



See a Social Security Number? Say Something!  
Report Privacy Problems to <https://public.resource.org/privacy>  
Or call the IRS Identity Theft Hotline at 1-800-908-4490



Form 990.

**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)

OMB No. 1545-0047

2010

Open to Public  
InspectionDepartment of the Treasury  
Internal Revenue Service

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

**A For the 2010 calendar year, or tax year beginning** , 2010, and ending , 20

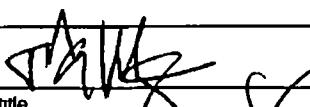
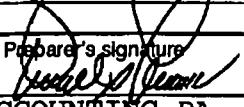
<input checked="" type="checkbox"/> Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C Name of organization</b> MISSION MEDIA, INC.  <b>Doing Business As</b>  Number and street (or P.O. box if mail is not delivered to street address) <b>P O BOX 191271</b>  City or town, state or country, and ZIP + 4 <b>BOISE ID 83719</b>	<b>D Employer identification number</b> <b>32-0447997</b>
	Room/Suite	<b>E Telephone number</b> <b>(208) 322-9090</b>
		<b>G Gross receipts \$</b> <b>207,320</b>
	<b>F Name and address of principal officer:</b>	<b>H(a) Is this a group return for affiliates?</b> <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		<b>H(b) Are all affiliates included?</b> <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		If "No," attach a list (see instructions)
		<b>H(c) Group exemption number</b> ►
<b>I Tax-exempt status:</b> <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c)( ) (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
<b>J Website:</b> ► N/A		
<b>K Form of organization:</b> <input type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ►	<b>L Year of formation</b>	<b>M State of legal domicile:</b>

**Part I: Summary**

<b>1</b>	Briefly describe the organization's mission or most significant activities:  <b>VIDEO PRODUCTIONS PRODUCING THE GOSPEL IN MEDIA FORM GIVEN TO CHURCHES, OTHER SIMILAR ORGANIZATIONS AND MINISTRIES. ALSO PRODUCE BILLBOARDS AND SEMINARS FOR THE SAME PURPOSE.</b>		
<b>A C T I V I T T I O N S &amp; G O V E R N A N C E</b>	<b>2</b> Check this box ► <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets. <b>3</b> Number of voting members of the governing body (Part VI, line 1a) ..... <b>3</b> <b>5</b> <b>4</b> Number of independent voting members of the governing body (Part VI, line 1b) ..... <b>4</b> <b>5</b> <b>5</b> Total number of individuals employed in calendar year 2010 (Part V, line 2a) ..... <b>5</b> <b>3</b> <b>6</b> Total number of volunteers (estimate if necessary) ..... <b>6</b> <b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12. .... <b>7a</b> <b>b</b> Net unrelated business taxable income from Form 990-T, line 34. .... <b>7b</b> <b>0</b>		
<b>R E V E N U E</b>	<b>8</b> Contributions and grants (Part VIII, line 1h) ..... <b>157,111</b> <b>205,252</b> <b>9</b> Program service revenue (Part VIII, line 2g) ..... <b>10</b> Investment income (Part VIII, column (A), lines 3-4 and 7d) ..... <b>11</b> Other revenue (Part VIII, column (A), lines 5, 8d, 8c, 9a, 10c, and 11e) ..... <b>12</b> Total revenue -- add lines 8 through 11 (must equal Part VII, column (A), line 12) ..... <b>157,111</b> <b>207,320</b>	<b>Prior Year</b>	<b>Current Year</b>
<b>E X P E N S E S S E S</b>	<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3) ..... <b>14</b> Benefits paid to or for members (Part IX, column (A), line 4) ..... <b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) ..... <b>121,238</b> <b>140,156</b> <b>16a</b> Professional fundraising fees (Part IX, column (A), line 16a) ..... <b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ..... <b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f) ..... <b>90,089</b> <b>64,453</b> <b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) ..... <b>211,327</b> <b>204,609</b> <b>19</b> Revenue less expenses. Subtract line 18 from line 12 ..... <b>-54,216</b> <b>2,711</b>		
<b>N O R A F U N D S</b>	<b>20</b> Total assets (Part X, line 16) ..... <b>35,959</b> <b>35,173</b> <b>21</b> Total liabilities (Part X, line 26) ..... <b>3,733</b> <b>235</b> <b>22</b> Net assets or fund balances. Subtract line 21 from line 20 ..... <b>32,226</b> <b>34,938</b>	<b>Beginning of Current Year</b>	<b>End of Year</b>

**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.

<b>Sign Here</b>	<b>Signature of officer</b>  <b>TROY HOOPER</b>	<b>PRESIDENT</b>	Date <b>2/17/2012</b>		
	<b>Type or print name and title</b>				
<b>Paid Preparer Use Only</b>	<b>Print/Type preparer's name</b> <b>MICHAEL S LOCKNANE</b>	<b>Preparer's signature</b> 	<b>Date</b> <b>2/16/12</b>	<b>Check <input type="checkbox"/> if self-employed</b>	<b>PTIN</b>
	<b>Firm's name</b> ► <b>LOCKNANE ACCOUNTING PA</b>		<b>Firm's EIN</b> ►		
	<b>Firm's address</b> ► <b>1712 9TH ST SOUTH NAMPA ID 83651</b>		<b>Phone no.</b>		
			<b>(208) 467-1894</b>		

May the IRS discuss this return with the preparer shown above? (see instructions) **Yes  No** 

For Paperwork Reduction Act Notice, see the separate Instructions.

## Part III Statement of Program Service Accomplishments

**Check if Schedule O contains a response to any question in this Part III. ....**

**1 Briefly describe the organization's mission:**

VIDEO PRODUCTIONS PRODUCING THE GOSPEL IN MEDIA FORM GIVEN TO CHURCHES, OTHER SIMILAR ORGANIZATIONS AND MINISTRIES. ALSO PRODUCE BILLBOARDS AND SEMINARS FOR THE SAME PURPOSE.

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?**

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

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts 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 \$ 204,609 Including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)  
**SEE ATTACHMENT #1**

SEE ATTACHMENT #1

(Code: ) ( Expenses \$ including grants of \$ ) ( Revenue \$ )

4C (Code) (Expenses \$ including grants of \$ ) (Revenue \$ )

**4d Other program services. (Describe in Schedule O.)**

(Expenses \$ including grants of \$ } (Revenue \$ )

4e Total program service expenses ► \$ 204,609

**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? (see instructions) . . . . .	2 X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I . . . . .	3 X	
4 <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501 (h) election in effect during the tax year? If "Yes," complete Schedule C, Part II . . . . .	4 X	
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III . . . . .	5	N/A
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 X	
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 X	
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI . . . . .	11a X	
b Did the organization report an amount for investments -- other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII . . . . .	11b X	
c 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 . . . . .	11c X	
d 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 Part X, line 16? If "Yes," complete Schedule D, Part IX . . . . .	11d X	
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X . . . . .	11e X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X . . . . .	11f X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII . . . . .	12a X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional . . . . .	12b X	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E . . . . .	13 X	
14a Did the organization maintain an office, employees, or agents outside of the United States? . . . . .	14a X	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV . . . . .	14b X	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV . . . . .	15 X	
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, Parts III and IV . . . . .	16 X	
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 (see instructions) . . . . .	17 X	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II . . . . .	18 X	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III . . . . .	19 X	
20a Did the organization operate one or more hospitals? If "Yes," complete Schedule H . . . . .	20a X	
b If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions) . . . . .	20b	N/A

## 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 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, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22	X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23	X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25	24a	X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b	
c	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	N/A
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d	N/A
25a	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	X
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	X
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	X
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 Instructions for applicable filing thresholds, conditions, and exceptions): a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV. b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV. c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV.	28a	X
28b		28b	X
28c		28c	X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30	X
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31	X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32	X
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	X
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	X
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)? a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35	X
			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	36	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	X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	38	X

**Part V** Statements Regarding Other IRS Filings and Tax ComplianceCheck if Schedule O contains a response to any question in this Part V. 

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable .....	1a	0
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable .....	1b	0
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? .....	1c	N/A
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	3
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? .....	2b	X
Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. (see Instructions)			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year? .....	3a	N/A
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O .....	3b	
4a	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: ► See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? .....	5a	N/A
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? .....	5b	X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T? .....	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	N/A
7	<b>Organizations that may receive deductible contributions under section 170(c).</b>	7a	X
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor? .....	7b	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided? .....	7c	N/A
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282? .....	7d	
d	If "Yes," indicate the number of Forms 8282 filed during the year .....	7e	
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? .....	7f	
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? .....	7g	
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8889 as required? .....	7h	X
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1088-C? .....		
8	<b>Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b>	8	
Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? .....			
9	<b>Sponsoring organizations maintaining donor advised funds.</b>	9a	N/A
a	Did the organization make any taxable distributions under section 4966? .....	9b	N/A
b	Did the organization make a distribution to a donor, donor advisor, or related person? .....		
10	<b>Section 501(c)(7) organizations.</b> Enter:	10a	
a	Initiation fees and capital contributions included on Part VIII, line 12, .....	10b	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities .....		
11	<b>Section 501(c)(12) organizations.</b> Enter:	11a	
a	Gross income from members or shareholders .....	11b	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.) .....	12a	X
12a	<b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041? .....	12b	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year .....		
13	<b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>	13a	X
a	Is the organization licensed to issue qualified health plans in more than one state? .....		
Note. See the instructions for additional information the organization must report on Schedule O.			
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans .....	13b	
c	Enter the amount of reserves on hand .....	13c	
14a	<b>Did the organization receive any payments for indoor tanning services during the tax year?</b> .....	14a	X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O. .....	14b	X

**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.

Check if Schedule O contains a response to any question in this Part VI .....

**Section A. Governing Body and Management**

1a Enter the number of voting members of the governing body at the end of the tax year. ....  5  Yes  No

1b Enter the number of voting members included in line 1a, above, who are independent ....  5  Yes  No

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? ....  2  X

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? ....  3  X

4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? ....  4  X

5 Did the organization become aware during the year of a significant diversion of the organization's assets? ....  5  X

6 Does the organization have members or stockholders? ....  6  X

7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body? ....  7a  X

b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? ....  7b  X

8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:

a The governing body? ....  8a  X

b Each committee with authority to act on behalf of the governing body? ....  8b  X

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. ....  9  X

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

10a Does the organization have local chapters, branches, or affiliates? ....  10a  X

b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization? ....  10b  N/A

11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? ....  11a  X

b Describe in Schedule O the process, if any, used by the organization to review this Form 990. ....  12a  X

12a Does the organization have a written conflict of interest policy? If "No," go to line 13 ....  12b  X

b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? ....  12c  X

c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done ....  13  X

14 Does the organization have a written whistleblower policy? ....  14  X

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?

a The organization's CEO, Executive Director, or top management official ....  15a  X

b Other officers or key employees of the organization ....  15b  X

If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.) ....  16a  X

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  N/A

b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? ....  16b  X

**Section C. Disclosure**

17 List the states with which a copy of this Form 990 is required to be filed ► NONE

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.

Own website  Another's website  Upon request

19 Describe in Schedule O whether (and if so, how) the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ► SEE ATTACHMENT #2

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

 Check if Schedule O contains a response to any question in this Part VII ..... 
**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

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

- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation.

Enter -0- in columns (D), (E), and (F) if no compensation was paid

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

- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

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

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

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 neither the organization nor any related organizations compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		I T D I R I R E C E T U C T U O R A L	I T D I R I R E C E T U C T U O R A L	O F F I S T U C T U O R A L	K E M P L O Y E E R S T A T E D	H C E G M P H E S T A T E D	F O R M E R			
CHUCK PAGE										
DIRECTOR	3.00	X						0	0	0
RYAN WARWICK										
DIRECTOR	3.00	X						0	0	0
MAC MAYER										
DIRECTOR	3.00	X						0	0	0
MICHAEL BOERNER										
DIRECTOR	3.00	X						0	0	0
TROY L HOOPER										
PRESIDENT	40.00		X					61,143	0	0

048.025

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

(A) Name and title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)							(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		I T D I N R D U R I S U S T I C T U T I C E R O F F O R M E R	I T R S U F O F I C E R O F F O R M E R	O F F I C E R O F F O R M E R	K E Y P L O Y E E S T A T E D	E M P L O Y E E S T A T E D	H C E G M P H P L E E O S T A T E D	I O M G M P H P L E E O S T A T E D			
1b Sub-total .....								► 61143	0	0	
c Total from continuation sheets to Part VII, Section A .....								►			
d Total (add lines 1b and 1c) .....								► 61143	0	0	
2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization ►											

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

## Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization.

(A) Name and business address	(B) Description of services	(C) Compensation

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

349-825

## Part VIII Statement of Revenue

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
<b>C O N T R A C T S U L T A N S D T S</b>	1a Federated campaigns .....	1a				
	b Membership dues .....	1b				
	c Fundraising events .....	1c				
	d Related organizations .....	1d				
	e Government grants (contributions) .....	1e				
	f All other contributions, gifts, grants, & similar amounts not included above .....	1f	205,252			
	g Noncash contributions included in lines 1a-1f .....		\$			
	<b>h Total. Add lines 1a-1f .....</b>			205,252		
	<b>P R O G R A M M I C E N U E</b>	2a	Business Code			
		b				
		c				
d						
e						
f All other program service revenue .....						
<b>g Total. Add lines 2a-2f .....</b>						
3 Investment income (including dividends, interest, and other similar amounts) .....						
4 Income from investment of tax-exempt bond proceeds .....						
5 Royalties .....						
<b>O T H E R R E V E N U E</b>		6a Gross Rents .....	(i) Real	(ii) Personal		
	b Less: rental expenses .....					
	c Rental income or (loss) .....					
	d Net rental income or (loss) .....					
	7a Gross amount from sales of assets other than inventory .....	(i) Securities	(ii) Other			
	b Less: cost or other basis and sales expenses .....		2,068			
	c Gain or (loss) .....					
	d Net gain or (loss) .....			2,068		
	8a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18 .....	a				
	b Less: direct expenses .....	b				
	c Net income or (loss) from fundraising events .....					
9a Gross income from gaming activities. See Part IV, line 19 .....	a					
b Less: direct expenses .....	b					
c Net income or (loss) from gaming activities .....						
10a Gross sales of inventory, less returns and allowances .....	a					
b Less: cost of goods sold .....	b					
c Net income or (loss) from sales of inventory .....						
<b>11a Miscellaneous Revenue</b>	Business Code					
b						
c						
d All other revenue .....						
<b>e Total. Add lines 11a-11d .....</b>						
<b>12 Total revenue. See instructions .....</b>			207,320		848,825	

**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) but are not required to complete columns (B), (C), and (D).

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 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, trustees, and key employees .....				
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) .....				
7 Other salaries and wages .....	140,156	140,156		
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions) .....				
9 Other employee benefits .....				
10 Payroll taxes .....				
11 Fees for services (non-employees):				
a Management .....				
b Legal .....				
c Accounting .....				
d Lobbying .....				
e Professional fundraising services. See Part IV, line 17 .....				
f Investment management fees .....				
g Other .....				
12 Advertising and promotion .....	250	250		
13 Office expenses .....	2,485	2,485		
14 Information technology .....				
15 Royalties .....				
16 Occupancy .....	9,221	9,221		
17 Travel .....				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials .....				
19 Conferences, conventions, and meetings .....				
20 Interest .....				
21 Payments to affiliates .....				
22 Depreciation, depletion, and amortization .....	6,290	6,290		
23 Insurance .....	1,427	1,427		
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)				
a TELEPHONE	7,583	7,583		
b PRINTING	6,334	6,334		
c PRODUCTION	6,089	6,089		
d CONTRACT LABOR	5,296	5,296		
e ENTERTAINMENT AND MEALS	3,008	3,008		
f All other expenses .....	16,470	16,470		
25 Total functional expenses. Add lines 1 through 24f	204,609	204,609		
26 Joint costs. Check here <input checked="" type="checkbox"/> If following SOP 98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation .....				

D4 B . 825

## Part X Balance Sheet

		(A) Beginning of year		(B) End of year	
ASSETS	1 Cash -- non-interest bearing	13,795	1	1,683	
	2 Savings and temporary cash investments		2		
	3 Pledges and grants receivable, net		3		
	4 Accounts receivable, net	4,048	4	1,083	
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5		
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)		6		
	7 Notes and loans receivable, net		7		
	8 Inventories for sale or use		8		
	9 Prepaid expenses and deferred charges	1,239	9	3,594	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	136,366			
	b Less: accumulated depreciation	107,553	10c	28,813	
	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		15		
<b>16 Total assets. Add lines 1 through 15 (must equal line 34)</b>	<b>35,959</b>	<b>16</b>	<b>35,173</b>		
LIABILITIES	17 Accounts payable and accrued expenses	3,733	17	235	
	18 Grants payable		18		
	19 Deferred revenue		19		
	20 Tax-exempt bond liabilities		20		
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21		
	22 Payables to current and former officers, directors, trustees, key employees, 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		25		
	<b>26 Total liabilities. Add lines 17 through 25</b>	<b>3,733</b>	<b>26</b>	<b>235</b>	
NET ASSETS	Organizations that follow SFAS 117, check here ► <input type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27 Unrestricted net assets		27		
	28 Temporarily restricted net assets		28		
	29 Permanently restricted net assets		29		
	Organizations that do not follow SFAS 117, check here ► <input checked="" type="checkbox"/> and complete lines 30 through 34.				
	30 Capital stock or trust principal, or current funds		30		
	31 Paid-in or capital surplus, or land, building, or equipment fund		31		
	32 Retained earnings, endowment, accumulated income, or other funds	32,226	32	34,938	
	33 Total net assets or fund balances	32,226	33	34,938	
	<b>34 Total liabilities and net assets/fund balances</b>	<b>35,959</b>	<b>34</b>	<b>35,173</b>	

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response to any question in this Part XI 

1 Total revenue (must equal Part VIII, column (A), line 12) . . . . .	1	207,320
2 Total expenses (must equal Part IX, column (A), line 25) . . . . .	2	204,609
3 Revenue less expenses. Subtract line 2 from line 1 . . . . .	3	2,711
4 Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) . . . . .	4	32,226
5 Other changes in net assets or fund balances (explain in Schedule O) . . . . .	5	
6 Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B)) . . . . .	6	34,938

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response to any question in this Part XII 

1 Accounting method used to prepare the Form 990:  Cash  Accrual  Other \_\_\_\_\_  
If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.

2a Were the organization's financial statements compiled or reviewed by an independent accountant? . . . . .

b Were the organization's financial statements audited by an independent accountant? . . . . .

c If "Yes" to lines 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? . . . . . N/A  
If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.

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 separate basis, consolidated basis, or both:

Separate basis  Consolidated basis  Both consolidated and separate basis

3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? . . . . .

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits . . . . . N/A

	Yes	No
2a		X
2b		X
2c		
3a		X
3b		

**SCHEDULE A**  
(Form 990 or 990-EZ)

**Public Charity Status and Public Support**

OMB No. 1545-0047

**2010**

**Open to Public  
Inspection**

Department of the Treasury  
Internal Revenue Service

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.

**Name of the organization**

**MISSION MEDIA, INC.**

**Employer Identification number**

**82-0447997**

**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 11, 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.)  
 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 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.)  
 10  An organization organized and operated exclusively to test for public safety. See section 509(a)(4).  
 11  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 that describes the type of supporting organization and complete lines 11e through 11h.  
 a  Type I      b  Type II      c  Type III-Functionally integrated      d  Type III-Other  
 e  By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).  
 f If the organization received a written determination from the IRS that it is a Type I, Type II or Type III supporting organization, check this box .....   
 g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?  
 (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? .....  
 (ii) A family member of a person described in (i) above? .....  
 (iii) A 35% controlled entity of a person described in (i) or (ii) above? .....  
 h Provide the following information about the supported organization(s).

	Yes	No
11g(i)		X
11g(ii)		X
11g(iii)		X

(I) Name of supported organization	(II) EIN	(III) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(IV) Is the organization in col. (I) listed in your governing document?	(V) Did you notify the organization in col. (I) of your support?	(VI) Is the organization in col. (I) organized in the U.S.?		(VII) Amount of support
					Yes	No	
<b>Total</b>							

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

Schedule A (Form 990 or 990-EZ) 2010

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

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .....	412,256	326,097	210,890	157,111	207,320	1,313,674
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.....	412,256	326,097	210,890	157,111	207,320	1,313,674
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.						1,313,674

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4 .....	412,256	326,097	210,890	157,111	207,320	1,313,674
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties 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.) .....						
11 Total support. Add lines 7 through 10						1,313,674
12 Gross receipts from related activities, etc. (see instructions) .....					12	
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 .....						<input type="checkbox"/>

**Section C. Computation of Public Support Percentage**

14 Public support percentage for 2010 (line 6, column (f) divided by line 11, column (f)) .....	14	100.00	%
15 Public support percentage from 2009 Schedule A, Part II, line 14 .....	15	100.00	%
16a 33 1/3 % support test -- 2010. If the organization did not check the box on line 13, and line 14 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization .....			<input checked="" type="checkbox"/>
b 33 1/3 % support test -- 2009. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization .....			<input type="checkbox"/>
17a 10%-facts-and-circumstances test -- 2010. 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 .....			<input type="checkbox"/>
b 10%-facts-and-circumstances test -- 2009. 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 .....			<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions .....			<input type="checkbox"/>

**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.

OMB No. 1545-0047

**2010**

Open to Public  
Inspection

Name of the organization

MISSION MEDIA, INC.

Employer Identification number  
82-0447997

**Part I** Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year .....		
2 Aggregate contributions to (during year) .....		
3 Aggregate grants from (during year) .....		
4 Aggregate value at end of year .....		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? .....	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? .....	<input type="checkbox"/> Yes	<input type="checkbox"/> No

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

1 Purpose(s) of conservation easements held by the organization (check all that apply)	
<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of an historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	
2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.	
a Total number of conservation easements .....	
b Total acreage restricted by conservation easements .....	
c Number of conservation easements on a certified historic structure included in (a) .....	
d Number of conservation easements included in (c) acquired after 8/17/08, and not on a historic structure listed in the National Register. ....	
3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ►	
4 Number of states where property subject to conservation easement is located ►	
5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? .....	<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ►	
7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ► \$	
8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? .....	<input type="checkbox"/> Yes <input type="checkbox"/> No
9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.	

**Part III** Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.  
Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items.
1b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:
(I) Revenues included in Form 990, Part VIII, line 1 .....
(II) Assets included in Form 990, Part X .....
2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:
a Revenues included in Form 990, Part VIII, line 1 .....
b Assets included in Form 990, Part X .....

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

Schedule D (Form 990) 2010

**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 XIV.

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" 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 on Form 990, Part X?  Yes  No

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

		Amount
1c		
1d		
1e		
1f		

2a Did the organization include an amount on Form 990, Part X, line 21?  Yes  No

b If "Yes," explain the arrangement in Part XIV.

**Part V** Endowment Funds. Complete if the organization answered "Yes" to 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					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the year end balance held as:

a Board designated or quasi-endowment ► \_\_\_\_\_ %

b Permanent endowment ► \_\_\_\_\_ %

c Term endowment ► \_\_\_\_\_ %

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

(I) unrelated organizations .....

Yes  No

(II) related organizations .....

3a(I)  3a(II)

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

3b

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

Part VI: Land, Buildings, and Equipment. See Form 990, Part X, line 10.					
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					
d Equipment		137,365	108,552		28,813
e Other					
Total. Add lines 1a through 1e. (Column (d) should equal Form 990, Part X, column (B), line 10(c).)				►	28,813

**Part VII** Investments -- Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives .....		
(2) Closely-held equity interests .....		
(3) Other .....		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 12.) ►		

**Part VIII** Investments -- Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
<b>Total.</b> (Column (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.

1. (a) Description of liability	(b) Amount
Federal income taxes .....	

**Total.** (Column (b) must equal Form 990, Part X, col. (B) line 25.) ►2. FIN 48 (ASC 740) 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 (ASC 740). 340.525

**Part XII** Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements

1 Total revenue (Form 990, Part VIII, column (A), line 12).....	1
2 Total expenses (Form 990, Part IX, column (A), line 25).....	2
3 Excess or (deficit) for the year. Subtract line 2 from line 1 .....	3
4 Net unrealized gains (losses) on investments .....	4
5 Donated services and use of facilities .....	5
6 Investment expenses .....	6
7 Prior period adjustments .....	7
8 Other (Describe in Part XIV.) .....	8
9 Total adjustments (net). Add lines 4 through 8 .....	9
10 Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9 .....	10

**Part XII** Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1 Total revenue, gains, and other support per audited financial statements.....	1
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:	
a Net unrealized gains on investments .....	2a
b Donated services and use of facilities .....	2b
c Recoveries of prior year grants .....	2c
d Other (Describe in Part XIV.) .....	2d
e Add lines 2a through 2d .....	2e
3 Subtract line 2e from line 1 .....	3
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
b Other (Describe in Part XIV.) .....	4b
c Add lines 4a and 4b .....	4c
5 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 Total expenses and losses per audited financial statements.....	1
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:	
a Donated services and use of facilities .....	2a
b Prior year adjustments .....	2b
c Other losses .....	2c
d Other (Describe in Part XIV.) .....	2d
e Add lines 2a through 2d .....	2e
3 Subtract line 2e from line 1 .....	3
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
b Other (Describe in Part XIV.) .....	4b
c Add lines 4a and 4b .....	4c
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.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

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

OMB No. 1545-0047

**2010**

Open to Public  
Inspection

Name of the organization

**MISSION MEDIA, INC.**

Employer identification number

**82-0447997**

**PART II, LINE 24-OTHER ASSETS NOT INCLUDED ABOVE**

**PART II, LINE 26-ITEMS OWED BUT NOT PAID AT YEAR END**

**PAGE 1, LINE 16-DEPRECIATION OF FIXED ASSETS INCLUDED ON THIS LINE**

**PART VI B- FORM 990 IS REVIEWED AT A REGULARLY  
SCHEDULED BOARD MEETING**

**PART VI SECTION C - ALL NECESSARY FORMS ARE  
AVAILABLE AT THE COMPANY ADDRESS.**

Form 4562

# Depreciation and Amortization (Including Information on Listed Property)

OMB No. 1545-0172

2010

Attachment  
Sequence No. 67Department of the Treasury  
Internal Revenue Service (99)

► See separate instructions.

► Attach to your tax return.

Name(s) shown on return

MISSION MEDIA, INC.

Business or activity to which this form relates

FOR FORM 990

Identifying number  
82-0447997**Part I Election To Expense Certain Property Under Section 179**

Note: If you have any listed property, complete Part V before you complete Part I.

1 Maximum amount (see instructions) .....	1	
2 Total cost of section 179 property placed in service (see instructions) .....	2	
3 Threshold cost of section 179 property before reduction in limitation (see instructions) .....	3	
4 Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0- .....	4	
5 Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions .....	5	500,000
<b>6 (a) Description of property</b>	<b>(b) Cost (busn. use only)</b>	<b>(c) Elected cost</b>
7 Listed property. Enter the amount from line 29 .....	7	
8 Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7 .....	8	
9 Tentative deduction. Enter the smaller of line 5 or line 8 .....	9	
10 Carryover of disallowed deduction from line 13 of your 2009 Form 4562 .....	10	
11 Business income limitation. Enter the smaller of business income (not less than zero) or line 5 (see instructions) .....	11	500,000
12 Section 179 expense deduction. Add lines 9 and 10, but do not enter more than line 11 .....	12	
13 Carryover of disallowed deduction to 2011. Add lines 9 and 10, less line 12 .....	13	

Note: Do not use Part II or Part III below for listed property. Instead, use Part V.

**Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property.) (See instructions.)**

14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions) .....	14	
15 Property subject to section 168(f)(1) election .....	15	
16 Other depreciation (including ACRS) .....	16	6,290

**Part III MACRS Depreciation (Do not include listed property.) (See instructions.)****Section A**

17 MACRS deductions for assets placed in service in tax years beginning before 2010 .....	17	
18 If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here <input type="checkbox"/>		

**Section B -- Assets Placed In Service During 2010 Tax Year Using the General Depreciation System**

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depr. (business/investment use only -- see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs.		S/L	
h Residential rental property			27.5 yrs.	MM	S/L	
			27.5 yrs.	MM	S/L	
i Nonresidential real property			39 yrs.	MM	S/L	
				MM	S/L	

**Section C -- Assets Placed In Service During 2010 Tax Year Using the Alternative Depreciation System**

20a Class life					S/L	
b 12-year			12 yrs.		S/L	
c 40-year			40 yrs.	MM	S/L	

**Part IV Summary (See instructions)**

21 Listed property. Enter amount from line 28 .....	21	
22 Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter here and on the appropriate lines of your return. (Partnerships and S-corporations -- see instructions) .....	22	6,290
23 For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs .....	23	0.4 B 0.25

For Paperwork Reduction Act Notice, see separate instructions.

JVA 10 45621 TWF 38848

Copyright Forms (Software Only) - 2010 TWF

OGDEN, UT

Form 4562 (2010)

## 990 PART III - STATEMENT OF PROGRAM SERVICE ACCOMPLISHMENT

### ATTACHMENT 1: FORM 990 PAGE 2, PART III

OPEN TO PUBLIC		
INSPECTION	For calendar year 2010, or tax period beginning	, and ending
Name of Organization		
MISSION MEDIA, INC.	Employer Identification Number 82-0447997	
Part III - Statement of Program Service Accomplishments		
Code:	Expenses: 409,218	Including Grants of:
Exempt Purpose Achievements		
MEDIA WAS AIRED ON RADIO AND TELEVISION. ALSO, NEW GOSPEL ADDS WERE PRODUCED. EVENTS WERE HELD TO BRING THE CHRISTIAN COMMUNITY TOGETHER.		

048 025

**990 BOOKS ARE IN CARE OF**

**ATTACHMENT 2: FORM 990 PAGE 6, PART VI, SECTION C, LINE 20**

OPEN TO PUBLIC INSPECTION	For calendar year 2010 or tax period beginning	, and ending
Name of Organization <b>MISSION MEDIA, INC.</b>	Employer Identification Number <b>82-0447997</b>	
Part VI - Line 20		

Individual Name .....

or

Business Name:  
**MISSION MEDIA, INC.**

Street Address ..... **923 S BRIDGE WAY STE 100**

U.S. Address:

Zip code **83616-6862**

City **EAGLE**

State **ID**

or

Foreign Address

City .....

Province or State .....

Country .....

Postal code .....

Phone Number ..... **(208) 322-9090**

Fax Number .....

**040.025**

**709 SCHEDULE OF OTHER EXPENSES**

**ATTACHMENT 3: FORM 990 PAGE 10, LINE 24 - OTHER EXPENSES**

OPEN TO PUBLIC	INSPECTION	For calendar year 2010 or tax period beginning	, and ending	
Name of Organization			Employer Identification Number	
MISSION MEDIA, INC.			82-0447997	
Other Expenses	(A) Total	(B) Program Services	(C) Management and General	(D) Fundraising
POSTAGE	2,287	2,287		
PROMOTION	2,287	2,287		
MEETING EXPENSES	1,980	1,980		
EQUIPMENT RENT	1,359	1,359		
REPAIRS AND MAINTENANCE	1,041	1,041		
MEDIA	1,029	1,029		
SUPPLIES	1,025	1,025		
DUES AND SUBSCRIPTIONS	963	963		
AUTO EXPENSE	930	930		
BANK CHARGES	659	659		
STORAGE	656	656		
TRAVEL	608	608		
PROPERTY TAXES	496	496		
MISCELLANEOUS	456	456		
WEB DEVELOPMENT	345	345		
INTERNET	238	238		
TRAINING	85	85		
LICENSE	26	26		
Total:	16,470	16,470		244.525

## 2010 DETAIL STATEMENTS

MISSION MEDIA, INC.  
82-0447997

PAGE 1

STATEMENT #1 - BEG OF YR - LAND/BLDGS (990-EZ PG 1 LINE 23)

FIXED ASSETS-NET OF DEPRECIATION.....	16,877
TOTAL CARRIED TO 990-EZ PG 1 LINE 23.....	16,877

STATEMENT #2 - END OF YR - LAND/BLDGS (990-EZ PG 1 LINE 23)

FIXED ASSETS-NET OF DEPRECIATION.....	28,813
TOTAL CARRIED TO 990-EZ PG 1 LINE 23.....	28,813

STATEMENT #3 - ( )

ACCOUNTS PAYABLE.....	3,733
TOTAL CARRIED TO .....	3,733

STATEMENT #4 - ( )

ACCOUNTS PAYABLE.....	236
TOTAL CARRIED TO .....	236

STATEMENT #5 - ( )

STORAGE.....	656
MEALS AND ENTERTAINMENT.....	3,037
PROMOTION.....	2,458
AUTOMOBILE EXPENSE.....	930
BANK SERVICE CHARGES.....	659
BOOKS.....	322
EQUIPMENT RENT.....	1,359
FOOD & KITCHEN SUPPLIES.....	1,022
INSURANCE.....	1,427
INTERNET AND WEB COSTS.....	583
LICENSES.....	26
MEETING EXPENSES.....	1,980
MISCELLANEOUS.....	457
OFFICE EXPENSE.....	620
OFFICE SUPPLIES.....	1,864
PRODUCTION.....	6,171
PROJECT EXPENSES.....	1,000
PROPERTY TAXES.....	496
TELEPHONE.....	7,583
TRAINING.....	85
TRAVEL.....	608
TOTAL CARRIED TO .....	33,343

04-B-025

CIS54GKKVM

2010 DETAIL STATEMENTS

MISSION MEDIA, INC.  
82-0447997

PAGE 2

STATEMENT #6 - ( )

EMPLOYEE ADVANCES.....	1,000
INVENTORY.....	239
RECEIVABLES.....	4,048

---

STATEMENT #7 - ( )

RECEIVABLES.....	1,083
SECURITY DEPOSIT.....	855
EMPLOYEE ADVANCES.....	2,500
INVENTORY.....	239

---

048.025