

Visions

KQED

spring 2005

Financial & Estate Planning Ideas for Friends of KQED

Endowment: It Keeps Giving and Giving

In previous *Visions* issues we've discussed legacy gifts to KQED that will benefit KQED and bring you tax benefits and income for life. In this issue we discuss how — through the KQED Endowment — your gift can bring KQED income for *its* life and bring you the satisfaction of leaving a truly lasting legacy. In this way, your endowment gift can keep giving and giving.

Your Endowment Gift Will Endure

Endowment gifts are the perfect tool to create a lasting legacy. KQED's policies prevent us from spending the endowment principal. Only the earnings can be spent to meet the purposes of the endowment, leaving the principal to grow and continue generating revenue to support our programs. Buildings may crumble, and technology and programs will change, but your endowment gift will endure. Moreover, a growing endowment enables KQED to plan with confidence. We can project endowment income and develop programs accordingly, over time reducing our dependence on pledge and other annual-based fundraising.

The Endowment's permanence is exactly what attracts donors to this means of supporting KQED. They like the idea that even after they are gone and can no longer make annual gifts, their endowment gifts will continue their support.

Your Endowment Will Ennoble

When you establish an endowment, you ennoble KQED. That is, you deepen our financial foundation and lift us higher in the minds of our audiences. Through your endowment gift, you say, "This is an organization worthy of my resources. I expect KQED to be fulfilling its mission far into the future." Your prudent and forward-

looking action encourages us and challenges us to honor your investment.

You also give your children and grandchildren added reason to appreciate their heritage. The ongoing impact of your endowment reminds them of who they are and inspires them. Moreover, if, like so many Bay Area residents, they have grown up with KQED and appreciate our programming, they will be proud that you have made such a long-lasting gift. An endowment gift can also give the opportunity to memorialize and honor a loved one or other respected person.

How to Fund Your Endowment Gift

"Only rich people can create endowments." That may be true if you set your sights on a large named endowment fund. But anyone can make an endowment gift — large or small — that when added to other endowment gifts, will make a real difference to KQED's future. While we welcome outright gifts to Endowment now, most support for our Endowment comes not from assets you may still need, but from bequests made by living trust or will. Endowment gifts can be restricted to specific program areas or unrestricted for general use. Endowment support can come from a single gift or build over time with repeated gifts.

Do It Now

Some people prefer to make endowment gifts now so they can enjoy watching them grow and benefit KQED. Current endowment gifts can be funded with cash, appreciated securities, or tangible property. In fact, a gift of appreciated property can bring you a charitable deduction as well as capital gain tax savings. Spreading cash gifts over several years may also bring you tax benefits.

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photo: Dong LinkKQED

Pacific Time

Pacific Time explores the ideas, trends and cultural patterns that flow between Asia and North America. The program, hosted by Vietnam native Nguyen Qui Duc, and reported from both sides of the Pacific, covers economics, language, politics, public policy, arts, and sports. Tune in to *Pacific Time* Thursdays at 6:30 and 11 p.m., or visit program archives at www.kqed.org/pacifictime.



photo: TV Pic/CHORION

MYSTERY!

Derek Jacobi stars as Colonel Protheron with Geraldine McEwan as Miss Marple in *The Murder at the Vicarage* Sundays, April 17 and 24, 9-10 p.m.

Inside:

- Behind the Scenes with CEO Jeff Clarke
- Program Notes



The Life and Times of Frida Kahlo airs Wednesday, March 23, 9:00-10:30 p.m.

Not In Our Town Northern California: When Hate Happens Here

A co-production of KQED Public Television and The Working Group, *Not In Our Town Northern California* looks at five local communities over a five-year period as they take action when their neighbors are targets of intolerance. Premiering on Friday, April 8, at 9 p.m. on KQED Public Television 9, *Not In Our Town Northern California* will also air on KQED's digital channels. For more information, visit www.kqed.org/niot.



photo: Darlene Miller

Welcome to New Legacy Society Members

The Jonathan C. Rice Legacy Society honors those who have had the vision to support KQED with a planned gift. The following people became Legacy Society members in 2004.

- Anonymous (13)
- Barbara M. Baumgardner
- Robert Brunner
- Helen Buchanan
- Jeff and Gail Clarke
- Caitlin Croughan
- Robert and Patricia Duey
- Susan Hart Fritz
- Elizabeth L. and Richard S. Kinyon
- Margaret Ann Phillips
- Maria Pimentell
- Lucy Portscher
- Joseph A. Reichel, Jr.
- Stewart Samelson and Judy Katz
- Reed Stevens and James Tirjan
- Peter S. Tannen
- Charles G. Trimbach
- Janet H. Willis

Legacy gifts help ensure KQED's long-term future. This legacy can take the form of a bequest in your will or living trust, a charitable gift annuity, charitable remainder trust, or other testamentary vehicle. To learn more about the Legacy Society, please contact us at (415) 553-2230 or legacy@kqed.org, or visit us at www.kqed.org/giftplanning.

Behind the Scenes with Jeff Clarke

KQED's President and CEO, Jeff Clarke, says he lives by the three management rules he learned from his older brother: be fair; be honest; and do the best you can. These simple tenets have guided Jeff in his public broadcasting career, which spans 27 years in St. Louis, Madison, Houston, and now the Bay Area.

Nearly three years ago Jeff jumped at the opportunity to lead KQED because of the station's premiere reputation, outstanding community support, and its organizational strength. He adds that the beauty and diversity of the Bay Area also lured him.

In collaboration with KQED's Board and staff, Jeff provides the vision and leadership for the station. A typical week includes meetings, greetings, and events, as well as early morning conference calls with colleagues across the country and many working breakfasts and lunches to explore linkages among KQED and Bay Area community partners. Jeff says, "we are always searching for meaningful partnerships to better steward our resources and bring more programming and services to Northern Californians." Recent partnerships with other public broadcasters, local cultural and educational institutions, and others have yielded such productions as *FRONTLINE/World*, *Spark*, and *Othello*.

Jeff enjoys his role of providing an overarching vision of KQED's direction in content programming. He is particularly excited that KQED will bring the Cousteau family back to public television with the high-definition production of *Jean-Michel Cousteau's Ocean Adventures*, to be broadcast nationally on PBS in prime time.

Jeff also enjoys meeting with donors and fund raising committees who work to raise support for KQED's programming activities.

He continues to be impressed with the wonderful philanthropic spirit of the Northern California community. During his first two years on the job he led KQED through the final stages of its successful \$75 million Campaign for the Future, and recently he and the Board approved a new five year strategic plan.

As part of KQED's mission to provide the people of Northern California with consistently high quality, non-commercial media that inform, educate, and entertain, the strategic plan calls for increased emphasis on KQED-created, owned, branded, and/or presented content that reaches more viewers, listeners, and users. Undergirding these content goals is the need to build a long-term sustainable financial operating model. In fact, Jeff spends the majority of his time in this pursuit. Last year he had to make some difficult decisions. To balance the budget and maintain a quality staff, KQED took rigorous belt-tightening measures. In the new fiscal year, loyal member support and the economy's rebound have lifted the economic strains on KQED's nearly \$43 million annual operating budget.

Jeff has high hopes for building the KQED Endowment, setting a milestone for 2009 of reaching an endowment amount of \$50 million. This would allow KQED's endowment earnings to significantly contribute each year to operating expenses, giving us a head-start on the revenues we must annually raise from scratch.

A strong Endowment will ensure that the fifty-year legacy of station co-founders Jonathan C. Rice and Jim Day remains strong far into the future. To that end, Jeff and his wife, Gail, have joined KQED's Jonathan C. Rice Legacy Society members

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photo: John Wehausen



Truly CA: Our State, Our Stories

KQED's new series of eclectic independent documentaries, *Truly CA: Our State, Our Stories*, premieres Sunday, April 24 at 6 p.m. with *Counting Sheep*, which chronicles efforts to preserve the endangered bighorn sheep in the Sierra Nevada Mountains.

Jeff Clarke: Biographical Highlights

BIRTHPLACE: Ripon, Wisconsin (The same person founded Ripon, California.)

FAMILY: Wife, Gail, a registered nurse, and — residing in Houston — daughter, Melissa, son-in-law, Brandon, and two grand-daughters, Makenna and Paige

PET: Eight-year-old basset hound, Abigail

RESIDENCE: Mill Valley, overlooking Richardson Bay

FAVORITE BAY AREA LOCATION: Muir Woods

FAVORITE PASTIMES: Aviation, photography, exploring beaches, travel

START IN BROADCASTING: Nightly country-western disc jockey for local AM-FM radio station as a high school junior, starting in 1965; commercial television news reporter and anchor in 1970s; reporter for *Nightly Business Report* in 1980s

COMMUNITY SERVICE: Boards of Directors for the Commonwealth Club, World Affairs Council, and the Asia Society

PROFESSIONAL AFFILIATIONS: Boston-based American Public Television Board of Directors, Pacific Mountain Network



photo: Jeremy Dell/KQED

Jeff Clarke in KQED's new Master Control Room.

Executive Council, California Public Television Stations Vice Chair

PUBLIC BROADCASTERS WOULD MOST LIKE TO MEET: *Car Talk's* Tom and Ray Magliozzi

FAVORITE KQED EVENT: Thanksgiving "Festival" celebration. Staff members bring their favorite holiday dishes, and Jeff carves the turkeys with KQED's senior staff and volunteers.

Recent Estate Gifts

KQED is grateful for the more than \$2.6 million from 19 estates it received in 2004. These far-sighted donors — many of whom were KQED members for decades — made legacy gifts in amounts from \$500 to nearly \$1.3 million. Unless otherwise designated, all legacy gifts are added to the KQED Endowment.

Miles Bohm Auer Trust • Russell B. and Florence A. Baker Trust • Estate of John J. Dalton • Christina V. Duvaras Trust •

Richard Foorman Trust • Estate of Ginger L. C. Gould • Marie Nolden Hull Trust • Estate of Norman O. Jenssen • Robert L. Kehoe Trust • Robert E. Little Trust • Martha A. Procter Trust • Mitchell and Shirley Raskin Trust • Lily R. Reighley Trust • Gary Lynn Rekow IRA • Estate of Betty Rowney • Harold A. Solinger Trust • Frank C. and Farryll Dean Strickland Trust • Estate of Lucy Lathrop Boggs Truitt • Claire Steel Zinkand Trust

A Charitable Annuity: The Gift That Pays

In exchange for a gift of \$10,000 or more, KQED can offer you (or you and your spouse) a fixed annual income for life. Your age (and that of your spouse) determines the annuity rate that KQED can offer.

Some Sample Current Rates

Your Age	Annuity Rate
65	6.0%
75	7.1%
85	9.5%
90 ^{and over}	11.3%

(COUPLES)

Your Ages	Annuity Rate
67/65	5.7%
75/73	6.2%
85/83	7.6%
95/95 ^{and over}	11.1%

You can make a gift using cash, stock, or mutual funds. Your gift will bring you income for life and may benefit you by reducing your taxes. And it will provide meaningful support to KQED.

For more information, please return the enclosed reply card, or contact KQED's Gift Planning department at (415) 553-2230 or legacy@kqed.org. If you tell us your age(s), we can customize your proposal.

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photo: Ricardo Gomes

Social entrepreneur Maria Teresa (Tete) Leal with the seamstresses of Coopa-Roca, in Rocinha, a favela of Rio.

The New Heroes

The New Heroes, a four-part series, reveals the passion and determination of individuals attempting to transform society through social entrepreneurship. Hosted by Robert Redford, *The New Heroes* airs Tuesdays, June 28 and July 5.

Visions

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NATURE: Deep Jungle

Deep Jungle, a three-hour *NATURE* miniseries, filmed in 14 countries, reveals how new technology and scientific ingenuity are unlocking age-old secrets of the world's rainforests. *Deep Jungle* airs Sundays, April 17-May 1, 8 p.m.



photo: Ceda Prudente

Dr. Roman Dial climbs a 150-foot tree in Borneo

Behind the Scenes with Jeff Clarke (continued from page 2)

by making their own estate planned gift commitment to KQED. They hope *Visions* readers will join them and the many other

KQED members who are leaving a legacy to the Bay Area community with their commitment to the KQED Endowment.

Endowment: It Keeps Giving and Giving (continued from page 1)

Do It Later

While it may not be feasible to start an endowment now, your estate may have enough resources at your death. Consider these possibilities:

Use a bequest through your will or trust.

The most popular way to fund a future endowment gift is to earmark a portion of your estate for this purpose.

Use a gift annuity or the remainder of a trust.

Some donors establish a charitable remainder trust during life to provide themselves with ongoing income. When they are gone, whatever remains in the trust is distributed according to the trust document's instructions. This can include funding an endowment gift to KQED. A similar type of gift is the charitable gift annuity, which also provides the donor with income for life and an eventual endowment gift to KQED. Both life-income gifts can also bring current tax benefits.

Use retirement plans or life insurance proceeds.

You can name KQED as beneficiary or

contingent beneficiary of a retirement plan. Or, if you have a life insurance policy you no longer need, you could sign over part or all of the plan to KQED as an endowment gift.

Looking Ahead

KQED has developed sound policies for creating and managing its endowment funds. Formally established six years ago, the KQED Endowment was valued at less than \$2 million and has now grown to nearly \$25 million, generating enough revenue to contribute significantly to KQED's operating costs. In its new Strategic Plan, KQED's Board of Directors set the ambitious goal of more than doubling the Endowment by 2009. A robust endowment means that KQED does not have to begin fundraising each year at zero, and can rely more on the steady funding base our endowment provides. KQED's loyal supporters have given the Endowment a most healthy start. Now new current and deferred endowment gifts will enable us to reliably increase support to the television, radio, and internet programming our community values so highly.

For more information:

Please mail the enclosed confidential reply card today for more information about how to support KQED through Endowment gifts. You may also request your *2005 Personal Planning Guide* with tools for rating the effectiveness of your estate plan, as well as ideas and strategies on estate and gift taxes, gifts from your estate, income tax planning, charitable gift annuities and charitable remainder trusts, and other financial planning. We will also send you our complimentary brochure about ways to give and receive lifetime payments, tax savings, and other benefits.

Or call (415) 553-2230 to request this or other information.

If you prefer, you may write to:

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