0	9	1,065,812	692,778	106,581	799,359
FY03 Additions/ PPTN Trans	"	10	372,708	223,625	37,271	260,895
FY03 Additions/ CPB/DDF		9	87,146	47,930	8,715	56,645
FY04 Additions/ DDF		9	144,848	79,667	14,485	94,151
FY04 Additions/ MC Monitors	S	S	3,926	3,926	1	3,926
FY04 Additions/ Sat Antenna	m	2	12,226	12,226	ı	12,226
FY05 Additions/ Bias Supply		2	6,044	5,439	1	5,439
FY05 Additions/ PSIP		2	2,904	2,614	96	2,710
FY06 Additions/ Protrack		ო	3,625	3,625	ı	3,625
FY06 Additions/ Thyratron		ო	6,139	6,139	•	6,139
FY 07 Additions		ო	25,718	22,289	3,429	25,718
Adjustment FY 07				,	•	,
FY 10 Additions		ო	3,795	1	•	•
TOTAL BROADCASTING EQUIPMENT	OUIPMENT		1,888,257	1,246,539	181,202	1,427,741
Less 2010 Disposals			33,459			33,459
Net Broadcast Equipment			1,854,798			1,394,282
Digital Conversion Equipment FY 09 Additions	늄	5	312 374	የ	31 237	46 856
FY 10 Additions		9 2	101,360))))	5,068	5,068
TOTAL DIGITAL CONVERSION EQUIPMENT	ION EQUIP	MENT	413,734	15,619	36,305	51,924

Independence Public Media Fixed Asset Detail - EIN # 22-2600747

STILL AND GOOD TAN					01/00/0	2000
	o1					
Switcher	7-1-98	က	8,000	8,000	,	8,000
Graphics Computer + Softv	12-15-98	က	2,700	2,700	•	2,700
Dat Machine (Donated)	12-15-98	က	1,200	1,200	•	1,200
Protrack	5-31-99	Ŋ	30,529	30,529	•	30,529
New Set Design	65-2-6	က	6,707	6,707	•	6,707
Trinity Upgrade	10-Sep-99	က	1,125	1,125	•	1,125
Philly Live Start up	24-Sep-00	5	14,336	14,336	•	14,336
Protrack upgrade	1-Apr-00	က	1,500	1,500	•	1,500
ADJUSTMENT			(1,124)	(564)	(260)	(1,124)
Tripod Dolly	29-Jan-01	က	1,035	1,035	•	1,035
Production Equip	22-Dec-00	က	4,645	4,645	•	4,645
WCAU / Set	1-Jan-01	က	6,000	000'9	•	000'9
FY02 Additions	30-Jun-05	က	23,101	23,101	•	23,101
FY 03 Additions	30-Jun-03	က	3,625	3,625	,	3,625
FY05 Additions	30-Jun-05	က	1,700	1,700	1	1,700
FY06 Additions / Mac G5		က	2,081	1,734	346	2,081
FY 07 Addition		က	144,233	120,181	24,052	144,233
FY 07 Adjustment				•		
			251,392	227,554	23,839	251,393
				227,554		251,393
Less 2010 Disposals			26,236			26,236

225,157

225,156

Net

Independence Public Media Fixed Asset Detail - EIN # 22-2600747

DESCRIPTION	DATE ACQUIRED	LIFE	COST	ACCUM DEP 6-30-09	DEP EXP 6/30/10	ACCUM DEP 6/30/10
CAPITAL LEASES						
		J				
		ı	•	-	-	
TOTAL CAPITAL LEASES			•	•		1
GRAND TOTAL FUND 100	0		3.074.539	1,984,443	293,592	2.218.340
		ii		-		
FUND 200/PTFP						
BROADCASTNG EQ/PTFP						
6 SONY BETA RECORDR	8-23-94	6	45,597	45,597	•	45,597
5 SONY BAW MONITORS	8-23-94	5	1,290	1,290	ĺ	1,290
1 SONY BETA RECORDR	11-14-94	5	7,460	7,460	•	7,460
NEW GRANT FY99				1	r	
MC/Deck FY00 project	28-Jan-00	6	24,767	23,529	1,238	24,767
MRX Router	28-Dec-00	9	10,480	8,908	1,048	956'6
NEW GRANT FY 02				1	1	ı
Transmitter	30-Jun-02	9	289,125	187,931	28,913	216,844
Analog Trans	30-Jun-03	10	85,227	55,397	8,523	63,920
TOTAL BDCST EQ/PTFP463,946	63,946			330,111	39,722	369,833
				40,960		330,111
Antenna						
Contributed Antenna - NBC		10	901,452	•	45,073	45,073
TOTAL ANTENNA			901,452	,	45,073	45,073

Independence Public Media Fixed Asset Detail - EIN # 22-2600747

		•	ACCUM DEP	DEPEXP	ACCUM DEP
STUDIO & PROD EQ/PTFP		2021	6-30-03	6/30/10	6/30/10
3 SONY BETA COLR CAM VAR FY95	ß	39,806	39,806	•	39,806
2 VIDEOTK PROD SWITCH VAR FY95	2	16,480	16,480	ı	16,480
2 SONY BETA RECORDR VAR FY95	2	18,815	18,815	•	18,815
1SNY RECORD DOCABLE VAR FY95	2	7,784	7,784	,	7,784
3 SONY VTR RECORDER VAR FY95	S	29,180	29,180		29,180
1 EDIT CONTROLER/SON VAR FY95	S	11,604	11,604	•	11,604
1 AUDIO CONSOLE, SONY VAR FY35	ß	5,592	5,592	•	5,592
1 BETA PLAYER SP SONY VAR FY95	S	008'6	008'6	•	008'6

Independence Public Media Fixed Asset Detail - EIN # 22-2600747

DESCRIPTION ACQUIRED	LIFE	ACCUM DEP 6-30-09	DEP EXP 6/30/10	ACCUM DEP
P DT/SC VAR FY95	5		,	13,765
5 SONY PORT MONITOR VAR FY95	5 3,027	3,027	,	3,027
3 TRIPOD, MILLER SYS20 VAR FY95	5 4,920	4,920	1	4,920
1 INTERCOM SYS RTS VAR FY95	5 3,284		٠	3,284
4 SONY MICROPHONES VAR FY95	5 720	720	1	720
4 WAVEFORM VECT MON VAR FY95	5 12,400	12,400		12,400
1 EDIT CONTLR SONY VAR FY95	5 2,550		•	2,550
1 SYNC GENERTR TEK VAR FY95	5 1,540	1,540	•	1,540
1 PORTBLE LIGHTNG/LOV VAR FY95	5 665	999	ı	999
1 CAMERA BATT CHGR VAR FY95	5 763	163	,	763
6 SPEAKERS JBL VAR FY'95	5 522	522	•	522
3 POWER AMPS CROWN VAR FY95	5 1,215	1,215	Ī	1,215
1 CD AUDIO TASCAM VAR FY95			Í	490
2 MONITORS COLOR JVC VAR FY95		1,540	1	1,540
2 MONITORS COLOR JVC VAR FY95	5 1,320		,	1,320
1 EQ RACK/CON WINSTEI VAR FY95			,	3,450
1 EQ RACK/CON WINSTEI VAR FY95			1	3,525
2 EQ RACK/CON WINSTEI VAR FY95			,	1.626
1 EQ RACK/CON WINSTEI VAR FY95			ŀ	260
	196,643	196,640	•	196,640
TOTAL FUND 200/PTFP	660,589	526,751	39,722	566,473
Less 2010 Disposals	196,643			196,643
Net Fund 200/PTFP	463,946		•	369,830
TOTAL STUDIO & PRODUCTION	251,392	227,554 196,640	23,839	251,393
TOTAL BEOADCASTING & TECHNICAL	251,392 ties	424,194	23.839	251,390
	1,854,798	1,246,539	181,202 39,722	1,394,282 369,833
	2.318.744 tres	1,576,650 tres	220.923	1,764,115 ties
TOTAL ANTENNA			45,073	45,073
GRAND TOTAL BOTH FUNDS	3,538,485	2,511,194	378,386	2,633,243

Form 8868

(Rev April 2009)

Department of the Treasury

Application for Extension of Time To File an Exempt Organization Return

File a separate application for each return.

OMB No 1545-1709

Internal Revenue S	service	Fine a separate application for each return.	
 If you are f 	iling for an Automatic 3-	Month Extension, complete only Part I and check this box	X
		ot Automatic) 3-Month Extension, complete only Part II (on page already been granted an automatic 3-month extension on a pre	
Part I Auto	matic 3-Month Exten	sion of Time. Only submit original (no copies needed).	
		0-T and requesting an automatic 6-month extension - check this l	box and complete
Part I only			▶ 📙
All other corp time to file inco	orations (including 1120 ome tax retums.	0-C filers), partnerships, REMICs, and trusts must use Form 7	004 to request an extension of
one of the re electronically returns, or a c	turns noted below (6 n if (1) you want the add omposite or consolidate	u can electronically file Form 8868 if you want a 3-month aut nonths for a corporation required to file Form 990-T). Howevitional (not automatic) 3-month extension or (2) you file Forms d From 990-T. Instead, you must submit the fully completed an ic filing of this form, visit www irs gov/efile and click on e-file for (3).	ver, you cannot file Form 8868 990-BL, 6069, or 8870, group d signed page 2 (Part II) of Form
Type or	Name of Exempt Organiz	atron	Employer identification number
print	INDEPENDENCE	PUBLIC MEDIA OF PHILADELPHIA INC	22-2600747
File by the	Number, street, and roon	n or suite no. If a P.O. box, see instructions	<u> </u>
due date for	8200 RIDGE A	VENUE	
filing your return See	City, town or post office,	state, and ZIP code. For a foreign address, see instructions	
instructions	PHILADELPHIA	, PA 19128-1604	
Check type o	of return to be filed (file a	a separate application for each return).	
X Form 990)	Form 990-T (corporation)	rm 4720
Form 990)-BL	Form 990-T (sec 401(a) or 408(a) trust) Fo	rm 5227
Form 990)-EZ	Form 990-T (trust other than above)	rm 6069
Form 990	-PF	Form 1041-A Fo	rm 8870
Telephone	are in the care of \blacktriangleright MA	FAX No ▶	
If this is for for the whole gnames and Ell I reques until	r a Group Return, enter the group, check this box. Ns of all members the exist an automatic 3-min 02/15, 201 rganization's return for		If this is and attach a list with the m 990-T) extension of time
2 If this tax		months, check reason: Initial return Final return	Change in accounting period
b If this ap made Inc c Balance	dable credits See instruction is for Form 990 clude any prior year over Due. Subtract line 3b fr D coupon or, if requir	90-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, ctions. 0-PF or 990-T, enter any refundable credits and estimated tax payment allowed as a credit om line 3a Include your payment with this form, or, if required ed, by using EFTPS (Electronic Federal Tax Payment Systems).	3a \$ coayments 3b \$ 0. If, deposit
Caution. If you	are going to make an e	electronic fund withdrawal with this Form 8868, see Form 8453-E	O and Form 8879-EO
for payment in	structions		
For Privacy A	ct and Paperwork Redu	ction Act Notice, see Instructions.	Form 8868 (Rev 4-2009)

Form 8868 (Rev 4-2009)			Page 2
• If you are filing for an Additional (Not Automatic) 3-Month Extension, complete only Part II and check this t	юх		▶ X
Note. Only complete Part II if you have already been granted an automatic 3-month extension on a previously file		3868.	
• If you are filing for an Automatic 3-Month Extension, complete only Part I (on page 1).			
Part II Additional (Not Automatic) 3-Month Extension of Time. Only file the original (no	coples n	eeded).	
Name of Exempt Organization	Emp	oyer identific	ation number
Type or INDEPENDENCE PUBLIC MEDIA			
print OF PHILADELPHIA, INC.	2	2-26007	47
File by the extended Number, street, and room or suite no. If a P.O. box, see instructions. due date for 8200 RIDGE AVENUE	For IF	RS use only	
filing the return See City, town or post office, state, and ZIP code. For a foreign address, see instructions.	re Tanakani		
	2 / 4 //2	<u> </u>	37.77.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7
Check type of return to be filed (File a separate application for each return): X Form 990 Form 990-EZ Form 990-T (sec. 401(a) or 408(a) trust) Form 990-BL Form 990-PF Form 990-T (trust other than above) Form 4720	=	orm 5227 [orm 6069	Form 8870
STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previous	usly file	d Form 8868.	
MANAGEMENT			
• The books are in the care of ▶ 8200 RIDGE AVENUE - PHILADELPHIA, PA 1	9128	-1604	
Telephone No. ► 215-483-3900 FAX No. ►			
If the organization does not have an office or place of business in the United States, check this box			▶ □
If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN)	his is fo	r the whole are	oup, check this
box ▶			
4 request an additional 3-month extension of time until MAY 15, 2011 .			
5 For calendar year, or other tax year beginningJUL1,2009, and ending	JUN	30, 20	10 .
6 If this tax year is for less than 12 months, check reason: Initial return Final return			counting period
7 State in detail why you need the extension			, , , , , , , , , , , , , , , , , , ,
ADDITIONAL TIME IS REQUIRED TO GATHER THE INFORMATION	NEC	ESSARY	TO FILE
A COMPLETE AND ACCURATE RETURN.			
8a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any	7		
nonrefundable credits. See instructions.	8a	\$	
b If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated	(4)		
tax payments made. Include any prior year overpayment allowed as a credit and any amount paid	100		
previously with Form 8868.	8ь	\$	
c Balance Due. Subtract line 8b from line 8a. Include your payment with this form, or, if required, deposit	1		
with FTD coupon or, if required, by using EFTPS (Electronic Federal Tax Payment System). See instruction	s. 8c	s	N/A
Signature and Verification			
Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to	he best o	f _, my knowledge	and belief,
t is true, correct, and complete, and that I am authorized to prepare this form Signature		. 11-	1/2011
Signature Title Title	Date		368 (Rev. 4-2009)