

# Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Form **990**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2014

Department of the Treasury  
Internal Revenue Service

▶ Do not enter Social Security numbers on this form as it may be made public.  
▶ Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Open to Public Inspection

**A** For the **2014** calendar year, or tax year beginning 07/01, 2014, and ending 06/30, 2015

<b>B</b> Check if applicable:  <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C</b> Name of organization WHY, INC. Doing Business As			<b>D</b> Employer identification number 23-1438083		
	Number and street (or P.O. box if mail is not delivered to street address) Room/suite		<b>E</b> Telephone number (215) 351-1200			
	150 NORTH SIXTH STREET City or town, state or province, country, and ZIP or foreign postal code PHILADELPHIA, PA 19106			<b>G</b> Gross receipts \$ <u>34,109,816.</u>		
	<b>F</b> Name and address of principal officer: WILLIAM MARRAZZO 150 NORTH SIXTH STREET PHILADELPHIA, PA 19106			<b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions)		
<b>I</b> Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527						
<b>J</b> Website: ▶ HTTP://WWW.WHY.ORG						
<b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶						
				<b>L</b> Year of formation: 1953		
				<b>M</b> State of legal domicile: PA		

**Part I Summary**

<b>Activities &amp; Governance</b>	1	Briefly describe the organization's mission or most significant activities: <u>WHYY IS THE PHILADELPHIA REGION'S LEADING PUBLIC MEDIA PROVIDER, SERVING SOUTHEASTERN PENNSYLVANIA, SOUTHERN NEW JERSEY, AND ALL OF DELAWARE.</u>		
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3	Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	30.
	4	Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	29.
	5	Total number of individuals employed in calendar year 2014 (Part V, line 2a)	<b>5</b>	233.
	6	Total number of volunteers (estimate if necessary)	<b>6</b>	1,659.
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	62,665.
	b Net unrelated business taxable income from Form 990-T, line 34	<b>7b</b>	0	
<b>Revenue</b>			<b>Prior Year</b>	<b>Current Year</b>
	8	Contributions and grants (Part VIII, line 1h)	23,306,887.	22,886,690.
	9	Program service revenue (Part VIII, line 2g)	5,775,584.	8,517,126.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	260,627.	619,203.
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	978,423.	456,013.
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	30,321,521.	32,479,032.
<b>Expenses</b>	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0	0
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	14,288,396.	15,272,644.
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	0	0
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>6,887,894.</u>		
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	15,296,964.	15,250,688.
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	29,585,360.	30,523,332.
19	Revenue less expenses. Subtract line 18 from line 12	736,161.	1,955,700.	
<b>Net Assets or Fund Balances</b>			<b>Beginning of Current Year</b>	<b>End of Year</b>
	20	Total assets (Part X, line 16)	33,293,595.	33,804,877.
	21	Total liabilities (Part X, line 26)	10,371,927.	9,367,237.
22	Net assets or fund balances. Subtract line 21 from line 20	22,921,668.	24,437,640.	

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**Part II Signature Block**

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

<b>Sign Here</b>	▶ Signature of officer	Date			
	▶ Type or print name and title				
<b>Paid Preparer Use Only</b>	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	MARC R BERGER CPA		6/22/16	<input type="checkbox"/>	P01871563
	Firm's name ▶ BDO USA, LLP	Firm's EIN ▶ 13-5381590		Phone no. 215-564-1900	
Firm's address ▶ 1801 MARKET STREET, SUITE 1700 PHILADELPHIA, PA 19103					

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

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990** (2014)

**Part III Statement of Program Service Accomplishments**

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

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

ATTACHMENT 1

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

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

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

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

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

**4a** (Code: ) (Expenses \$ 11,622,725. including grants of \$ ) (Revenue \$ 1,805,500. )

ATTACHMENT 2

**4b** (Code: ) (Expenses \$ 7,818,194. including grants of \$ ) (Revenue \$ 5,422,658. )

ATTACHMENT 3

**4c** (Code: ) (Expenses \$ 1,820,761. including grants of \$ ) (Revenue \$ 707,250. )

ATTACHMENT 4

**4d** Other program services (Describe in Schedule O.) ATTACHMENT 5  
(Expenses \$ 217,955. including grants of \$ ) (Revenue \$ 519,053. )

**4e** Total program service expenses ▶ 21,479,635.

Part IV Checklist of Required Schedules

Table with 3 columns: Question, Yes, No. Rows 1-20b detailing various organizational requirements and their status.

Part IV Checklist of Required Schedules (continued)

Table with 3 columns: Question ID, Question Text, Yes, No. Rows include questions 21 through 38 regarding grants, compensation, tax-exempt bonds, and organizational transactions.

Part V Statements Regarding Other IRS Filings and Tax Compliance

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

Table with columns for line number, description, and Yes/No checkboxes. Includes sections for backup withholding, employee reporting, foreign accounts, prohibited tax shelter transactions, deductible contributions, and 501(c)(7), (12), and (29) organizations.

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

Check if Schedule O contains a response or note to any line in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include 1a (30), 1b (29), 2, 3, 4, 5, 6, 7a, 7b, 8a, 8b, 9.

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

Table with 3 columns: Question, Yes, No. Rows include 10a, 10b, 11a, 11b, 12a, 12b, 12c, 13, 14, 15a, 15b, 16a, 16b.

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed NJ, PA,
18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
20 State the name, address, and telephone number of the person who possesses the organization's books and records:

A. WILLIAM DANA, CFO 150 NORTH SIXTH STREET PHILADELPHIA, PA 19106 215-351-1200

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

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

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

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

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

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

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

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) -----										
(2) L. FREDERICK SUTHERLAND CHAIRMAN OF THE BOARD	1.00 0	X					0	0	0	
(3) JOHN F. SALVESON VICE-CHAIRMAN OF THE BOARD	1.00 0	X					0	0	0	
(4) LARRY WEISS TREASURER	1.00 0	X					0	0	0	
(5) BARBARA C. BISGAIER SECRETARY	1.00 0	X					0	0	0	
(6) CRAIG L. ADAMS DIRECTOR	1.00 0	X					0	0	0	
(7) LINDA L. AMMONS DIRECTOR	1.00 0	X					0	0	0	
(8) ROBERT D. AURITT DIRECTOR	1.00 0	X					0	0	0	
(9) BARBARA A. AUSTELL DIRECTOR	1.00 0	X					0	0	0	
(10) SANDRA K. BALDINO DIRECTOR	1.00 0	X					0	0	0	
(11) TERESA BRYCE BAZEMORE DIRECTOR	1.00 0	X					0	0	0	
(12) STEVEN SCOTT BRADLEY DIRECTOR	1.00 0	X					0	0	0	
(13) RICHARD P. BROWN, JR. DIRECTOR	1.00 0	X					0	0	0	
(14) JERRY S. BUCKLEY DIRECTOR	1.00 0	X					0	0	0	

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 15) BENITO CACHINERO-SANCHEZ DIRECTOR	1.00 0	X					0	0	0	
( 16) HONORABLE MICHAEL N. CASTLE DIRECTOR	1.00 0	X					0	0	0	
( 17) KATHLEEN P. CHIMICLES DIRECTOR	1.00 0	X					0	0	0	
( 18) WALTER D'ALESSIO DIRECTOR	1.00 0	X					0	0	0	
( 19) JOSEPH G. DIPINTO DIRECTOR	1.00 0	X					0	0	0	
( 20) ELIZABETH H. GEMMILL DIRECTOR	1.00 0	X					0	0	0	
( 21) STANLEY H. GREENE DIRECTOR	1.00 0	X					0	0	0	
( 22) WILLIAM B. PETERSEN DIRECTOR	1.00 0	X					0	0	0	
( 23) DANIEL J. PHELAN DIRECTOR	1.00 0	X					0	0	0	
( 24) VIVIAN WEYERHAEUSER PIASECKI DIRECTOR	1.00 0	X					0	0	0	
( 25) CHARLES P. PIZZI DIRECTOR	1.00 0	X					0	0	0	
<b>1b Sub-total</b> . . . . .							675,112.	0	28,606.	
<b>c Total from continuation sheets to Part VII, Section A</b> . . . . .							2,161,958.	0	270,524.	
<b>d Total (add lines 1b and 1c)</b> . . . . .							2,837,070.	0	299,130.	

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 22

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

**Section B. Independent Contractors**

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

(A) Name and business address	(B) Description of services	(C) Compensation
ATTACHMENT 6		

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ► 8



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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 26) MARVIN O. SCHLANGER ----- DIRECTOR	1.00 0	X					0	0	0	
( 27) ANNE FAULKNER SCHOEMAKER ----- DIRECTOR	1.00 0	X					0	0	0	
( 28) MOLLY D. SHEPARD ----- DIRECTOR	1.00 0	X					0	0	0	
( 29) GERARD H. SWEENEY ----- DIRECTOR	1.00 0	X					0	0	0	
( 30) STEPHANIE A. ZARUS ----- DIRECTOR	1.00 0	X					0	0	0	
( 31) MARBAN SPARKMAN ----- DIRECTOR EMERITUS	1.00 0	X					0	0	0	
( 32) KYRA G. MCGRATH ----- EXECUTIVE VP & COO	40.00 0			X			251,092.	0	31,129.	
( 33) A. WILLIAM DANA ----- SENIOR VP & COO	40.00 0			X			190,910.	0	24,114.	
( 34) CHRISTINE DEMPSEY ----- VP & CHIEF CONTENT OFFICE	40.00 0			X			124,016.	0	21,825.	
( 35) ROSEANN OLEYN ----- VP, INSTITUTIONAL ADVANCEMENT	40.00 0			X			179,557.	0	10,171.	
( 36) CHRISTOPHER M. SATULLO ----- VP OF NEWS & CIVIC DIALOGUE	40.00 0			X			170,624.	0	5,815.	
<b>1b Sub-total</b> . . . . .										
<b>c Total from continuation sheets to Part VII, Section A</b> . . . . .										
<b>d Total (add lines 1b and 1c)</b> . . . . .										

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 22

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

**Section B. Independent Contractors**

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

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

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

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 37) WILLIAM J WEBER VP & CHIEF TECHNOLOGY OFFICER	40.00 0			X				166,549.	0	16,712.
( 38) ARTHUR ELLIS VP, COMMUNICATIONS & RELATIONS	40.00 0			X				121,219.	0	20,659.
( 39) KEVIN A. YOSHIOKA VP, DATA ANALYTICS & PLANNING	40.00 0			X				115,529.	0	24,734.
( 40) TERRY GROSS HOST - FRESH AIR	40.00 0					X		291,846.	0	28,605.
( 41) DANIEL B. MILLER EXECUTIVE PRODUCER - FRESH AIR	40.00 0					X		176,153.	0	19,289.
( 42) MARJORIE MOSS-COANE HOST - RADIO TIMES	40.00 0					X		136,144.	0	21,917.
( 43) STEPHEN T. ROLL CORPORATE UNDERWRITING REP.	40.00 0					X		119,456.	0	25,031.
( 44) ALBERT E. DAVIES SENIOR REPORTER	40.00 0					X		118,863.	0	20,523.
( 45) WILLIAM J. MARRAZZO* PRESIDENT & CEO	40.00 0	X		X				* 675,112.	0	28,606.

**\* Part VII, Section A****Compensation**

WHYY has a non-qualified supplemental retirement plan (KEYSOP) funded through deferred compensation of eligible employees. For Mr. Marrazzo, options in the KEYSOP became due beginning with his 65th birthday in 2014 and will continue through 2018.

Compensation included in Column D is reported in accordance with IRS guidelines, which require that all not-for-profit organizations report deferred employee compensation in both the year that it is earned and then again in the year that it is disbursed. As a result, included in the W-2 compensation for Mr. Marrazzo is \$97,296 of payments made associated with options exercised under the KEYSOP. WHYY previously included the value of these options in Mr. Marrazzo's compensation in prior years and therefore the value of the payments is not additional compensation to him for the 2014 calendar year covered by the W-2 reported here.

**Bonuses**

Column D includes bonuses previously accrued for the year ending June 30, 2013. Bonuses are performance based and subject to the approval of the Executive Committee of the Board of Directors.

**Part VIII Statement of Revenue**

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

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1a</b> Federated campaigns . . . . .	<b>1a</b>					
	<b>b</b> Membership dues . . . . .	<b>1b</b>	14,424,650.				
	<b>c</b> Fundraising events . . . . .	<b>1c</b>	206,989.				
	<b>d</b> Related organizations . . . . .	<b>1d</b>					
	<b>e</b> Government grants (contributions), . . . . .	<b>1e</b>	675,000.				
	<b>f</b> All other contributions, gifts, grants, and similar amounts not included above . . . . .	<b>1f</b>	7,580,051.				
	<b>g</b> Noncash contributions included in lines 1a-1f: \$ . . . . .						
	<b>h Total.</b> Add lines 1a-1f . <b>ATTACHMENT 11</b> . . . . . ▶			22,886,690.			
<b>Program Service Revenue</b>			<b>Business Code</b>				
	<b>2a</b> PROGRAM CONTRACTS & OTHER PROJECTS . . . . .		515100	8,517,126.	8,454,461.	62,665.	
	<b>b</b> . . . . .						
	<b>c</b> . . . . .						
	<b>d</b> . . . . .						
	<b>e</b> . . . . .						
	<b>f</b> All other program service revenue . . . . .						
<b>g Total.</b> Add lines 2a-2f . . . . . ▶			8,517,126.				
<b>Other Revenue</b>	<b>3</b> Investment income (including dividends, interest, and other similar amounts). <b>ATTACHMENT 7</b> . . . . . ▶			118,371.			118,371.
	<b>4</b> Income from investment of tax-exempt bond proceeds . . . . . ▶			0			
	<b>5</b> Royalties . . . . . ▶			28,033.			28,033.
		(i) Real	(ii) Personal				
	<b>6a</b> Gross rents . . . . .	223,211.					
	<b>b</b> Less: rental expenses . . . . .						
	<b>c</b> Rental income or (loss) . . . . .	223,211.					
	<b>d</b> Net rental income or (loss) . . . . . ▶			223,211.			223,211.
	<b>7a</b> Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other				
		2,081,905.					
	<b>b</b> Less: cost or other basis and sales expenses . . . . .			1,581,073.			
	<b>c</b> Gain or (loss) . . . . .			500,832.			
	<b>d</b> Net gain or (loss) . . . . . ▶			500,832.			500,832.
	<b>8a</b> Gross income from fundraising events (not including \$ 206,989. of contributions reported on line 1c). See Part IV, line 18 . . . . . <b>a</b>		<b>ATCH 8</b>				
		49,711.					
<b>b</b> Less: direct expenses . . . . . <b>b</b>		49,711.					
<b>c</b> Net income or (loss) from fundraising events. <b>ATCH 9</b> ▶			0				
<b>9a</b> Gross income from gaming activities. See Part IV, line 19 . . . . . <b>a</b>							
<b>b</b> Less: direct expenses . . . . . <b>b</b>							
<b>c</b> Net income or (loss) from gaming activities . . . . . ▶			0				
<b>10a</b> Gross sales of inventory, less returns and allowances . . . . . <b>a</b>							
<b>b</b> Less: cost of goods sold . . . . . <b>b</b>							
<b>c</b> Net income or (loss) from sales of inventory . . . . . ▶			0				
Miscellaneous Revenue			<b>Business Code</b>				
<b>11a</b> OTHER INCOME . . . . .		900099		204,769.			204,769.
<b>b</b> . . . . .							
<b>c</b> . . . . .							
<b>d</b> All other revenue . . . . .							
<b>e Total.</b> Add lines 11a-11d . . . . . ▶				204,769.			
<b>12 Total revenue.</b> See instructions . . . . . ▶				32,479,032.	8,454,461.	62,665.	1,075,216.

**Part IX Statement of Functional Expenses**

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

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

<b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 . . . . .	0			
2 Grants and other assistance to domestic individuals. See Part IV, line 22 . . . . .	0			
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16 . . . . .	0			
4 Benefits paid to or for members . . . . .	0			
5 Compensation of current officers, directors, trustees, and key employees . . . . .	1,994,607.	962,755.	549,482.	482,370.
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			
7 Other salaries and wages . . . . .	13,278,037.	10,277,242.	749,418.	2,251,377.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	0			
9 Other employee benefits . . . . .	0			
10 Payroll taxes . . . . .	0			
11 Fees for services (non-employees):				
a Management . . . . .	0			
b Legal . . . . .	69,349.	30,492.	38,857.	
c Accounting . . . . .	185,806.	38,516.	133,810.	13,480.
d Lobbying . . . . .	11,313.	11,313.		
e Professional fundraising services. See Part IV, line 17.	0			
f Investment management fees . . . . .	0			
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.) . . . . .	0			
12 Advertising and promotion . . . . .	1,242,589.			1,242,589.
13 Office expenses . . . . .	268,425.	160,766.	69,799.	37,860.
14 Information technology . . . . .	471,005.	240,068.	23,830.	207,107.
15 Royalties . . . . .	0			
16 Occupancy . . . . .	0			
17 Travel . . . . .	143,063.	86,030.	28,892.	28,141.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials	0			
19 Conferences, conventions, and meetings . . . . .	0			
20 Interest . . . . .	620,111.	193,348.	108,380.	318,383.
21 Payments to affiliates . . . . .	0			
22 Depreciation, depletion, and amortization . . . . .	1,092,795.	1,021,530.	26,617.	44,648.
23 Insurance . . . . .	146,617.	116,502.	15,798.	14,317.
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a PROGRAM PRODUCTION FEES	6,896,532.	6,896,532.		
b MEMBERSHIP DEVELOPMENT EXP	1,606,367.			1,606,367.
c TRANSMITTER/STUDIO MAINTENAN	662,230.	662,230.		
d BUILDING MAINTENANCE & OPERA	569,181.	499,761.	23,488.	45,932.
e All other expenses	1,265,305.	282,550.	387,432.	595,323.
<b>25 Total functional expenses.</b> Add lines 1 through 24e	<b>30,523,332.</b>	<b>21,479,635.</b>	<b>2,155,803.</b>	<b>6,887,894.</b>
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720) . . . . .	0			

Part X Balance Sheet

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

Table with columns for (A) Beginning of year, (B) End of year, and rows for Assets (1-16), Liabilities (17-26), and Net Assets or Fund Balances (27-34). Includes sub-rows for 10a, 10b, 10c and checkboxes for SFAS 117 (ASC 958).

**Part XI Reconciliation of Net Assets**

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

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	32,479,032.
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	30,523,332.
<b>3</b>	Revenue less expenses. Subtract line 2 from line 1	<b>3</b>	1,955,700.
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	<b>4</b>	22,921,668.
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	-536,164.
<b>6</b>	Donated services and use of facilities	<b>6</b>	0
<b>7</b>	Investment expenses	<b>7</b>	0
<b>8</b>	Prior period adjustments	<b>8</b>	0
<b>9</b>	Other changes in net assets or fund balances (explain in Schedule O)	<b>9</b>	96,436.
<b>10</b>	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	<b>10</b>	24,437,640.

**Part XII Financial Statements and Reporting**

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

- 1** Accounting method used to prepare the Form 990:  Cash  Accrual  Other \_\_\_\_\_  
 If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.
- 2a** Were the organization's financial statements compiled or reviewed by an independent accountant? .....  
 If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:  
 Separate basis  Consolidated basis  Both consolidated and separate basis
- b** Were the organization's financial statements audited by an independent accountant? .....  
 If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:  
 Separate basis  Consolidated basis  Both consolidated and separate basis
- c** If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.
- 3a** As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? .....
- b** If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

	Yes	No
<b>2a</b>		X
<b>2b</b>	X	
<b>2c</b>	X	
<b>3a</b>		X
<b>3b</b>		

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

Department of the Treasury  
Internal Revenue Service

**Public Charity Status and Public Support**

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

▶ Attach to Form 990 or Form 990-EZ.

▶ Information about Schedule A (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2014**

**Open to Public Inspection**

Name of the organization

WHYY, INC.

Employer identification number

23-1438083

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

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

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

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
(A)						
(B)						
(C)						
(D)						
(E)						
<b>Total</b>						

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

Schedule A (Form 990 or 990-EZ) 2014

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

Section A. Public Support

Table with 7 columns: (a) 2010, (b) 2011, (c) 2012, (d) 2013, (e) 2014, (f) Total. Rows include: 1 Gifts, grants, contributions, and membership fees received; 2 Tax revenues levied for the organization's benefit; 3 The value of services or facilities furnished by a governmental unit; 4 Total. Add lines 1 through 3; 5 The portion of total contributions by each person; 6 Public support. Subtract line 5 from line 4.

Section B. Total Support

Table with 7 columns: (a) 2010, (b) 2011, (c) 2012, (d) 2013, (e) 2014, (f) Total. Rows include: 7 Amounts from line 4; 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources; 9 Net income from unrelated business activities; 10 Other income. Do not include gain or loss from the sale of capital assets; 11 Total support. Add lines 7 through 10; 12 Gross receipts from related activities; 13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here.

Section C. Computation of Public Support Percentage

Table with 2 columns: Line number, Percentage. Rows include: 14 Public support percentage for 2014 (96.78%); 15 Public support percentage from 2013 Schedule A, Part II, line 14 (96.83%); 16a 33 1/3% support test - 2014 (checked); 16b 33 1/3% support test - 2013; 17a 10%-facts-and-circumstances test - 2014; 17b 10%-facts-and-circumstances test - 2013; 18 Private foundation.



**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.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
<b>2</b> Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose . . . . .						
<b>3</b> Gross receipts from activities that are not an unrelated trade or business under section 513 . . . . .						
<b>4</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .						
<b>5</b> The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .						
<b>6 Total.</b> Add lines 1 through 5 . . . . .						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons . . . . .						
<b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year . . . . .						
<b>c</b> Add lines 7a and 7b. . . . .						
<b>8 Public support</b> (Subtract line 7c from line 6.) . . . . .						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
<b>9</b> Amounts from line 6. . . . .						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . . . .						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 . . . . .						
<b>c</b> Add lines 10a and 10b . . . . .						
<b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on . . . . .						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) . . . . .						
<b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.) . . . . .						

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

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

<b>15</b> Public support percentage for 2014 (line 8, column (f) divided by line 13, column (f)) . . . . .	<b>15</b>	%
<b>16</b> Public support percentage from 2013 Schedule A, Part III, line 15 . . . . .	<b>16</b>	%

**Section D. Computation of Investment Income Percentage**

<b>17</b> Investment income percentage for <b>2014</b> (line 10c, column (f) divided by line 13, column (f)) . . . . .	<b>17</b>	%
<b>18</b> Investment income percentage from <b>2013</b> Schedule A, Part III, line 17 . . . . .	<b>18</b>	%

**19a 33 1/3% support tests - 2014.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ►

**b 33 1/3% support tests - 2013.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ►

**20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ►

**Part IV Supporting Organizations**

(Complete only if you checked a box on line 11 of Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

**Section A. All Supporting Organizations**

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? <i>If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.</i>		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? <i>If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).</i>		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? <i>If "Yes," answer (b) and (c) below.</i>		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? <i>If "Yes," describe in Part VI when and how the organization made the determination.</i>		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? <i>If "Yes," explain in Part VI what controls the organization put in place to ensure such use.</i>		
4a Was any supported organization not organized in the United States ("foreign supported organization")? <i>If "Yes" and if you checked 11a or 11b in Part I, answer (b) and (c) below.</i>		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? <i>If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.</i>		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? <i>If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.</i>		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? <i>If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed, (ii) the reasons for each such action, (iii) the authority under the organization's organizing document authorizing such action, and (iv) how the action was accomplished (such as by amendment to the organizing document).</i>		
b <b>Type I or Type II only.</b> Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c <b>Substitutions only.</b> Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (a) its supported organizations; (b) individuals that are part of the charitable class benefited by one or more of its supported organizations; or (c) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? <i>If "Yes," provide detail in Part VI.</i>		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in IRC 4958(c)(3)(C)), a family member of a substantial contributor, or a 35-percent controlled entity with regard to a substantial contributor? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? <i>If "Yes," provide detail in Part VI.</i>		
b Did one or more disqualified persons (as defined in line 9(a)) hold a controlling interest in any entity in which the supporting organization had an interest? <i>If "Yes," provide detail in Part VI.</i>		
c Did a disqualified person (as defined in line 9(a)) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? <i>If "Yes," provide detail in Part VI.</i>		
10a Was the organization subject to the excess business holdings rules of IRC 4943 because of IRC 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer (b) below.</i>		
b Did the organization have any excess business holdings in the tax year? <i>(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)</i>		

Part IV Supporting Organizations (continued)

Table with 3 columns: Question, Yes, No. Row 11: Has the organization accepted a gift or contribution from any of the following persons? Sub-rows 11a, 11b, 11c.

Section B. Type I Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? Row 2: Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization?

Section C. Type II Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)?

Section D. All Type III Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (1) a written notice describing the type and amount of support provided during the prior tax year, (2) a copy of the Form 990 that was most recently filed as of the date of notification, and (3) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided? Row 2: Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? Row 3: By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year?

Section E. Type III Functionally-Integrated Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions): a, b, c. Row 2: Activities Test. Answer (a) and (b) below. Sub-rows 2a, 2b. Row 3: Parent of Supported Organizations. Answer (a) and (b) below. Sub-rows 3a, 3b.

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

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

<b>Section A - Adjusted Net Income</b>		(A) Prior Year	(B) Current Year (optional)
<b>1</b> Net short-term capital gain	<b>1</b>		
<b>2</b> Recoveries of prior-year distributions	<b>2</b>		
<b>3</b> Other gross income (see instructions)	<b>3</b>		
<b>4</b> Add lines 1 through 3	<b>4</b>		
<b>5</b> Depreciation and depletion	<b>5</b>		
<b>6</b> Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	<b>6</b>		
<b>7</b> Other expenses (see instructions)	<b>7</b>		
<b>8 Adjusted Net Income</b> (subtract lines 5, 6 and 7 from line 4)	<b>8</b>		
<b>Section B - Minimum Asset Amount</b>		(A) Prior Year	(B) Current Year (optional)
<b>1</b> Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
<b>a</b> Average monthly value of securities	<b>1a</b>		
<b>b</b> Average monthly cash balances	<b>1b</b>		
<b>c</b> Fair market value of other non-exempt-use assets	<b>1c</b>		
<b>d Total</b> (add lines 1a, 1b, and 1c)	<b>1d</b>		
<b>e Discount</b> claimed for blockage or other factors (explain in detail in <b>Part VI</b> ):			
<b>2</b> Acquisition indebtedness applicable to non-exempt-use assets	<b>2</b>		
<b>3</b> Subtract line 2 from line 1d	<b>3</b>		
<b>4</b> Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions).	<b>4</b>		
<b>5</b> Net value of non-exempt-use assets (subtract line 4 from line 3)	<b>5</b>		
<b>6</b> Multiply line 5 by .035	<b>6</b>		
<b>7</b> Recoveries of prior-year distributions	<b>7</b>		
<b>8 Minimum Asset Amount</b> (add line 7 to line 6)	<b>8</b>		
<b>Section C - Distributable Amount</b>			Current Year
<b>1</b> Adjusted net income for prior year (from Section A, line 8, Column A)	<b>1</b>		
<b>2</b> Enter 85% of line 1	<b>2</b>		
<b>3</b> Minimum asset amount for prior year (from Section B, line 8, Column A)	<b>3</b>		
<b>4</b> Enter greater of line 2 or line 3	<b>4</b>		
<b>5</b> Income tax imposed in prior year	<b>5</b>		
<b>6 Distributable Amount.</b> Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	<b>6</b>		
<b>7</b> <input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions).			

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

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	
4	Amounts paid to acquire exempt-use assets	
5	Qualified set-aside amounts (prior IRS approval required)	
6	Other distributions (describe in Part VI). See instructions.	
7	<b>Total annual distributions.</b> Add lines 1 through 6.	
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	
9	Distributable amount for 2014 from Section C, line 6	
10	Line 8 amount divided by Line 9 amount	

Section E - Distribution Allocations (see instructions)		(i) Excess Distributions	(ii) Underdistributions Pre-2014	(iii) Distributable Amount for 2014
1	Distributable amount for 2014 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2014 (reasonable cause required-see instructions)			
3	Excess distributions carryover, if any, to 2014:			
a				
b				
c				
d				
e	From 2013 . . . . .			
f	<b>Total</b> of lines 3a through e			
g	Applied to underdistributions of prior years			
h	Applied to 2014 distributable amount			
i	Carryover from 2009 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from 3f.			
4	Distributions for 2014 from Section D, line 7: \$			
a	Applied to underdistributions of prior years			
b	Applied to 2014 distributable amount			
c	Remainder. Subtract lines 4a and 4b from 4.			
5	Remaining underdistributions for years prior to 2014, if any. Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions).			
6	Remaining underdistributions for 2014. Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions).			
7	<b>Excess distributions carryover to 2015.</b> Add lines 3j and 4c.			
8	Breakdown of line 7:			
a				
b				
c				
d	Excess from 2013 . . . . .			
e	Excess from 2014 . . . . .			

**Part VI** **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

ATTACHMENT 1

SCHEDULE A, PART II - OTHER INCOME

DESCRIPTION	2010	2011	2012	2013	2014	TOTAL
MISCELLANEOUS	246,774.	285,111.	330,995.	880,464.	206,205.	1,949,549.
TOTALS	<u>246,774.</u>	<u>285,111.</u>	<u>330,995.</u>	<u>880,464.</u>	<u>206,205.</u>	<u>1,949,549.</u>

Schedule of Contributors

2014

▶ Attach to Form 990, Form 990-EZ, or Form 990-PF.  
▶ Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Name of the organization  
WHYY, INC.

Employer identification number  
23-1438083

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(03 ) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

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

**General Rule**

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

**Special Rules**

For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3 % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year . . . . . ▶ \$ \_\_\_\_\_

**Caution.** An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

<b>Name of organization</b> WHY, INC.	<b>Employer identification number</b> 23-1438083
---------------------------------------	---

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

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	----- ----- -----	\$ 2,620,355.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	----- ----- -----	\$ 1,156,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	----- ----- -----	\$ 1,000,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4	----- ----- -----	\$ 625,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
5	----- ----- -----	\$ 500,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$ -----	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)



Name of organization **WHYY, INC.**

Employer identification number

23-1438083

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

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

Name of organization **WHYY, INC.**

Employer identification number  
23-1438083

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

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
-----	----- ----- -----	----- ----- -----	----- ----- -----

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee
----- ----- -----	----- ----- -----

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
-----	----- ----- -----	----- ----- -----	----- ----- -----

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee
----- ----- -----	----- ----- -----

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
-----	----- ----- -----	----- ----- -----	----- ----- -----

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee
----- ----- -----	----- ----- -----

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
-----	----- ----- -----	----- ----- -----	----- ----- -----

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee
----- ----- -----	----- ----- -----

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

**Political Campaign and Lobbying Activities**

OMB No. 1545-0047

**2014**

**Open to Public Inspection**

Department of the Treasury  
Internal Revenue Service

**For Organizations Exempt From Income Tax Under section 501(c) and section 527**  
 ▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**  
 ▶ **Information about Schedule C (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

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

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

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

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

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

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

Name of organization WHYY, INC.	Employer identification number 23-1438083
------------------------------------	--

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

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.
- 2 Political expenditures . . . . . ▶ \$ \_\_\_\_\_
- 3 Volunteer hours . . . . . \_\_\_\_\_

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

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

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

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

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

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

Schedule C (Form 990 or 990-EZ) 2014

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

**A** Check  if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).

**B** Check  if the filing organization checked box A and "limited control" provisions apply.

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

**4-Year Averaging Period Under Section 501(h)**

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below.

See the separate instructions for lines 2a through 2f.)

<b>Lobbying Expenditures During 4-Year Averaging Period</b>					
Calendar year (or fiscal year beginning in)	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) Total
<b>2a</b> Lobbying nontaxable amount					
<b>b</b> Lobbying ceiling amount (150% of line 2a, column (e))					
<b>c</b> Total lobbying expenditures					
<b>d</b> Grassroots nontaxable amount					
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					
<b>f</b> Grassroots lobbying expenditures					

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

Table with columns (a) Yes/No and (b) Amount. Rows include: 1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation...; a Volunteers?; b Paid staff or management...; c Media advertisements?; d Mailings to members...; e Publications...; f Grants to other organizations...; g Direct contact with legislators...; h Rallies, demonstrations...; i Other activities?; j Total...; 2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?; b If "Yes," enter the amount of any tax incurred under section 4912; c If "Yes," enter the amount of any tax incurred by organization managers under section 4912; d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?

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

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

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

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

Part IV Supplemental Information

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

FORM 990 SCHEDULE C PART II-B LINE 1G

THE LOBBYISTS FOR WHYY INC. AIM TO MAINTAIN AND INCREASE ANNUAL SUPPORT

FROM THE STATE OF DELAWARE.

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**Part IV** Supplemental Information *(continued)*

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SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

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

2014

Department of the Treasury Internal Revenue Service

Attach to Form 990.

Open to Public Inspection

Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization

Employer identification number

WHYY, INC.

23-1438083

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

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

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 1 Total number at end of year, 2 Aggregate value of contributions to (during year), 3 Aggregate value of grants from (during year), 4 Aggregate value at end of year, 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?, 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

Part II Conservation Easements.

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

Table with 2 columns: Held at the End of the Tax Year. Rows include: 1 Purpose(s) of conservation easements held by the organization (check all that apply), 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year., 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year, 4 Number of states where property subject to conservation easement is located, 5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?, 6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year, 7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year, 8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?, 9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

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

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

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

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

Schedule D (Form 990) 2014

JSA 4E1268 1.000

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

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

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

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

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?

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

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?

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

Table with 2 columns: Description, Amount. Rows: 1c Beginning balance, 1d Additions during the year, 1e Distributions during the year, 1f Ending balance.

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?

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

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

Table with 6 columns: (a) Current year, (b) Prior year, (c) Two years back, (d) Three years back, (e) Four years back. Rows: 1a-1g (Beginning of year balance, Contributions, Net investment earnings, gains, and losses, Grants or scholarships, Other expenditures for facilities and programs, Administrative expenses, End of year balance).

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

- a Board designated or quasi-endowment 46.8145%
b Permanent endowment 46.1361%
c Temporarily restricted endowment 7.0494%
The percentages in lines 2a, 2b, and 2c should equal 100%.

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

Table with 3 columns: Description, Yes, No. Rows: 3a(i) unrelated organizations, 3a(ii) related organizations, 3b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

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

Part VI Land, Buildings, and Equipment.

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

Table with 5 columns: Description of property, (a) Cost or other basis (investment), (b) Cost or other basis (other), (c) Accumulated depreciation, (d) Book value. Rows: 1a Land, b Buildings, c Leasehold improvements, d Equipment, e Other, Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)



**Part VII Investments - Other Securities.**

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

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

**Part VIII Investments - Program Related.**

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

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

**Part IX Other Assets.**

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

(a) Description	(b) Book value
(1) UNBILLED PROJECT REVENUES	3,276,605.
(2) DEFERRED PROJECT COSTS	81,374.
(3) BROADCAST LICENSES	1,287,229.
(4) BENEFICIAL INTEREST TRUST	360,076.
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.) . . . . . ▶	5,005,284.

**Part X Other Liabilities.**

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

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) OBLIGATION UNDER CAPITAL LEASE	54,207.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	54,207.

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

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

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

<b>1</b>	Total revenue, gains, and other support per audited financial statements		<b>1</b>	32,438,476.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
<b>a</b>	Net unrealized gains (losses) on investments	<b>2a</b>	-536,164.	
<b>b</b>	Donated services and use of facilities	<b>2b</b>		
<b>c</b>	Recoveries of prior year grants	<b>2c</b>		
<b>d</b>	Other (Describe in Part XIII.)	<b>2d</b>	495,608.	
<b>e</b>	Add lines <b>2a</b> through <b>2d</b>		<b>2e</b>	-40,556.
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b>		<b>3</b>	32,479,032.
<b>4</b>	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b	<b>4a</b>		
<b>b</b>	Other (Describe in Part XIII.)	<b>4b</b>		
<b>c</b>	Add lines <b>4a</b> and <b>4b</b>		<b>4c</b>	
<b>5</b>	Total revenue. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12.)		<b>5</b>	32,479,032.

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

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

<b>1</b>	Total expenses and losses per audited financial statements		<b>1</b>	30,922,504.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
<b>a</b>	Donated services and use of facilities	<b>2a</b>		
<b>b</b>	Prior year adjustments	<b>2b</b>		
<b>c</b>	Other losses	<b>2c</b>		
<b>d</b>	Other (Describe in Part XIII.)	<b>2d</b>	399,172.	
<b>e</b>	Add lines <b>2a</b> through <b>2d</b>		<b>2e</b>	399,172.
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b>		<b>3</b>	30,523,332.
<b>4</b>	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b	<b>4a</b>		
<b>b</b>	Other (Describe in Part XIII.)	<b>4b</b>		
<b>c</b>	Add lines <b>4a</b> and <b>4b</b>		<b>4c</b>	
<b>5</b>	Total expenses. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18.)		<b>5</b>	30,523,332.

**Part XIII Supplemental Information.**

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

SEE PAGE 5

**Part XIII** Supplemental Information (continued)

## OTHER REVENUE: PART XII RECONCILIATION OF REVENUE

PRESIDENT'S DINNER	51,147
IN-KIND	444,461
TOTAL	495,608

## OTHER EXPENSES: PART XII RECONCILIATION OF EXPENSES

PRESIDENT'S DINNER	51,147
IN-KIND	348,025
TOTAL	399,172

INTENDED USES OF THE ORGANIZATION'S ENDOWMENT FUNDS: SCH. D PART V LINE 4  
 THE ENDOWMENT FUNDS ARE USED TO SUPPORT PROGRAMMING AND EDUCATIONAL  
 PROGRAMS OF WHYY.

## FIN 48 FOOTNOTE: SCH. D PART X LINE 2

WHYY IS AN ORGANIZATION DESCRIBED UNDER SECTION 501(C)(3) OF THE INTERNAL  
 REVENUE CODE AND IS THEREFORE EXEMPT UNDER SECTION 501(A) OF THE INTERNAL  
 REVENUE CODE.

AS OF JUNE 30, 2015 AND 2014, WHYY DID NOT IDENTIFY ANY UNCERTAIN TAX  
 POSITIONS TAKEN OR EXPECTED TO BE TAKEN IN A TAX RETURN WHICH WOULD  
 REQUIRE ADJUSTMENT TO ITS FINANCIAL STATEMENTS. IN ADDITION, WHYY  
 BELIEVES IT HAS NOT ENGAGED IN ANY ACTIVITIES FOR WHICH ITS TAX-EXEMPT  
 STATUS WOULD NOT BE SUSTAINED UNDER INTERNAL REVENUE SERVICE EXAMINATION.  
 WHYY'S INCOME TAX RETURNS ARE GENERALLY OPEN FOR EXAMINATION BY U.S.  
 FEDERAL AND STATE TAXING AUTHORITIES FOR THE PAST THREE YEARS. THE  
 CORPORATION IS NOT CURRENTLY UNDER EXAMINATION BY ANY U.S. FEDERAL OR

**Part XIII** Supplemental Information *(continued)*

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STATE INCOME TAXING AUTHORITY.



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

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events
		PRESIDENT'S DIN (event type)	(event type)	(total number)	(add col. (a) through col. (c))
Revenue	<b>1</b> Gross receipts . . . . .	256,700.			256,700.
	<b>2</b> Less: Contributions . . . . .	206,989.			206,989.
	<b>3</b> Gross income (line 1 minus line 2) . . . . .	49,711.			49,711.
Direct Expenses	<b>4</b> Cash prizes . . . . .				
	<b>5</b> Noncash prizes . . . . .				
	<b>6</b> Rent/facility costs . . . . .				
	<b>7</b> Food and beverages . . . . .	36,821.			36,821.
	<b>8</b> Entertainment . . . . .				
	<b>9</b> Other direct expenses . . . . .	12,890.			12,890.
	<b>10</b> Direct expense summary. Add lines 4 through 9 in column (d) . . . . . ▶				49,711.
<b>11</b> Net income summary. Subtract line 10 from line 3, column (d) . . . . . ▶					

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

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

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

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

**b** If "No," explain: \_\_\_\_\_

\_\_\_\_\_

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

**b** If "Yes," explain: \_\_\_\_\_

\_\_\_\_\_

- 11 Does the organization conduct gaming activities with nonmembers?  Yes  No
- 12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming?  Yes  No
- 13 Indicate the percentage of gaming activity conducted in:
 

a The organization's facility	<b>13a</b>	%
b An outside facility	<b>13b</b>	%
- 14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

- 15 a Does the organization have a contract with a third party from whom the organization receives gaming revenue?  Yes  No
- b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ \_\_\_\_\_ and the amount of gaming revenue retained by the third party ▶ \$ \_\_\_\_\_.
- c If "Yes," enter name and address of the third party:

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

16 Gaming manager information:

Name ▶ \_\_\_\_\_

Gaming manager compensation ▶ \$ \_\_\_\_\_

Description of services provided ▶ \_\_\_\_\_

- Director/officer       Employee       Independent contractor

17 Mandatory distributions:

- a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?  Yes  No
- b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ \_\_\_\_\_

**Part IV** **Supplemental Information.** Provide the explanation required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information (see instructions).

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**SCHEDULE J  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

Name of the organization

WHYY, INC.

**Compensation Information**

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

- ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
- ▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2014**

**Open to Public Inspection**

Employer identification number

23-1438083

**Part I Questions Regarding Compensation**

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

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

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

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

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

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

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

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

**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:

- a** The organization?
  - b** Any related organization?
- 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?
  - b** Any related organization?
- 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 payments not described in lines 5 and 6? If "Yes," describe in Part III

**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

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

	Yes	No
<b>1a</b>		
<b>1b</b>		
<b>2</b>		
<b>3</b>		
<b>4a</b>		X
<b>4b</b>		X
<b>4c</b>		X
<b>5a</b>		X
<b>5b</b>		X
<b>6a</b>		X
<b>6b</b>		X
<b>7</b>		X
<b>8</b>		X
<b>9</b>		

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

Schedule J (Form 990) 2014



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

For each individual whose compensation must be reported 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) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred in prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
<b>1</b> WILLIAM J. MARRAZZO PRESIDENT & CEO	(i)	494,978.	115,134.	13,000.	15,606.	703,718.	97,296.*
	(ii)	0	0	0	0	0	0
<b>2</b> KYRA G. MCGRATH EXECUTIVE VP & COO	(i)	230,092.	21,000.	11,505.	19,624.	282,221.	0
	(ii)	0	0	0	0	0	0
<b>3</b> A. WILLIAM DANA SENIOR VP & COO	(i)	173,514.	17,358.	38.	15,438.	215,024.	0
	(ii)	0	0	0	0	0	0
<b>4</b> ROSEANN OLEYN VP, INSTITUTIONAL ADVANCEMENT	(i)	132,320.	46,237.	1,000.	1,413.	189,728.	0
	(ii)	0	0	0	0	0	0
<b>5</b> CHRISTOPHER M. SATULLO VP OF NEWS & CIVIC DIALOGUE	(i)	161,566.	8,058.	1,000.	1,892.	176,439.	0
	(ii)	0	0	0	0	0	0
<b>6</b> WILLIAM J WEBER VP & CHIEF TECHNOLOGY OFFICER	(i)	155,563.	0	10,986.	8,934.	183,261.	0
	(ii)	0	0	0	0	0	0
<b>7</b> TERRY GROSS HOST - FRESH AIR	(i)	291,570.	276.	13,000.	15,605.	320,451.	0
	(ii)	0	0	0	0	0	0
<b>8</b> DANIEL B. MILLER EXECUTIVE PRODUCER - FRESH AIR	(i)	175,880.	273.	8,794.	10,495.	195,442.	0
	(ii)	0	0	0	0	0	0
<b>9</b> MARJORIE MOSS-COANE HOST - RADIO TIMES	(i)	135,852.	292.	6,793.	15,124.	158,061.	0
	(ii)	0	0	0	0	0	0

**\* Schedule J, Part II**

**Compensation**

WHYY has a non-qualified supplemental retirement plan (KEYSOP) funded through deferred compensation of eligible employees. For Mr. Marrazzo, options in the KEYSOP became due beginning with his 65th birthday in 2014 and will continue through 2018.

Compensation included in Schedule J, Part II is reported in accordance with IRS guidelines, which require that all not-for-profit organizations report deferred employee compensation in both the year that it is earned and then again in the year that it is disbursed. As a result, included in column B (iii) for Mr. Marrazzo is \$97,296 of payments made associated with options exercised under the KEYSOP. WHYY previously included the value of these options in Mr. Marrazzo's compensation in prior years and therefore the value of the payments is included in column (F) on Schedule J - Part II.

**Bonuses**

Column B (ii) includes bonuses previously accrued for the year ending June 30, 2013. Bonuses are performance based and subject to the approval of the Executive Committee of the Board of Directors.

**Part III Supplemental Information**

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

FORM 990, SCHEDULE J, PART II

COMPENSATION

WHYY HAS A NON-QUALIFIED SUPPLEMENTAL RETIREMENT PLAN (KEYSOP) FUNDED THROUGH DEFERRED COMPENSATION OF ELIGIBLE EMPLOYEES. FOR MR. MARRAZZO, OPTIONS IN THE KEYSOP BECAME DUE BEGINNING WITH HIS 65TH BIRTHDAY IN 2014 AND WILL CONTINUE THROUGH 2018.

COMPENSATION INCLUDED IN SCHEDULE J, PART II IS REPORTED IN ACCORDANCE WITH IRS GUIDELINES, WHICH REQUIRE THAT ALL NOT-FOR-PROFIT ORGANIZATIONS REPORT DEFERRED EMPLOYEE COMPENSATION IN BOTH THE YEAR THAT IT IS EARNED AND THEN AGAIN IN THE YEAR THAT IT IS DISBURSED. AS A RESULT, INCLUDED IN COLUMN B (III) FOR MR. MARRAZZO IS \$97,296 OF PAYMENTS MADE ASSOCIATED WITH OPTIONS EXERCISED UNDER THE KEYSOP. WHYY PREVIOUSLY INCLUDED THE VALUE OF THESE OPTIONS IN MR. MARRAZZO'S COMPENSATION IN PRIOR YEARS AND THEREFORE THE VALUE OF THE PAYMENTS IS INCLUDED IN COLUMN (F) ON SCHEDULE

J - PART II.

**Part III Supplemental Information**

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

BONUSES

COLUMN B (II) INCLUDES BONUSES PREVIOUSLY ACCRUED FOR THE YEAR ENDING

JUNE 30, 2013. BONUSES ARE PERFORMANCE BASED AND SUBJECT TO THE APPROVAL

OF THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS.

**SCHEDULE M  
(Form 990)**

**Noncash Contributions**

OMB No. 1545-0047

**2014**

**Open To Public  
Inspection**

Department of the Treasury  
Internal Revenue Service

- ▶ Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.
- ▶ Attach to Form 990.
- ▶ Information about Schedule M (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Name of the organization

WHYY, INC.

Employer identification number

23-1438083

**Part I Types of Property**

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art - Works of art . . . . .				
2 Art - Historical treasures . . . . .				
3 Art - Fractional interests . . . . .				
4 Books and publications . . . . .				
5 Clothing and household goods . . . . .				
6 Cars and other vehicles . . . . .				
7 Boats and planes . . . . .				
8 Intellectual property . . . . .				
9 Securities - Publicly traded . . . . .	X	25.	38,432.	STOCK QUOTES
10 Securities - Closely held stock . . . . .				
11 Securities - Partnership, LLC, or trust interests . . . . .				
12 Securities - Miscellaneous . . . . .				
13 Qualified conservation contribution - Historic structures . . . . .				
14 Qualified conservation contribution - Other . . . . .				
15 Real estate - Residential . . . . .				
16 Real estate - Commercial . . . . .				
17 Real estate - Other . . . . .				
18 Collectibles . . . . .				
19 Food inventory . . . . .				
20 Drugs and medical supplies . . . . .				
21 Taxidermy . . . . .				
22 Historical artifacts . . . . .				
23 Scientific specimens . . . . .				
24 Archeological artifacts . . . . .				
25 Other ▶ ( _____ )				
26 Other ▶ ( _____ )				
27 Other ▶ ( _____ )				
28 Other ▶ ( _____ )				

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

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

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

Schedule M (Form 990) (2014)

JSA

4E1298 1.000

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

---

SALE OF NONCASH CONTRIBUTIONS: PART I, LINE 32B

WHYY USES BROKER UBS TO RECEIVE AND SELL DONATED STOCK.

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

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

OMB No. 1545-0047

**2014**

**Open to Public  
Inspection**

Department of the Treasury  
Internal Revenue Service

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

Name of the organization

WHYY, INC.

Employer identification number

23-1438083

SIGNIFICANT PROGRAM SERVICES UNDERTAKEN - FORM 990 PART III LN 2

WHYY IS NOW THE HOME OF PLANPHILLY.ORG, PHILADELPHIA'S NINE-YEAR-OLD NEWS ORGANIZATION COVERING PLANNING, DESIGN, AND DEVELOPMENT. PLANPHILLY TRANSITIONED FROM ITS ORIGINAL HOME AT THE UNIVERSITY OF PENNSYLVANIA AND IS HELPING DEEPEN COVERAGE OF CIVIC ISSUES AND PROMOTE PUBLIC DIALOGUE ABOUT THE FUTURE OF THE PHILADELPHIA REGION. BECOMING PART OF WHYY'S PUBLIC MEDIA OPERATION ENABLED PLANPHILLY TO BROADEN ITS REACH BEYOND ITS WEB AUDIENCE THROUGH RADIO AND TELEVISION REPORTING.

WHYY BEGAN AN EXPANSION OF ITS MEDIA LABS TO 27 PHILADELPHIA SCHOOLS OVER THE NEXT THREE YEARS AS PART OF A \$1.7 MILLION PROJECT TO HELP BOTH STUDENTS AND TEACHERS USE VIDEO STORYTELLING AS AN EFFECTIVE LEARNING TOOL. A \$751,000 LEAD GIFT FROM THE WILLIAM PENN FOUNDATION LAUNCHED THE OUTREACH EFFORT AND SUPPORTS 11 OF THE LABS. WHYY CONDUCTED A PILOT PROJECT IN NINE PHILADELPHIA SCHOOLS IN THE LAST TWO YEARS, WHICH WAS EVALUATED BY RESEARCH FOR BETTER SCHOOLS. THE INDEPENDENT ORGANIZATION REPORTED THAT STUDENTS LEARNED MUCH MORE THAN BASIC VIDEO SKILLS, 80 PERCENT OF THE STUDENTS REPORTED GAINS IN LISTENING SKILLS AND 60 PERCENT REPORTED GAINS IN WRITING EFFECTIVE SENTENCES AND PARAGRAPHS.

SEVERAL NEW TV PROGRAMS WERE PRODUCED FEATURING DELAWARE. BILLION MILE JOURNEY, AN INTRIGUING PRODUCTION HIGHLIGHTING 50 YEARS OF FERRY SERVICE BETWEEN LEWES, DELAWARE AND CAPE MAY, NEW JERSEY EARNED A FIRST PLACE AWARD FROM THE DELAWARE PRESS ASSOCIATION. TWO OTHER RECENT PRODUCTIONS

Name of the organization WHYY, INC.	Employer identification number 23-1438083
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SHOWCASED THE RICH AND UNIQUE HISTORY OF DELAWARE: HUNDRED MILE JOURNEY  
AND DELA-WHERE?.

ORGANIZATION MEMBERS OR STOCKHOLDERS - FORM 990 PART VI SECTION A LN 6  
WHYY MEMBERS MAKE CONTRIBUTIONS TO THE ORGANIZATION BUT HAVE NO GOVERNING  
OR VOTING RIGHTS.

FORM 990 REVIEW PROCESS - FORM 990 PART VI SECTION B LN 11B  
THE 990 IS REVIEWED PRIOR TO FILING AT A MEETING OF THE FINANCE COMMITTEE  
OF THE BOARD. WHYY, INC. PROVIDES A COPY OF THE 990 TO ALL BOARD MEMBERS  
IMMEDIATELY AFTER THE REVIEW BY THE FINANCE COMMITTEE VIA A SECURE  
WEBSITE. THE FORM IS AVAILABLE ON THE WEBSITE UNTIL WHYY, INC. FILES THE  
RETURN.

MONITORING CONFLICT OF INTEREST POLICY - FORM 990 PART VI SECTION B LN 12C  
MEMBERS OF THE BOARD OF DIRECTORS MUST ANSWER AN ANNUAL QUESTIONNAIRE  
REGARDING ANY POTENTIAL CONFLICTS.

DETERMINING COMPENSATION OF THE CEO - FORM 990 PART VI SECTION B LN 15A  
THE WHYY BOARD FOLLOWS BEST PRACTICES IN ESTABLISHING ITS EXECUTIVE  
COMPENSATION PROGRAM, DEPENDING EXCLUSIVELY UPON ADVICE AND ANALYSIS FROM  
RECOGNIZED INDEPENDENT CONSULTANTS. THE RESULTANT EXECUTIVE COMPENSATION  
ARRANGEMENTS CONTAIN AN APPROPRIATE MIX OF BASE SALARY AS WELL AS  
VARIABLE SHORT AND LONG-TERM BENEFITS TIED TO PERFORMANCE METRICS.  
COMPENSATION DESIGN IS THEREFORE DRIVEN TO BE COMPETITIVE WITH OTHER  
REGIONAL FOR- AND NOT-FOR-PROFITS OF SIMILAR SIZE AND COMPLEXITY IN AND  
OUT OF THE MEDIA SECTOR.

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PUBLIC AVAILABILITY OF FINANCIALS - FORM 990 PART VI SECTION C LN 19  
UPON REQUEST OF A MEMBER OF THE PUBLIC, ALL SUCH POLICIES AND STATEMENTS  
ARE AVAILABLE FOR INSPECTION. ALL ARE HOUSED IN EITHER THE LEGAL OR  
HUMAN RESOURCES DEPARTMENT.

RECONCILIATION OF NET ASSETS - FORM 990 PART XI LN 9  
EXCESS OF IN-KIND REVENUE OVER IN-KIND EXPENSES \$96,436

COMPENSATION - FORM 990, PART VII, SECTION A  
COMPENSATION

WHYY HAS A NON-QUALIFIED SUPPLEMENTAL RETIREMENT PLAN (KEYSOP) FUNDED  
THROUGH DEFERRED COMPENSATION OF ELIGIBLE EMPLOYEES. FOR MR. MARRAZZO,  
OPTIONS IN THE KEYSOP BECAME DUE BEGINNING WITH HIS 65TH BIRTHDAY IN 2014  
AND WILL CONTINUE THROUGH 2018.

COMPENSATION INCLUDED IN COLUMN D IS REPORTED IN ACCORDANCE WITH IRS  
GUIDELINES, WHICH REQUIRE THAT ALL NOT-FOR-PROFIT ORGANIZATIONS REPORT  
DEFERRED EMPLOYEE COMPENSATION IN BOTH THE YEAR THAT IT IS EARNED AND  
THEN AGAIN IN THE YEAR THAT IT IS DISBURSED. AS A RESULT, INCLUDED IN THE  
W-2 COMPENSATION FOR MR. MARRAZZO IS \$97,296 OF PAYMENTS MADE ASSOCIATED  
WITH OPTIONS EXERCISED UNDER THE KEYSOP. WHYY PREVIOUSLY INCLUDED THE  
VALUE OF THESE OPTIONS IN MR. MARRAZZO'S COMPENSATION IN PRIOR YEARS AND  
THEREFORE THE VALUE OF THE PAYMENTS IS NOT ADDITIONAL COMPENSATION TO HIM  
FOR THE 2014 CALENDAR YEAR COVERED BY THE W-2 REPORTED HERE.



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## BONUSES

COLUMN D INCLUDES BONUSES PREVIOUSLY ACCRUED FOR THE YEAR ENDING JUNE 30, 2013. BONUSES ARE PERFORMANCE BASED AND SUBJECT TO THE APPROVAL OF THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS.

ATTACHMENT 1FORM 990, PART III, LINE 1 - ORGANIZATION'S MISSION

WHYY IS THE PHILADELPHIA REGION'S LEADING PUBLIC MEDIA PROVIDER, SERVING SOUTHEAST PENNSYLVANIA, SOUTHERN NEW JERSEY AND ALL OF DELAWARE. WHYY PRODUCES AND DISTRIBUTES NEWS AND INFORMATION, ARTS AND CULTURE AND EDUCATION PROGRAMS ON TELEVISION, RADIO, THE WEB AND MOBILE DEVICES. WHYY REACHES AND ENGAGES ABOUT 930,000 TELEVISION VIEWERS AND 350,000 RADIO LISTENERS A WEEK AND 120,000 UNIQUE MONTHLY WEBSITE VISITORS TO WHYY.ORG AND 458,000 TO NEWSWORKS.ORG. IN ADDITION, WHYY REACHES A NATIONAL AUDIENCE IN EXCESS OF 5 MILLION LISTENERS A WEEK PRIMARILY THROUGH DISTRIBUTION OF "FRESH AIR".

ATTACHMENT 2FORM 990, PART III - PROGRAM SERVICE, LINE 4A

TELEVISION PROGRAMMING: WHYY PROVIDES NEWS AND INFORMATION, ARTS AND CULTURE AND CHILDREN'S PROGRAMMING ON THREE 24/7 BROADCAST CHANNELS AS WELL AS ONLINE, THROUGH CABLE ON-DEMAND SERVICES AND ON MOBILE DEVICES. WHYY-TV OFFERS A VARIED BLEND OF THE BEST NATIONAL PROGRAMMING ALONG WITH WHYY'S LOCAL CONTENT. LOCAL WHYY VIDEO PRODUCTIONS INCLUDE "ON TOUR," A WEEKLY SERIES OF INTERVIEWS AND PERFORMANCES FEATURING A WIDE ARRAY OF MUSICAL TALENT. "ON STAGE AT CURTIS" PRESENTS STUDENT RECITALS TAPED AT THE WORLD-RENOWNED CURTIS INSTITUTE OF MUSIC. "FRIDAY ARTS" FEATURES

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ATTACHMENT 2 (CONT'D)

UNIQUE STORIES ABOUT ARTS AND CULTURE. "FIRST" IS A WEEKLY NEWS AND PUBLIC AFFAIRS PROGRAM WITH A FOCUS ON ISSUES IN DELAWARE.

ATTACHMENT 3FORM 990, PART III - PROGRAM SERVICE, LINE 4B

RADIO PROGRAMMING: WHYY-FM'S NEWS AND INFORMATION FORMAT, ALONG WITH WHYY-HD RADIO ARTS AND CULTURE PROGRAMS, OFFER THE REGION A COMPREHENSIVE RADIO SERVICE. WHYY-FM HAS A WELL-DESERVED REPUTATION AS A TRUSTED SOURCE OF NEWS AND INFORMATION, COMBINING SUCH NPR PROGRAMS AS "MORNING EDITION" AND "ALL THINGS CONSIDERED" WITH REPORTS FROM WHYY'S LOCAL NEWS TEAM. WHYY IS ALSO THE PRODUCER OF "RADIO TIMES", A WEEKDAY INTERVIEW AND CALL-IN PROGRAM AND "FRESH AIR WITH TERRY GROSS", COVERING THE POPULAR CULTURE AND PUBLIC AFFAIRS, NOW HEARD BY 5 MILLION PEOPLE EACH WEEK ON SOME 624 PUBLIC RADIO STATIONS. WHYY ALSO PRODUCES "NEWSWORKS TONIGHT," A DAILY PROGRAM THAT PROVIDES LEADING NEWS COVERING PENNSYLVANIA, NEW JERSEY & DELAWARE, AND "THE PULSE," A WEEKLY PROGRAM FEATURING REPORTING AND STORYTELLING AROUND HEALTH, SCIENCE, AND INNOVATION. THE WEEKLY BROADCAST SCHEDULE ALSO INCLUDES LOCALLY-PRODUCED "YOU BET YOUR GARDEN" AND "VOICES IN THE FAMILY". ALL OF WHYY'S AUDIO

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ATTACHMENT 3 (CONT'D)

PROGRAMMING IS ALSO AVAILABLE ON WHYY.ORG AS STREAMING CONTENT,  
PODCASTS OR SPECIAL WEB-ONLY FEATURES.

ATTACHMENT 4

FORM 990, PART III - PROGRAM SERVICE, LINE 4C

ONLINE SERVICES: THE WHYY.ORG WEBSITE PROVIDES ACCESS TO PROGRAM  
CONTENT THROUGH AUDIO PLAYERS AND THE WHYY VIDEO PLAYER. PLANS  
WERE BEING FINALIZED IN 2014 FOR PASSPORT, AN EXPANDED  
MEMBERS-ONLY VIDEO LIBRARY. FM AND TV SCHEDULES ARE AVAILABLE ON  
WHYY.ORG, AS WELL. NEWSWORKS.ORG, WHYY'S ONLINE HOME FOR NEWS AND  
DIALOGUE, PROVIDES "SMART LOCAL NEWS" FOR THE PHILADELPHIA REGION  
TO MORE 485,000 UNIQUE VISITORS EACH MONTH. SPECIAL SECTIONS ARE  
DEVOTED TO ARTS AND CULTURE, HEALTH AND SCIENCE, AND SPECIAL  
INTEREST BLOGS. NEWSWORKS.ORG CONTENT IS ALSO WIDELY DISTRIBUTED  
THROUGH SOCIAL MEDIA. WHYY LEADS FOUR PUBLIC MEDIA NEWSROOMS  
COLLABORATING THROUGH KEYSTONECROSSROADS.ORG TO REPORT IN DEPTH ON  
THE ROOT CAUSES OF PENNSYLVANIA'S URBAN CRISIS - AND ON POSSIBLE  
SOLUTIONS. PLANPHILLY.COM ENGAGES AND EDUCATES CITIZENS ON THE  
VALUE OF A WELL-DESIGNED CITY.

ATTACHMENT 5

FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES

DESCRIPTION

GRANTS

EXPENSES

REVENUE

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ATTACHMENT 5 (CONT'D)

FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES

<u>DESCRIPTION</u>	<u>GRANTS</u>	<u>EXPENSES</u>	<u>REVENUE</u>
EDUCATIONAL SERVICES		217,955.	519,053.
TOTALS		<u>217,955.</u>	<u>519,053.</u>

ATTACHMENT 6

990, PART VII- COMPENSATION OF THE FIVE HIGHEST PAID IND. CONTRACTORS

<u>NAME AND ADDRESS</u>	<u>DESCRIPTION OF SERVICES</u>	<u>COMPENSATION</u>
DMW WORLDWIDE LLC 1325 MORRIS DRIVE WAYNE, PA 19087	DIRECT MARKETING	1,299,836.
PANAVISTA INC. 927 REMINGTON ROAD WYNNEWOOD, PA 19096	PROGRAM PRODUCTION	557,124.
SD&A TELESERVICES 5757 W. CENTURY BLVD., STE 300 LOS ANGELES, CA 90045	OUTBOUND TELEMARKETI	327,134.
ECHODATA GROUP INC. 735 FOX CHASE, STE 101 COATESVILLE, PA 19320	ORDER FULFILLMENT	255,132.
BLACKBAUD P.O. BOX 930256 ATLANTA, GA 31193	DATA MGMT. SYSTEM	227,392.

ATTACHMENT 7

FORM 990, PART VIII - INVESTMENT INCOME

<u>DESCRIPTION</u>	(A) <u>TOTAL</u> <u>REVENUE</u>	(B) <u>RELATED OR</u> <u>EXEMPT REVENUE</u>	(C) <u>UNRELATED</u> <u>BUSINESS REV.</u>	(D) <u>EXCLUDED</u> <u>REVENUE</u>
INTEREST AND DIVIDENDS	118,371.			118,371.
TOTALS	<u>118,371.</u>			<u>118,371.</u>

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ATTACHMENT 8

FORM 990, PART VIII - EXCLUDED CONTRIBUTIONS

<u>DESCRIPTION</u>	<u>AMOUNT</u>
PRESIDENT'S DINNER	206,989.
TOTAL	<u>206,989.</u>

ATTACHMENT 9

FORM 990, PART VIII - FUNDRAISING EVENTS

<u>DESCRIPTION</u>	<u>GROSS INCOME</u>	<u>DIRECT EXPENSES</u>
PRESIDENT'S DINNER	49,711.	49,711.
TOTALS	<u>49,711.</u>	<u>49,711.</u>

ATTACHMENT 10

FORM 990, PART X - INVESTMENTS - PUBLICLY TRADED SECURITIES

<u>DESCRIPTION</u>	<u>BEGINNING BOOK VALUE</u>	<u>ENDING BOOK VALUE</u>
FIXED INCOME	1,852,001.	1,428,045.
EQUITY FUNDS AND COMMON STOCK	801,352.	4,298,848.
EXCHANGE TRADED FUNDS	3,779,401.	463,640.
TOTALS	<u>6,432,754.</u>	<u>6,190,533.</u>

ATTACHMENT 11

FORM 990, PART VIII - CONTRIBUTIONS

NAME AND ADDRESS	DATE	FEDERATED CAMPAIGNS	MEMBERSHIP DUES	FUNDRAISING EVENTS	RELATED ORGANIZATIONS	GOVERNMENT GRANTS	ALL OTHER CONTRIBUTIONS
CORPORATION FOR PUBLIC BROADCASTING 401 NINTH STREET, NW WASHINGTON, DC 20004	06/30/2015						2,620,355.
NEUBAUER FAMILY FOUNDATION 1800 BYBERRY RD, STE 1100 HUNTINGDON VALLEY, PA 19006	06/30/2015						1,156,000.
SUTHERLAND FAMILY CHARITABLE FUND 216 VALLEY RIDGE ROAD HAVERFORD, PA 19041	06/30/2015						1,000,000.
WYNCOTE FOUNDATION 1717 ARCH STREET, SUITE 1430 PHILADELPHIA, PA 19103	06/30/2015						625,000.
REDEVELOPMENT ASSISTANCE CAPITAL PROGRAM 333 MARKET STREET, 18TH FLOOR HARRISBURG, PA 17101	06/30/2015						500,000.
CASH PUBLIC CONTRIBUTIONS < 2% 150 NORTH SIXTH STREET PHILADELPHIA, PA 19106	06/30/2015						1,678,696.
TOTALS							<u>7,580,051.</u>