

### 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



**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

	rnal Revenu		► The organization may have to use a copy of this return to satisfy state reporting require	ments	Insp	ection
A	For the	2010 calen	dar year, or tax year beginning , 2010, and ending		,	
В	Check if a	pplicable		D Employer	Identification Nu	mber
	Addre	ess change	Resource Media	82-05	564961	
	Name	change	325 Pacific Avenue, 3rd Floor	E Telephone		
	Initial	return	San Francisco, CA 94111	415-3	397-5000	
	<b>-</b>	nated				•
	H	ided return		G Gross rece	ents \$ 4	706,062.
	$\vdash$	cation pending	F Name and address of principal officer Kirk Brown H(a) is this	a group return fo		Yes X No
			Same As C Above	l affiliates include		Yes No
$\overline{}$	Tax-exe	mpt status	X 501(c)(3) 501(c) ( ) ◄ (insert no ) 4947(a)(1) or 527·	' attach a list (se	ee instructions)	
÷	Websi	•		exemption numb	har ▶	
K		organization	X Corporation Trust Association Other ► L Year of Formation 200		te of legal domicile	. WA
	art I	Summar		J   W Stat	e or legal conficil	e WA
			be the organization's mission or most significant activities <u>Education &amp; ou</u>	treach (	concernir	
_			ental issues.	creacit ?	concerniti	. <del>1</del> 9
Ě	.حـ	T. TT. T T T T T T	N. F.A FANK FA			
Ë	-					
Activities & Governance	2 Ci	neck this bo	if the organization discontinued its operations or disposed of more than 2	25% of its ne	t assets	
Ğ			ting members of the governing body (Part VI, line 1a)	1	3	10
8			dependent voting members of the governing body (Part VI, line 1b)		4	10
ŧ			of individuals employed in calendar year 2010 (Part V, line 2a)		5	33
ŧ			of volunteers (estimate if necessary)	ļ.—.	6	0
•	l		d business revenue from Part VIII, column (C), line 12	<b>├</b>	7a	0.
	D INE	t unrelated	business taxable income from Form 990 I, line 34 EIVED	<del></del>	7b	0.
	8 Ca	atributions	101	<b>Prior Year</b> 2, 643, 94		ent Year 534, 827.
9			ice revenue (Part VIII, line 2g)	1,458,26		168, 361.
Revenue	10 In	vestment in	come (Part VIII, column (A), lines 3, Band 20 7 2 4 2011	1,410		2,682.
ě	11 Ot	her revenue	e (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	964		192.
	12 To	tal revenue		1,104,59		706,062.
	<b>13</b> Gr	ants and si	milar amounts paid (Part IX, column (A), Junes 1-3)			,
			to or for members (Part IX, column (A), line 4)			
				2,898,699	9. 2.	860,878.
8	1		undraising fees (Part IX, column (A), line 11e)	,,		
Expenses				- COLOR MINISTER	- a :59 5 E	(
ă,			<del></del>			
		*		2,497,346		617,470.
		•		396,045		<u>478, 348.</u>
	<b>19</b> Re	venue less		,291,454		<u>227,714.</u>
Net Assets or Fund Belances	<b>20</b> To	tal accote (		ng of Current Ye 2, 308, 557		of Year 520,037.
90		•	(Part X, line 26)	183,004		166,770.
55			· · · · · · · · · · · · · · · · · · ·			
		Signatur		, 125, 553	2.	<u>353, 267.</u>
						<del></del> -
com	er penalties plete Decla	of perjury, I de ration of prepa	clard that I have examined this return, including accompanying schedules and statements, and to the best of m rer (other than officer) is based on all information of which preparer has any knowledge	iy knowledge and	d belief, it is true,	correct, and
	-			10/20/1	71	
Sig	ın	Signature	e of officer Dat		1	
He		Kic	K Brown, President + CEO			
		Type or p	orint name and title			
		Print/Type pro	eparer's name Pyeparer's signature   Date	Check If	PTIN	
Da:		" " " " " " " " " " " " " " " " " " "	1 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		İ	
Pai		F's	Crosby & Kaneda, CPAs	self-employed		
	parer e Only	Firm's name		_ , _,, _ = 1	N / N	
U 31	- Jiny	Firm's addres		Firm's EIN ► 1		0707
	45 - 100	<u> </u>	<del></del>	Phone no (5		2727
			s return with the preparer shown above? (see instructions)		X Yes	
BA	a For Pa	perwork Re	eduction Act Notice, see the separate instructions. TEEA0113L 12/	21/10	Forr	m <b>990</b> (2010)

BAA	TEEA0102L 10/06/10	Form 99	(2010)
4e Total program service e	xpenses ► 3,367,070.		
(Expenses \$	including grants of \$ ) (Revenue	\$	
4d Other program services	(Describe in Schodule () )		
	·		
~			
<b>4c</b> (Code) (Ex	penses \$ including grants of \$	) (Revenue \$	)
			. – – – –
			· <b>– – –</b>
	<del></del>		. – – –
<b>4b</b> (Code) (E)	xpenses \$ including grants of \$	) (Revenue \$	)
comprehensive services that	array of strategic communications and media plan produce real results.	ning_and_outreach_	
others who are	working to protect communities and the environm	ent. We offer a	
	provides media strategy and services to non-pro		
<b>4a</b> (Code <b>(East)</b> (E	xpenses \$ 3,367,070. including grants of \$	) (Deverous & 1 100	261
and 501(c)(4) organizate expenses, and revenue	tions and section 4947(a)(1) trusts are required to report the amount of grant , if any, for each program service reported	s and allocations to others, th	ne total
4 Describe the exempt pu	urpose achievements for each of the organization's three largest program ser	vices by expenses Section 5	i01(c)(3)
_	ase conducting, or make significant changes in how it conducts, any program changes on Schedule O	n services? Yes X	< No
•	new services on Schedule O		_
Form 990 or 990-EZ?	dertake any significant program services during the year which were not liste	Yes X	K No
2 Did the organization up	dertake any significant program services during the year which were not liste	ad on the prior	
	for the land, water, air, wildlife, human health		
	oundations and a range of other partners achieve		tices
1 Briefly describe the org	provides top-notch communications strategy and	commisses to belo	
	ile O contains a response to any question in this Part III	·	
	Program Service Accomplishments	02 0304301	rage
Form <b>990</b> (2010) Resour	cce megia	82-0564961	Page

Form 990 (2010) Resource Media

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	Х	
2	Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions)	2	Х	
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		Х
4	Section 501(c)(3) organizations Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If 'Yes,' complete Schedule C, Part II	4		х
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		
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		Х
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		Х
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III	8_		Х
9	Did the organization report an amount in Part X, line 21, 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		х
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? I '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, VIII, IX, or X as applicable		فعند	7. %, (, *)
á	a Did the organization report an amount for land, buildings and equipment in Part X, line 10? If 'Yes,' complete Schedule D, Part VI	11 a		Х
t	b Did the organization report an amount for investments— other securities in Part X, line 12 that is 5% or morè 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	11 c		X
	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	11 e		<u>X</u>
	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If 'Yes,' complete Schedule D, Part X	11f	Х	
12 a	a Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI, XII, and XIII	12a	х	
,	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		<u>x</u>
	Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E	13		<u>X</u>
14 a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		<u>X</u>
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		<u>X</u>
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		<u>x</u>
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		<u>X</u>
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
20 a	aDid the organization operate one or more hospitals? If 'Yes,' complete Schedule H	20	$\longrightarrow$	<u>X</u>
b	If 'Yes' to line 20a, did the organization attach its audited financial statements to this return? <b>Note.</b> Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)	20 Ь		

Form 990 (2010) Resource Media 82-0564961 Page 4 Part IV Checklist of Required Schedules (continued) Yes No 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 Х 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 Х 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 Х 23 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, and 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 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 d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year? 24d 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 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 X 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 \* 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 28a Х **b** A family member of a current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV 28b X 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 280 Did the organization receive more than \$25,000 in non-cash contributions? If 'Yes,' complete Schedule M 29 X Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If 'Yes,' complete Schedule M 30 X Did the organization liquidate, terminate, or dissolve and cease operations? If 'Yes,' complete Schedule N, Part I X 31

Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If 'Yes,' complete Schedule N, Part II

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

Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R. Parts II. III. IV. and V. 34 line 1

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 Yes

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

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

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

Form 990 (2010)

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X No

X

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			Resource											82-05	<u>6496:</u>	<u> </u>		Page
Pa	πV	Staten	nents Rega	ardin	g Othe	er IRS Fi	ilings a	and Ta	x Com	pliance								
		Check if	f Schedule O	contai	ns a re	sponse to	any que	estion in	this Pa	rt V								$\Box \Box$
	٠																Yes	No
1	a Ente	er the nur	mber reported	d in Bo	ox 3 of I	Form 1096	5 Enter	-0- if no	t applica	able		1 a	<u> </u>		33			I
	<b>b</b> Ente	er the nur	mber of Form	s W-2	G includ	ded in line	1a. Ent	ter -0- ıf	not app	licable		1 b	L		0		1	·
	<b>c</b> Did (gan	the organ	nization comp	oly with	n backu nners?	p withhold	ing rule	s for rep	ortable	payments	to vend	ors and	d reporta	able gamı	ng	1c	X	
2	a Ente	er the nur	mber of emplor	oyees	reporte	ed on Form	1 W-3, T	ransmitt	tal of Wa	age and Ta	ax State	.   2a			33			
		-	e is reported	•		•		•		-			returns		-33	2b	X	1
			um of lines 1			•			•						ŀ		<u> </u>	<del> </del>
3			nization have		_		-	-	•		•		110115)		ľ	3a		X
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	fınar	ncial acco	during the cal- ount in a fore	ign co	untry (s	such as a b	oank ac	count, se	ecurities	account,	or other	financ	ner autr ial acco	unt)?	r, a	4a		Х
			r the name of				<del></del>	20.1.5				_				•		
_			ons for filing i	•					•	_				ounts	ı			
		-	inization a pa	-	•				-	•	•	•		•		5 a		X
		-	ble party notif						arty to a	prohibited	I tax she	iter tra	nsaction	17	}	5 b		X
		•	e 5a or 5b, d		•											5c		├
6	a Doe: solic	s the orga	anization hav ntributions th	e anni at wer	ual gros e not ta	ss receipts ax deductib	that are	e normal	lly great	er than \$1	00,000,	and di	d the or	ganızatıor	י [	6a		х
1	b if 'Yo	es,' did th tax deduc	he organizatio ctible?	on incl	ude wit	h every so	licitatioi	n an exp	oress sta	atement th	at such	contrib	utions o	r gifts we	re	6b		
7	Orga	anization	s that may re	ceive	deducti	ible contri	butions	under s	section 1	1 <b>70</b> (c).								
	a Did 1	the organ	nization received	ve a pa	ayment	in excess	of \$75	made pa	artly as a	a contribut	ion and	partly	for good	ls and	į	7a		X
1			ne organizatio		fv the o	donor of the	e value	of the a	oods or	services r	orovided	7				7b		<del>  ^</del>
		•	ization sell, e		-			•		•			l was re	auired to	file			
		n 8282?			.g.,			og.	po		o,			qu		7с		X
			ate the numb				_	-				7d						· ·
		_	ization receiv	_		_		_			-				L	7e		X
1	Did t	the organ	iization, durin	g the	year, pa	ay premiur	ns, dire	ctly or ir	ndirectly	, on a per	sonal be	nefit co	ontract?		Ļ	7f		Х
	as re	equired?	ation received								_					7g		
ı	lf the Form	e organiza n 1098-C	ation received	d a coi	ntributio	on of cars,	boats,	airplane	s, or oth	er vehicle	s, did th	e orga	nızatıon	file a	Į	7h		
8	Spor	nsorina a	organizations	main	aining	donor adv	ised fu	nds and	section	509(aY3)	support	ina ora	anizatio	ons. Did t	he [		,	
	SUDD	ortina or	ganization, or ny time during	r a dor	nor advi	ised fund r	maintair	ned by a	sponso	ring organ	ization,	have e	xcess b	usiness		8		
9	Spor	nsoring o	organizations	maint	aining	donor adv	ised fu	nds.										
á	Did t	the organ	ization make	any ta	axable o	distribution	is under	section	4966°						L	9a		
t	Did t	the organ	ization make	a disti	ribution	to a dono	r, donoi	r advisor	r, or rela	ited perso	п <sup>э</sup>				L	9Ь		!
10	Sect	ion 501(c	:)(7) organiza	tions.	Enter:											1		
ā	Initia	ation fees	and capital o	contrib	utions i	included or	n Part V	/III, line	12			10a						
ŧ	Gros	s receipts	s, included or	า Form	1 990, P	Part VIII, lir	ne 12, f	or public	use of	club facılıt	ies	10b				- 1		
		-	:)(12) organiz													.		
a	Gros	s income	from member	ers or s	shareho	olders						11 a				į		
t	Gros agaır	is income nst amoui	from other sonts due or rec	ources ceived	(Do no from th	ot net amo hem.)	unts du	e or paid	d to othe	er sources		11 b						
12 a	Secti	ion 4947(	(a)(1) non-exe	mpt c	haritabl	le trusts. 🗄	s the or	ganızatı	on filing	Form 990	ın lieu d		າ 1041?			12a		
			the amount of						ied durin	ng the yea	r	12b				l		
			(29) qualifie	-											_			٠.
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			instructions					•		•		ile O				-	.	
b	Enter which	r the amo h the orga	ount of reserv anization is li	es the	organii d to issi	zation is re ue qualifie	equired d health	to maint plans	taın by t	he states	in	13Ь						
			ount of reserv									13c			$\perp$	$\dashv$		
14a	Did th	he organı	ization receive	e any	paymer	nts for Indo	oor tann	ing serv	ices dur	ing the tax	x year?				L	14a		X

**b** If 'Yes,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O

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 X Section A. Governing Body and Management Yes No 1a Enter the number of voting members of the governing body at the end of the tax year 10 **b** Enter the number of voting members included in line 1a, above, who are independent 1 b Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other 2 Х officer, director, trustee or key employee? 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 Х Did the organization make any significant changes to its governing documents 4 X since the prior Form 990 was filed? 5 Did the organization become aware during the year of a significant diversion of the organization's assets? 5 X 6 Does the organization have members or stockholders? 7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body? 7 a 7b b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following X a The governing body? 8a X **b** Each committee with authority to act on behalf of the governing body? 8b Is there any officer, director or 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 Х Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.) Yes No 10a Does the organization have local chapters, branches, or affiliates? 10 a 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 11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? 11 a Х b Describe in Schedule O the process, if any, used by the organization to review this Form 990 ر ۾ 12a Does the organization have a written conflict of interest policy? If 'No,' go to line 13 X 12a b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise 12b Х c Does the organization regularly and consistently monitor and enforce compliance with the policy? If 'Yes,' describe in Schedule O how this is done See Schedule O 12 c X 13 Does the organization have a written whistleblower policy? 13 14 Does the organization have a written document retention and destruction policy? 14 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 See Schedule Q 15 a X **b** Other officers of key employees of the organization See Schedule O 15 b If 'Yes' to line 15a or 15b, describe the process in Schedule O (See instructions) 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? 16a 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 Section C. Disclosure List the states with which a copy of this Form 990 is required to be filed **CA** 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 X Another's website X Upon request 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 See Schedule O 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization ▶ Ken Jones 325 Pacific Avenue San Francisco CA 94111 415-397-5000

Form <b>990</b>	(2010)	Resource	Media

82-0564961

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## 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

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

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

(A)	(B)	(C)								T		
, ,	` '	and the second s						<b>(E)</b>	<b>(F)</b>			
Name and title	Average hours per week (describe hours for related organiza tions in Schedule O)	or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	Reportable compensation from the organization (W-2/1099-MISC)	Reportable compensation from related organizations (W-2/1099 MISC)	Estimated amount of other compensation from the organization and related organizations		
(1) Mark Valentine	]											
Board Chair	4	X	L	Х		L		0.	0.	0.		
(2) Rick Ridder	_								ĺ			
<u>Vice-Chair</u>	4	X	Щ	X				0.	0.	0.		
(3) William Donnelly								İ	i			
Treasurer	4	X		X				0.	0.	0.		
(4) Barbara Brainard	1	ł						,				
Secretary	4	Х	Ш	Х				0.	0.	0.		
_(5) Andy Beers	]											
Board Member	4	X					_	0.	0.	0.		
(6)_Vivian_Chang	]											
Board Member	4	X						0.	0.	<u>0.</u>		
Board Member	4	Х		_			$\dashv$	0.	0.	0.		
(8) Steven Gilbert	! :				ļ							
Board Member	4	X		_	_		$\sqcup$	0.	0.	0.		
(9) Amy Iorio				ĺ		Į	•					
Board Member	4	Х		_	_			0.	0.	0.		
(10) Uli Haller			ŀ	ľ			ľ					
Board Member	4	Х	_		_			0.	0.	0.		
(11) Kirk Brown					ı		ı		ļ			
President & CEO	40		_	Х	_			195,000.	0.	20,357.		
(12) Ken Jones		Ī	- [	- 1	l		I					
CFO	40			X	_		_	133,000.	0.	27,168.		
(13) Keri Bolding							-					
Vice President	40		_	_	X		$\dashv$	150,000.	0.	<u>8,055.</u>		
(14) Melinda Venable		ľ	ļ	- 1		l	- 1					
Associate Director	40		4	_	_	Х	_	113,000.	0.	4,372.		
(15)						ľ						
<u>(16)</u>					7							
(7)					_							
RAA			E AO	1071	12/	21/10			L	Form <b>990</b> (2010)		

Part VII   Section A. Officers, Directors, Trus	<u>tees, k</u>	(ey	En	1plo	oye	es,	an	d Highest Cor	npensated Emp	oloyees (cont)
, (A)	(B)	_			c)			(D)	(E)	(F)
Name and title					check all that apply			Reportable compensation from	Reportable compensation from	Estimated amount of other
	per week (describe hours for related organi- zations in Sch O)	ndivi	nstrt	Officer	Key employee	Highest compensate employee	Former	the organization (W-2/1099 MISC)	related organizations (W-2/1099-MISC)	compensation from the
	related	ector	tion	"	ğ	est co	Ē		,	organization and related
	zations	trus	al tra		oyee	Įğ				organizations
	Sch O)	8	stee			nsat				İ
<i>:</i>						<u>e</u>				
(18)		$\vdash$			<del> </del>					
	ļ			_	<u> </u>	<u> </u>	<u> </u>	•		
(19)										
(20)										
(21)								-		
(22)		H	$\dashv$							
(23)										
(24)									-	
(25)	f I	Н								
(27)										
(28)										
		_				_				
_(29)			ł	ı	ļ					
1 b Sub-total			!				▶	591,000.	0.	59,952.
c Total from continuation sheets to Part VII, Section	A						▶ [	0.	0.	0.
d Total (add lines 1b and 1c)							▶ [	591,000.	0.	59,952.
2 Total number of individuals (including but not limited	to thos	se lis	sted	abo	ve)	who	rec	ceived more than	\$100,000 in reporta	able compensation
from the organization ► 4										·
										Yes No
3 Did the organization list any former officer, director on line 1a <sup>3</sup> If 'Yes,' complete Schedule J for such ir	or truste dividual	ee, k !	еу е	emp	loye	e, c	r hi	ghest compensate	ed employee	3 X
4 For any individual listed on line 1a, is the sum of rep the organization and related organizations greater th	oortable an \$150	com 0,000	nper	nsatı f 'Ye	on a	and comp	othe	er compensation f Schedule J for	rom	
such individual									ndıvıdıral	4 X
5 Did any person listed on line 1a receive or accrue confor services rendered to the organization? If 'Yes,' c	omplete	Sch	nedu	ıle J	for	suc	h pe	erson		5 X
Section B. Independent Contractors  1 Complete this table for your five highest compensate	ed indep	end	ent :	cont	raci	ors	that	received more th	an \$100 000 of	
compensation from the organization										
<b>(A)</b> Name and business address	<b>;</b>							( <b>B)</b> Description o	f services	(C) Compensation
									<del></del>	
							$\Box$			
							$\dashv$			
							$\dashv$	- · · ·		
							$\dashv$	<del></del>		
2 Total number of independent contractors (including t	nut not l	ımıte	ad to	the		lieto	hd at	TOVE) who receive	d more than	100 100 100 100 100 100 100 100 100 100
2 Total number of independent contractors (including to		mille	u iC	טווו כ	っっせ	nste	ual	Pove) wito receive	o more than	

Pa	rt VIII Statement of Revenue	· · · · · · · · · · · · · · · · · · ·			
	•	<b>(A)</b> Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
PROGRAM SERVICE REVENUE AND OTHER SIMILAR AMOUNTS	1a Federated campaigns b Membership dues c Fundraising events d Related organizations e Government grants (contributions) f All other contributions, gifts, grants, and similar amounts not included above g Noncash contributions included in lns 1a-1f: h Total. Add lines 1a-1f	3,534,827.			
ICE REVENUE	2a Contract and fees 900099	1,168,361.			
ROGRAM SERV	f All other program service revenue	1 160 261			
	<ul> <li>g Total. Add lines 2a-2f</li> <li>Investment income (including dividends, interest and other similar amounts)</li> <li>Income from investment of tax-exempt bond proceeds</li> <li>Royalties</li> </ul>	1,168,361. 2,682.			2,682.
	(i) Real (ii) Personal  6a Gross Rents 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  b Less. cost or other basis				
	and sales expenses  c Gain or (loss)  d Net gain or (loss)  8a Gross income from fundraising events				
OTHER REVENUE	(not including \$ of contributions reported on line 1c) See Part IV, line 18 a b Less direct expenses b				-
ТО	c Net income or (loss) from fundraising events  9a Gross income from gaming activities See Part IV, line 19				
ļ	b Less direct expenses c Net income or (loss) from gaming activities  10a 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	-			
	11a Miscellaneous 900099 b c	192.			192.
	d All other revenue  e Total. Add lines 11a-11d	192.			
	12 Total revenue. See instructions	4,706,062.	1,168,361.	0.	2,874.

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### 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 6b,	not include amounts reported on lines 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	<b>(B)</b> Program service expenses	(C) Management and general expenses	<b>(D)</b> 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	533,580.	401,252.	67,231.	65,097
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0.	0.	0.	0
7	Other salaries and wages.	1,821,987.	1,324,315.	284,914.	212,758
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	59,805.	40,738.	10,826.	8,241
9	Other employee benefits	262,845.	184,158.	44,720.	33,967
10	Payroll taxes	182,661.	134,428.	27,118.	21,115
11	Fees for services (non-employees)				
	a Management		`		
	<b>b</b> Legal	1,385.		1,385.	
	c Accounting	46,676.		46,676.	
	<b>d</b> Lobbying				
	e Professional fundraising services See Part IV, line 17			1	
1	Investment management fees				
•	g Other	668,716.	582,023.	86,693.	
12	Advertising and promotion	30,156.		30,156.	
13	Office expenses	98,201.	74,635.	11,783.	11,783.
14	Information technology	49,179.	37,377.	5,901.	5,901.
15	Royalties				
16	Occupancy	284,133.	215,941.	34,096.	34,096.
17	Travel	210,367.	192,919.	6,703.	10,745.
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	76,869.	56,782.	20,087.	
20	Interest	669.		669.	·
21	Payments to affiliates				
22	Depreciation, depletion, and amortization				
	Insurance	9,792.	6,489.	2,921.	382.
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	Professional development	52,521.	37,105.	8,672.	6,744.
	Memberships	47,950.	47,950.		
	Printing and Publications	33,717.	25,625.	4,046.	4,046.
	Dues, licenses, service fees	7,139.	5,333.	1,806.	<i>I</i>
e					
f	All other expenses				
	Total functional expenses. Add lines 1 through 24f	4,478,348.	3,367,070.	696, 403.	414,875.
26					

P	art X	Balance Sheet			
	•	•	(A) Beginning of year		<b>(B)</b> End of year
	1	Cash — non-interest-bearing	27,618.	1	152,314.
	2	Savings and temporary cash investments	1,675,67.6.	2	1,869,274.
	3	Pledges and grants receivable, net	540,000.	3	341,312.
	4	Accounts receivable, net	40,886.	4	124,237.
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L	The state of the s	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)	I have a substantial and a sub	6	
Ą	7	Notes and loans receivable, net		7	
A S S E T S	8	Inventories for sale or use		8	
Ţ	9	Prepaid expenses and deferred charges		9	12,570.
•	-	Land, buildings, and equipment cost or other basis	· · · · · · · · · · · · · · · · · · ·		12,370.
	l	Complete Part VI of Schedule D	*		
	'	Less accumulated depreciation 10b	<del></del>	10 c	
	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	<del></del>	13	
	14	Intangible assets		14	
	15	Other assets See Part IV, line 11	24,377.	15	20,330.
	16	Total assets Add lines 1 through 15 (must equal line 34)	2,308,557.	16	2,520,037.
	17	Accounts payable and accrued expenses	183,004.	17	166,770.
	18	Grants payable	<del></del>	18	
	19	Deferred revenue	<del></del>	19	
Ţ	20	Tax-exempt bond liabilities	<del></del>	20	<del></del> .
B	21	Escrow or custodial account liability Complete Part IV of Schedule D		21	
   T	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L	• , •	22	•
É	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	
	26	Total liabilities. Add lines 17 through 25.	183,004.	26	166,770.
-tm2		Organizations that follow SFAS 117, check here ► X and complete lines		-	
		27 through 29 and lines 33 and 34.			نييبييسيحسم
Ş	27	Unrestricted net assets	629,946.	27	1,672,439.
《いらばーい	28	Temporarily restricted net assets	1,495,607.	28	680,828.
	29	Permanently restricted net assets		29	
R		Organizations that do not follow SFAS 117, check here			7
المحم		lines 30 through 34.			·
В	30	Capital stock or trust principal, or current funds		30	
B	31	Paid-in or capital surplus, or land, building, or equipment fund		31	· · · · · · · · · · · · · · · · · · ·
Ä	32	Retained earnings, endowment, accumulated income, or other funds		32	
日本 して こうしゅん	33	Total net assets or fund balances	2,125,553.	33	2,353,267.
S	34	Total liabilities and net assets/fund balances	2,308,557.	34	2,520,037.

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Form **990** (2010)

Form 990 (2010) Resource Media	82-056496	L	P	age <b>12</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		706,0 178,3					
2 Total expenses (must equal Part IX, column (A), line 25)								
3 Revenue less expenses Subtract line 2 from line 1	3		227,					
4 Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)	· — —	2,1	125,					
5 Other changes in net assets or fund balances (explain in Schedule O)	5			<u>0.</u>				
6 Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X column (B))	(, line 33,	2,3	353,2	267.				
Part XII   Financial Statements and Reporting	· · · · · · · · · · · · · · · · · · ·		·					
Check if Schedule O contains a response to any question in this Part XII								
			Yes	No				
1 Accounting method used to prepare the Form 990 Cash X Accrual Other	er							
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 accompled	countant?	2a		X				
b Were the organization's financial statements audited by an independent accountant?		2b	Х					
c If 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsible review, or compilation of its financial statements and selection of an independent account	lity for oversight of the audit, tant?	2c	x					
If the organization changed either its oversight process or selection process during the tain Schedule $\ensuremath{O}$	x year, explain	,						
d If 'Yes' to line 2a or 2b, check a box below to indicate whether the financial statements for separate basis, consolidated basis, or both	or the year were issued on a	. ;						
X Separate basis Consolidated basis Both consolidated and separate	basis			'سنا				
3a As a result of a federal award, was the organization required to undergo an audit or audit Audit Act and OMB Circular A-133?	s as set forth in the Single	3a		x				
b If 'Yes,' did the organization undergo the required audit or audits? If the organization did or audits, explain why in Schedule O and describe any steps taken to undergo such audit	not undergo the required audit s	3 b						
BAA		Form	1 <b>990</b> (	2010)				

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

**Public Charity Status and Public Support** 

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

Open to Public Inspection

Employer identification number

OMB No 1545 0047

Department of the Treasury Internal Revenue Service Name of the organization

Total

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

82-0564961 Resource Media 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). A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii) Enter the hospital's An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 5 170(b)(1)(A)(iv). (Complete Part II) A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v). 6 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) X Ω A community trust described in section 170(b)(1)(A)(vi). (Complete Part II) 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). An organization organized and operated exclusively for the benefit of, to perform the functions of, or 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 11 Type II Type III - Functionally integrated Type III - Other 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) If the organization received a written determination from the IRS that is a Type I, Type II or Type III supporting organization, check this box Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons? Yes No 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? (i) 11 g (i) A family member of a person described in (i) above? 11 g (ii) A 35% controlled entity of a person described in (i) or (ii) above? 11 g (iii) Provide the following information about the supported organization(s) h (i) Name of supported organization (iii) Type of organization (described on lines 1-9 above or IRC section (see instructions)) (v) Did you notify the organization in column (i) of your support? (vi) Is the organization in column (i) organized in the (ii) FIN (iv) is the (vii) Amount of support organization in column (i) listed in your governing document? Yes No Yes No Yes No (A) (B) (C) (D)

BAA 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.)

Sec	tion A. Public Support						
Cale begi	ndar year (or fiscal year nning in) ►	(a) 2006	<b>(b)</b> 2007	(c) 2008	( <b>d)</b> 2009	<b>(e)</b> 2010	(f) Total
1	Gifts, grants, contributions, and membership fees received (Do not include 'unusual grants ')	1,358,040.	4,109,397.	3,077,926.	2,643,944.	3,534,827.	14,724,134.
2	Tax revenues levied for the organization's benefit and either paid to it or expended on its behalf						0.
3	The value of services or facilities furnished by a governmental unit to the organization without charge						0.
4	Total. Add lines 1 through 3	1,358,040.	4,109,397.	3,077,926.	2,643,944.	3,534,827.	14,724,134.
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)						9,148,352.
6	Public support. Subtract line 5 from line 4				•		5,575,782.
Sec	tion B. Total Support			<u> </u>	· · · · · · · · · · · · · · · · · · ·		<u> </u>
Cale begi	ndar year (or fiscal year nning in) ►	(a) 2006	<b>(b)</b> 2007	(c) 2008	( <b>d)</b> 2009	<b>(e)</b> 2010	(f) Total
7	Amounts from line 4	1,358,040.	4,109,397.	3,077,926.	2,643,944.	3,534,827.	14,724,134.
8	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	25,877.	32, 939.	18,896.	1,416.	2,682.	81,810.
9	Net income from unrelated business activities, whether or not the business is regularly carried on						0.
10	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV) See Part IV	625.	550.		964.	192.	2,331.
11	Total support. Add lines 7 through 10		,	•		•	14,808,275.
12	Gross receipts from related activ	rities, etc (see ins	tructions)			12	5,326,083.
	First five years. If the Form 990 organization, check this box and	stop here		nd, third, fourth, o	r fifth tax year as	a section 501(c)(	3)
Sec	tion C. Computation of Pul						
14 15	Public support percentage for 20 Public support percentage from 2			ie II, column (f)).		14	37.7% 40.4%
	33-1/3% support test – 2010. If the and stop here. The organization	the organization d	id not check the t	oox on line 13, an	d the line 14 is 33		
b	33-1/3% support test — 2009. If t and stop here. The organization	he organization d	id not check a bo	x on line 13 or 16	ia, and line 15 is 3	33-1/3% or more,	_
17a	10%-facts-and-circumstances te or more, and if the organization the organization meets the 'facts'	meets the 'facts-a	ınd-cırcumstances	s' test, check this	box and stop her	e. Explain in Part	IV how
	10%-facts-and-circumstances te or more, and if the organization organization meets the 'facts-and	meets the 'facts-a d-circumstances'	nd-circumstances test The organiza	s' test, check this ation qualifies as	box and <b>stop her</b> a publicly support	e. Explain in Part led organization	IV how the ▶
18 BAA	Private foundation. If the organiz	zation did not che	ck a box on line 1	13, 16a, 16b, 17a,			tructions   0 or 990-EZ) 2010

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

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

Sec	tion A. Public Support						
	ndar year (or fiscal yr beginning in)	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	<b>(e)</b> 2010	(f) Total
1	Gifts, grants, contributions and membership fees received (Do not include						
	received (Do not include any 'unusual grants')	<u> </u>			1.		
2	Gross receipts from admis-				<del></del>	ļ	<del>-</del>
	sions, merchandise sold or services performed, or facilities						
	furnished in any activity that is related to the organization's		i				
	tax-exempt purpose						
3	Gross receipts from activities that are not an unrelated trade				1	1	
_	or business under section 513						=
4	Tax revenues levied for the organization's benefit and					]	
	either paid to or expended on its behalf						
5	The value of services or				·	<u> </u>	
	facilities furnished by a governmental unit to the						
•	organization without charge						-
	Total. Add lines 1 through 5  Amounts included on lines 1.					-	
	2, and 3 received from disqualified persons						
t	Amounts included on lines 2				<u> </u>	<del>                                     </del>	
	and 3 received from other than disqualified persons that						
	exceed the greater of \$5,000 or 1% of the amount on line 13	,			1		
	for the year						
	Add lines 7a and 7b						
8	Public support (Subtract line 7c from line 6)	,	,	-			
Sec	tion B. Total Support						
	dar year (or fiscal yr beginning in)►	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	<b>(e)</b> 2010	(f) Total
	Amounts from line 6 Gross income from interest,						
104	dividends, payments received						
	on securities loans, rents, royalties and income from						
ь	similar sources Unrelated business taxable			<del></del> -			<del></del>
	income (less section 511						
	taxes) from businesses acquired after June 30, 1975						
	Add lines 10a and 10b						
11	Net income from unrelated business activities not included in line 10b,					1	
	whether or not the business is regularly carried on						
12	Other income Do not include		-	<del>-</del>		<del>-  </del>	
	gain or loss from the sale of capital assets (Explain in			;		1	
13	Part IV)  Total support. (Add ins 9, 10c, 11, and 12)						
	First five years. If the Form 990 i organization, check this box and	s for the organiza	tion's first, secon	d, third, fourth o	r fifth tax vear as	a section 501(c)(3)	)
							<u> </u>
	tion C. Computation of Pub Public support percentage for 201			a 13 column (fl)		15	
	Public support percentage from 2	•	•	e 15, coluitiii (1))		16	<u></u>
	ion D. Computation of Inve						
	Investment income percentage fo			by line 13, colu	mn (f))	17	ફ
	Investment income percentage from				•	18	8
19 a	<b>33-1/3% support tests</b> — <b>2010.</b> If is not more than 33-1/3%, check	the organization of this box and stop	did not check the here. The organi	box on line 14, a zation qualifies a	nd line 15 is more	than 33-1/3%, and	d line 17 ►
ь	33-1/3% support tests - 2009. If	the organization of	did not check a bo	x on line 14 or li	ne 19a, and line 1	6 is more than 33.	□ □ □ 1/3%, and □ □
	line 18 is not more than 33-1/3%,	check this box a	nd <b>stop here.</b> The	organization qua	alifies as a publicly	y supported organi	zation
20	Private foundation. If the organiz	ation did not ched	ck a box on line 1	4, 19a, or 19b, cl	neck this box and	see instructions	<u>-                                    </u>

Schedule A	(Form 990 or 9	90-EZ) 2010	Resourc	e media			82-0564	961 Page 4
Part IV	<b>Supplement</b> Part II, line (See instruc	t <b>al Informa</b> 17a or 17b tions).	ition. Comp ; and Part I	lete this par II, line 12. A	t to provide t Ilso complete	the explanation the this part for a	ns required by P any additional in	art II, line 10; formation.
							<del>-</del>	
					·			

#### SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service Name of the organization

### **Supplemental Financial Statements**

► Complete if the organization answered 'Yes,' to Form 990, Part IV, lines 6, 7, 8, 9, 10, 11, or 12. ► Attach to Form 990. ► See separate instructions. OMB No 1545-0047

2010

Open to Public Inspection

Employer identification number

Resource Media		82-0564961
Part I Organizations Maintaining Dono	r Advised Funds or Other Similar Fur	nds 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 do funds are the organization's property, subject	nor advisors in writing that the assets held in d to the organization's exclusive legal control?	onor advised Yes No
6 Did the organization inform all grantees, done used only for charitable purposes and not for purpose conferring impermissible private ben	ors, and donor advisors in writing that grant fun the benefit of the donor or donor advisor, or fo efit?	ds can be r any other Yes No
Part II Conservation Easements. Comp	lete if the organization answered 'Yes'	to Form 990, Part IV, line 7.
Purpose(s) of conservation easements held be Preservation of land for public use (e.g., Protection of natural habitat	recreation or education) Preservation	of an historically important land area of a certified historic structure
Preservation of open space		
2 Complete lines 2a through 2d if the organizat last day of the tax year	ion held a qualified conservation contribution in	the form of a conservation easement on the
last day of the tax year		Held at the End of the Tax Year
a Total number of conservation easements		2a
<b>b</b> Total acreage restricted by conservation ease	ments	2b
c Number of conservation easements on a cert		2c
d Number of conservation easements included	in (c) acquired after 8/17/06, and not on a histo	oric 0.1
structure listed in the National Register  Number of conservation easements modified,	transferred released output ushed or termine	2d
tax year -	transferred, released, extinguished, or termina	ted by the organization during the
4 Number of states where property subject to co	onservation easement is located >	_
5 Does the organization have a written policy re and enforcement of the conservation easeme	garding the periodic monitoring, inspection, hants it holds?	ndling of violations, Yes No
6 Staff and volunteer hours devoted to monitori	ng, inspecting, and enforcing conservation easi	ements during the year
<ul><li>7 Amount of expenses incurred in monitoring, if</li><li>► \$</li></ul>	nspecting, and enforcing conservation easemer	nts during the year
8 Does each conservation easement reported o 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?	n line 2(d) above satisfy the requirements of se	Yes No
include, if applicable, the text of the footnote conservation easements	s conservation easements in its revenue and exper to the organization's financial statements that o	describes the organization's accounting for
Partill Organizations Maintaining Colle Complete if the organization ans	ections of Art, Historical Treasures, or wered 'Yes' to Form 990, Part IV, line	Other Similar Assets. 8.
1a If the organization elected, as permitted unde art, historical treasures, or other similar asset in Part XIV, the text of the footnote to its final	s held for public exhibition, education, or resea	nue statement and balance sheet works of rch in furtherance of public service, provide,
b if the organization elected, as permitted unde historical treasures, or other similar assets he following amounts relating to these items	r SFAS 116 (ASC 958), to report in its revenue ld for public exhibition, education, or research	statement and balance sheet works of art, in furtherance of public service, provide the
(i) Revenues included in Form 990, Part VIII,	line 1	<b>*</b> \$
(ii) Assets included in Form 990, Part X		<b>&gt;</b> \$
2 If the organization received or held works of a amounts required to be reported under SFAS	rt, historical treasures, or other similar assets t 116 (ASC 958) relating to these items	or financial gain, provide the following
a Revenues included in Form 990, Part VIII, line	e 1	<b>▶\$</b>
<b>b</b> Assets included in Form 990, Part X		<u>▶\$</u>

Schedule D (Form 990) 2010 Resource Media	82-	0564961	Page 2
Part III Organizations Maintaining Collections of Art, Historical Treasures, or	Other Similar	Assets (cont	ınued)
3 Using the organization's acquisition, accession, and other records, check any of the following ,items (check all that apply)	that are a signific	ant use of its co	llection
a Public exhibition d Loan or exchange programs			
b Scholarly research e Other			
c Preservation for future generations			
4 Provide a description of the organization's collections and explain how they further the organiz Part XIV	zation's exempt p	urpose in	
5 During the year, did the organization solicit or receive donations of art, historical treasures, or assets to be sold to raise funds rather than to be maintained as part of the organization's colli-	other similar ection?	Yes	No
Part IV Escrow and Custodial Arrangements. Complete if organization answer 9, or reported an amount on Form 990, Part X, line 21.	ed 'Yes' to For	rm 990, Part	V, line
1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other included on Form 990, Part X?	er assets not	Yes	No
<b>b</b> If 'Yes,' explain the arrangement in Part XIV and complete the following table			
		Amount	
c Beginning balance	1c		
d Additions during the year	1 d		
e Distributions during the year	1 e		

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. (d) Three years back (a) Current year (b) Prior year (c) Two 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

D	remailent endownent =
C	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

[	Yes	No
3a(i)		
3a(ii)		
3h		

Yes

No

**b** If 'Yes' to 3a(II), are the related organizations listed as required on Schedule R?

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

2a Did the organization include an amount on Form 990, Part X, line 21?

a Board designated or quasi-endowment

Part VI Land, Buildings, and Equip	ment. See Form 990, Pa	rt X, line 10.		<del></del>
Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
<b>b</b> Buildings				
c Leasehold improvements				
<b>d</b> Equipment				
e Other				
Total. Add lines 1a through 1e (Column (d) m	ust equal Form 990, Part X, co	olumn (B), line 10(c) )	•	0.

BAA

f Ending balance

Schedule **D** (Form 990) 2010

Part VII Investments—Other Securities. Se	e Form 990 Part X I		1364961 Pa
(a) Description of security or category	(b) Book value	(c) Method of va	luation
(including name of security)		Cost or end-of-year n	narket value
(1) Financial derivatives		<del></del>	
(2) Closely-held equity interests		<del>-</del>	
(3) Other	. – +	<u> </u>	
(A)			
(B)		<del></del>	
<u>(C)</u>			
<u></u>			
<u>(E)</u>		<u> </u>	· · · · · · · · · · · · · · · · · · ·
<u>(F)</u>		<del></del>	
<u>(Q)</u>			
(H)			
(1)			
Total. (Column (b) must equal Form 990 Part X, column (B) line 12.)	•		· · · · · · · · · · · · · · · · · · ·
Part VIII Investments—Program Related. (S		<del></del>	
(a) Description of investment type	(b) Book value	(c) Method of val Cost or end-of-year n	uation
(1)		Cost or end-or-year in	larket value
(1)			<del></del>
(3)		<del>                                     </del>	
(4)			<del></del>
(5)			<u> </u>
(6)			•••
(7)		<del></del>	
(8)		<del></del>	
(9)			
(10)			-
Total. (Column (b) must equal Form 990, Part X, column (B) line 13)	<b>•</b>		
Part IX Other Assets. (See Form 990, Part	X, line 15) N/A	1	
(a)	Description		(b) Book value
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			
(7)			
(8)		· · · · · · · · · · · · · · · · · · ·	
_(9)			
(10)			
Total. (Column (b) must equal Form 990, Part X, column			<b>&gt;</b>
Part X Other Liabilities. (See Form 990, Part X	art X, line 25)		
(a) Description of liability	(b) Amount		
(1) Federal income taxes			
(2)			•
(3)		<u> </u>	
(4)			•
(5)			•
(6)			•
(7)			
(8)		<b>_</b>	
(9)			
(10)			-
(11)			•
Total. (Column (b) must equal Form 990, Part X, column (B) line 25)	<b>&gt;</b>		· `.
2. FIN 48 (ASC 740) Footnote In Part XIV, provide the to	ext of the footnote to the o	organization's financial statements the	at reports the
organization's liability for uncertain tax positions under F	IN 48 (ASC 740)	See Part XIV	

Schedule D (Form 990) 2010 Resource Media	82-0564961	Page 4
Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements		
1 Total revenue (Form 990, Part VIII,column (A), line 12)		4,706,062.
2 Total expenses (Form 990, Part IX, column (A), line 25)		4,478,348.
3 Excess or (deficit) for the year Subtract line 2 from line 1		227,714.
4 Net unrealized gains (losses) on investments		
5 Donated services and use of facilities		
6 Investment expenses		
7 Prior period adjustments		
8 Other (Describe in Part XIV)		
9 Total adjustments (net) Add lines 4 through 8		
10 Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	L	227,714.
Part XII   Reconciliation of Revenue per Audited Financial Statements With Revenue		
1 Total revenue, gains, and other support per audited financial statements	1 4	4,706,062.
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a Net unrealized gains on investments		
b Donated services and use of facilities 2b		
c Recoveries of prior year grants		
d Other (Describe in Part XIV)		
e Add lines 2a through 2d	2e	
3 Subtract line 2e from line 1	3 4	1,706,062.
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1	[ ]	
a Investments expenses not included on Form 990, Part VIII, line 7b		
b Other (Describe in Part XIV )		
c Add lines 4a and 4b	4c	
5 Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)		,706,062.
Part XIII Reconciliation of Expenses per Audited Financial Statements With Expense		470 240
1 Total expenses and losses per audited financial statements 2 Amounts included an line 1 but not on Form 200. Port IX, line 25	<del> </del>	,478,348.
2 Amounts included on line 1 but not on Form 990, Part IX, line 25 a Donated services and use of facilities 2a		
a Donated services and use of facilities  b Prior year adjustments  2a  2b		
c Other losses 2c		
d Other (Describe in Part XIV )	<del></del>   [	
e Add lines 2a through 2d	2e	
3 Subtract line 2e from line 1		,478,348.
4 Amounts included on Form 990, Part IX, line 25, but not on line 1:	<del> </del>	1,470,540.
a Investments expenses not included on Form 990, Part VIII, line 7b		
<b>b</b> Other (Describe in Part XIV )		
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 4	,478,348.
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, f 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 co any additional information	Part IV, lines 1b and omplete this part to p	2b, rovide
Part.X-FIN.48.Footnote		
The_Internal Revenue Service and the state of Washington have det	termined that	<u>the</u>
Organization is exempt from federal and state income taxes under	<u>Internal Rev</u>	enue
<u>Code Section 501 (c) (3) and the Washington Revenue and Taxation</u>	Code. The	
Organization has evaluated its current tax positions and has cond	cluded that as	s_ <u>of</u>
<u>December 31, 2010, the Organization does not have any significant</u>	<u>uncertain ta</u>	3 <u>x</u>
positions for which a reserve would be necessary.		

Schedule D (Form 990) 2010 Resource Media	82-0564961	Page <b>5</b>
Part XIV: Supplemental Information (continued)		
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		<b></b>

### 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.

Attach to Form 990. ► See separate instructions.

OMB No 1545 0047

**2010** 

Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

Resource Media

Part | Questions Regarding Compensation

Employer identification number 82-0564961

			Yes	No
1	a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990. Part		163	INU
	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	1		;
	Tax indemnification and gross-up payments Health or social club dues or initiation fees		١.	
	Discretionary spending account Personal services (e.g , maid, chauffeur, chef)	1		
		1	ì	
	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	<u>1b</u>		ļ
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		-
•			İ	]
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			,
	X Compensation committee Written employment contract			- '
	X Compensation committee  X Compensation survey or study			1
	X Form 990 of other organizations X Approval by the board or compensation committee			
	Approval by the board of compensation committee			
				$\frac{1}{7}$
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.			}
	a Receive a severance payment or change-of-control payment from the organization or a related organization?	4a		X
	<b>b</b> Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b		Х
	c 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	]	٠,٠	- 1
		:		Ì
	Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.		- 1 T	` {
5	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of			1
	a The organization?	5a		X
	<b>b</b> Any related organization?	5b		X
	If 'Yes' to line 5a or 5b, describe in Part III			
6	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of			;
	a The organization?	6a		X,
	b Any related organization?	6ь		X
	If 'Yes' to line 6a or 6b, describe in Part III			
7	For persons listed in Form 990, Part VII. Section A. line 1a, did the organization provide any non-fixed narmonts act			
,	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If 'Yes,' describe in Part III	7		X
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53 4958-4(a)(3)? If 'Yes,' describe in Part III	8		Х
9	If 'Yes' to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations		$\neg \neg$	
	section 53 4958-6(c)?	9		

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

Schedule J (Form 990) 2010

Schedule J (Form 990) 2010 Resource Media

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

Page 2

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 o	(B) Breakdown of W-2 and/or 1099-MISC compensation	C compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns	(F) Compensation
(A) Name		(i) Base compensation	(II) Bonus and incentive compensation	(iii) Other reportable compensation	other deferred compensation	benefits	(B)(I)·(D)	reported in prior Form 990 or Form 990-EZ
Kirk Brown	€			0.	11,700.	8,657	215,357.	204,876.
		0.				0.	0.	
Ken Jones .		130,000.	3,000.		96,7,	19,188.	160,168.	170, 990.
- 1	▣	0.				0.	0.	0.
Keri Bolding	Θ	145,000.	7.000,3	0.	2,115.	5,940.	158,055.	0.
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01	₫							
ВАА				TEEA4102L 11)	11/15/10		Sched	Schedule J (Form 990) 2010

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

Name of the organization

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

OMB No 1545 0047

2010

Open to Public Inspection

Employer identification number

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. Department of the Treasury Internal Revenue Service

82-0564961 Resource Media Form 990. Part VI. Line 11b - Form 990 Review Process Independent Financial Audit Each year, Resource Media hires an independent audit and tax firm to perform an audit of our financial statements are preparation of the draft 990. The responsibility of hiring the auditor rests with the Audit Committee. Once the audited financial statements are complete and have been approved by the Audit Committee, the audit firm uses the financial statements to prepare the draft Form 990. Staff Review The preliminary review of the Form 990 is conducted by Resource Media's CFO. Once the CFO has performed an initial review and received any corrected versions from the audit firm, he forwards a draft version to the President/CEO. Board Review Once Resource Media staff has completed review of the Form 990, a draft copy is forwarded to: -The Board Chair -Finance Committee Members The Board Treasurer, who chairs the Finance Committee, is responsible for gathering input from the members of the Finance Committee. Based upon feedback from the Finance Committee, the Board Chair will determine the need for a conference call with RM Staff to review questions or concerns. The Board Chair will give final Board approval on the draft Form 990.

leadership positions.

The Management Committee of the Board uses this data to set comp levels for the

• Schedule <b>0</b> (Form 990 or 990-EZ) 2010	Page 2
Name of the organization  Resource Media	Employer identification number 82-0564961
Form 990, Part VI, Line 15b - Compensation Review & Approval Process for Officer	
We use an outside compensation consultant to do a salary surve	y every other year.
The Management Committee of the Board uses this data to set co	mp levels for the
leadership positions.	
Form 990, Part VI, Line 19 - Other Organization Documents Publicly Available	
Available upon request	

Resource Media   Second   Se	) . <b>S</b>	Schedule A	A, Part IV	- Supple	mental Info	rmation	Page
Part II, Line 10 - Other Income   2010   2009   2008   2007   2009   2008   2007   2009   2	RM		Re	esource Medi			
<u>Nature and Source</u> 2010 2009 2008 2007 200							09:3
	t II, Line 10 - Other	Income					
Miscellaneous 192 964 5 550 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 550 5 5 50 50	ure and Source	<u> </u>	2010	2009	2008	2007	2006
10001 <u>v 122.</u> <u>v 301.</u> <u>v 5. v 300.</u> <u>v</u>	cellaneous	Total S	192.	964.	<u>\$</u>	550. \$ 550 \$	625 625
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# (Rev January 2011)

Application for Extension of Time To File an Exempt Organization Return

File a separate application for each return.

OMB No 1545 1709

Department of the Treasury Internal Revenue Service

If you are filing for an Automatic 3-Month Extension, complete only Part I and check this box

• If you are filing for an Additional (Not Automatic) 3-Month Extension, complete only Part II (on page 2 of this form)

	_	
1	>	X

Do not complete Part II unless you have already been granted an automatic 3-month extension on a previously filed Form 8868 Electronic filing (e-file). You can electronically file Form 8868 if you need a 3-month automatic extension of time to file (6 months for a

request Associa	an extension of time to file any of the forms listed in ted With Certain Personal Benefit Contracts, which m ic filing of this form, visit www.irs.gov/efile and click	Part I or P oust be sent	art II with the exception of Form 8870, Ir to the IRS in paper format (see instruct	nformation Return fo	r Transfers
Part I	Automatic 3-Month Extension of Time.	Only subn	nit original (no copies needed).		
	ration required to file Form 990-T and requesting an			complete Part I only	, <b>▶</b> □
All other	r corporations (including 1120-C filers), partnerships, tax returns				
	Name of exempt organization			Employer identification	number
Type or print	Type or print				
File by the	Number, street, and room or suite number. If a P.O. box, see if		82-0564961		
due date fo filing your	325 Pacific Avenue 3rd Floor				
return See instructions		lress, see instru	octions		
	San Francisco, CA 94111				
	e Return code for the return that this application is fo	or (file a ser			01
Applicat Is For	ion	Return Code	Application Is For		Return Code
Form 99	0	01	Form 990-T (corporation)		07
Form 99	0-BL	02	Form 1041-A	<del></del>	08
Form 99	0-EZ	03	Form 4720		09
Form 99	0-PF	04	Form 5227		10
Form 99	0-T (section 401(a) or 408(a) trust)	05	Form 6069		11
	0-T (trust other than above)	06	Form 8870		12
Telep If the	hone No \( \bigsim \frac{415-397-5000}{415-397-5000} \) organization does not have an office or place of bus is for a Group Return, enter the organization's four is this box \( \bigsim \square \square \square \text{If it is for part of the group, check extension is for } \( \bigsim \frac{1}{2} \square \text{If it is for part of the group, check extension is for } \)	siness in the digit Group	Exemption Number (GEN) If	this is for the whole nd EINs of all meml	<b>▶</b> ☐ group, pers
unt	quest an automatic 3-month (6 months for a corporal 8/15, 20 _11 _, to file the exempt orge extension is for the organization's return for	•	•		
	X   calendar year 20 10 or tax year beginning, 20	, and endin	g, 20		
	ne tax year entered in line 1 is for less than 12 month Change in accounting period	ns, check re	eason Initial return Fina	al return	
3a If th	ns application is for Form 990-BL, 990-PF, 990-T, 47 refundable credits See instructions	20, or 6069,	, enter the tentative tax, less any	3a \$	0.
	ns application is for Form 990-PF, 990-T, 4720, or 60 ments made. Include any prior year overpayment allo			3ь\$	0.
c Bala EFT	ance due. Subtract line 3b from line 3a Include your PS (Electronic Federal Tax Payment System). See in	nstructions		<b>3c</b> \$	0.
	If you are going to make an electronic find withdraw	حنطة طقيسات	Form OOEO and Form OAEO FO and Free	- 0070 CO (- )	

Caution. If you are going to make an electronic fund withdrawal with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions

Form <b>8868</b>	(Rev 1-2011)				Page 2
• If you a	are filing for an Additional (Not Automatic) 3-Mon	th Extension	n, complete only Part II and check	this box	<b>•</b>
Note. Only	complete Part II if you have already been granted	d an automa	itic 3-month extension on a previou	isly filed Form 8868	
• If you a	are filing for an Automatic 3-Month Extension, co	mplete only	Part I (on page 1)		
Part II	Additional (Not Automatic) 3-Month Exte	ension of	Time. Only file the original (	no copies needed).	
	Name of exempt organization			Employer identification number	r
Type or Resource Media 82-0564				82-0564961	
	Number, street, and room or suite number. If a P.O. box, see inst	tructions			
File by the extended due date for filing the control of the contro					
return See instructions	City, town or post office, state, and ZIP code. For a foreign addre	ss, see instruction	ons		
	Oakland, CA 94612-2151				
Application	Return code for the return that this application is fo	Return	Application		01 Return
ls For		Code	Is For		Code
Form 990	<u> </u>	01			
Form 990-E	<u>3L</u>	02	Form 1041-A		08
Form 990-E		03	Form 4720		09
Form 990-F	<u> </u>	04	Form 5227		10
Form 990-1	(section 401(a) or 408(a) trust)	05	Form 6069		11
	(trust other than above)	06	Form 8870		12
	not complete Part II if you were not already grant	ed an autom	<u>atic 3-month extension on a previ</u>	ously filed Form 8868.	
	ks are in care of Ken Jones				
			415-397-5020		
	rganization does not have an office or place of but				▶ [_]
	s for a Group Return, enter the organization's four				is for the
	_	oup, check th	nis box 🏲 🔝 and attach a list wi	th the names and EINs of	i all
	ne extension is for	11/15			
4 I requ	est an additional 3-month extension of time until	<u> </u>	, 20 _11		
5 For ca	alendar year $2010$ , or other tax year beginning tax year entered in line 5 is for less than 12 month	9	, 20 , and ending_	<del></del> <sup>, 20</sup>	_
Cı	hange in accounting period		<del>_</del>	_	
7 State	in detail why you need the extensionTaxpa	ayer res	spectfully_requests_add	ditional time to	
<u>gat</u> l	her information necessary to fi	le a com	plete and accurate tax	k return.	
	application is for Form 990-BL, 990-PF, 990-T, 47 fundable credits. See instructions	20, or 6069,	enter the tentative tax, less any	8a \$	
payme	application is for Form 990-PF, 990-T, 4720, or 60 ents made Include any prior year overpayment all orm 8868	069, enter ar owed as a c	ny refundable credits and estimated redit and any amount paid previous	d tax sty 8b\$	
c Balanc	c <b>e due.</b> Subtract line 8b from line 8a Include your 5 (Electronic Federal Tax Payment System). See i	nstructions		8c \$	
	5		Verification		
orrect, and con	of perjury, I declare that I have examined this form, including accomplete, and that I am authorized to prepare his form  Title	mpanying sched	lules and statements, and to the best of my kno	owledge and belief, it is true,	u
ignature AA		EIEZ0502L 1	21/15/10	Form <b>8868</b> (R	ev 1-2011)