

Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2024
Open to Public Inspection

A For the **2024** calendar year, or tax year beginning and ending

B Check if applicable:
☐ Address change
☐ Name change
☐ Initial return
☐ Final return/terminated
☐ Amended return
☐ Application pending

C Name of organization
EDUCATIONAL MEDIA FOUNDATION
Doing business as
Number and street (or P.O. box if mail is not delivered to street address) Room/suite
5700 WEST OAKS BLVD.
City or town, state or province, country, and ZIP or foreign postal code
ROCKLIN, CA 95765
F Name and address of principal officer: TOM STULTZ
SAME AS C ABOVE

D Employer identification number
94-2816342
E Telephone number
(916) 251-1600
G Gross receipts \$ 659,874,381.
H(a) Is this a group return for subordinates? ☐ Yes ☒ No
H(b) Are all subordinates included? ☒ Yes ☐ No
If "No," attach a list. See instructions
H(c) Group exemption number

I Tax-exempt status: ☒ 501(c)(3) ☐ 501(c) () (insert no.) ☐ 4947(a)(1) or ☐ 527
J Website: WWW.EMFBROADCASTING.COM
K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other
L Year of formation: 1981
M State of legal domicile: CA

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities: INSPIRING PEOPLE TO MOVE CLOSER TO JESUS THROUGH ALL FORMS OF MEDIA INCLUDING THE K-LOVE AND AIR1
2 Check this box ☐ 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) **3** 6
4 Number of independent voting members of the governing body (Part VI, line 1b) **4** 5
5 Total number of individuals employed in calendar year 2024 (Part V, line 2a) **5** 666
6 Total number of volunteers (estimate if necessary) **6** 300
7a Total unrelated business revenue from Part VIII, column (C), line 12 **7a** 158,205.
b Net unrelated business taxable income from Form 990-T, Part I, line 11 **7b** 0.

Revenue

	Prior Year	Current Year
8 Contributions and grants (Part VIII, line 1h)	220,279,531.	223,395,128.
9 Program service revenue (Part VIII, line 2g)	4,577,380.	4,580,700.
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	6,264,413.	25,249,334.
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	11,127,828.	7,823,566.
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	242,249,152.	261,048,728.

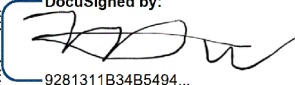
Expenses

13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	43,950.	549,125.
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)	64,061,795.	66,192,796.
16a Professional fundraising fees (Part IX, column (A), line 11e)	1,866,084.	2,437,290.
b Total fundraising expenses (Part IX, column (D), line 25)	11,743,088.	
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	88,578,140.	98,835,501.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	154,549,969.	168,014,712.
19 Revenue less expenses. Subtract line 18 from line 12	87,699,183.	93,034,016.

Net Assets or Fund Balances

	Beginning of Current Year	End of Year
20 Total assets (Part X, line 16)	1,124,971,160.	1,187,442,265.
21 Total liabilities (Part X, line 26)	94,805,128.	85,239,846.
22 Net assets or fund balances. Subtract line 21 from line 20	1,030,166,032.	1,102,202,419.

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. DeDocuSigned by:  r) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer 9281311B34B5494...
MATT REYNOLDS, CFO AND TREASURER
Type or print name and title

Date
8/1/2025

Paid

Preparer's name
TINA HENTON

Preparer's signature
TINA HENTON

Date
07/31/25

Check if self-employed ☐

PTIN
P00630282

Preparer Use Only

Firm's name
CLIFTONLARSONALLEN LLP

Firm's EIN
41-0746749

Firm's address
420 SOUTH ORANGE AVENUE, SUITE 900
ORLANDO, FL 32801

Phone no.
407-802-1200

Form **8868**
(Rev. January 2025)

Department of the Treasury
Internal Revenue Service

**Application for Extension of Time To File an Exempt Organization
Return or Excise Taxes Related to Employee Benefit Plans**

File a separate application for each return.
Go to www.irs.gov/Form8868 for the latest information.

OMB No. 1545-0047

Electronic filing (e-file). You can electronically file Form 8868 to request up to a 6-month extension of time to file any of the forms listed below except for Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts. An extension request for Form 8870 must be sent to the IRS in a paper format (see instructions). For more details on the electronic filing of Form 8868, visit www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits.

Caution: If you are going to make an electronic funds withdrawal (direct debit) with this Form 8868, see Form 8453-TE and Form 8879-TE for payment instructions.

All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

Part I - Identification

Type or Print File by the due date for filing your return. See instructions.	Name of exempt organization, employer, or other filer, see instructions.	Taxpayer identification number (TIN)
	EDUCATIONAL MEDIA FOUNDATION	94-2816342
	Number, street, and room or suite no. If a P.O. box, see instructions. 5700 WEST OAKS BLVD.	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. ROCKLIN, CA 95765	

Enter the Return Code for the return that this application is for (file a separate application for each return) 0 1

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 4720 (other than individual)	09
Form 4720 (individual)	03	Form 5227	10
Form 990-PF	04	Form 6069	11
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 8870	12
Form 990-T (trust other than above)	06	Form 5330 (individual)	13
Form 990-T (corporation)	07	Form 5330 (other than individual)	14
Form 1041-A	08	Form 990-T (governmental entities)	15

• After you enter your Return Code, complete either Part II or Part III. Part III, including signature, is applicable only for an extension of time to file Form 5330.

- If this application is for an extension of time to file Form 5330, you must enter the following information.
- Plan Name _____
- Plan Number _____
- Plan Year Ending (MM/DD/YYYY) _____

Part II - Automatic Extension of Time To File for Exempt Organizations (see instructions)

The books are in the care of MATT REYNOLDS
2000 REAMS FLEMING BLVD - FRANKLIN, TN 37064

Telephone No. (916) 251-1600 Fax No. _____

• If the organization does not have an office or place of business in the United States, check this box ☐

• If this is for a Group Return, enter the organization's four-digit Group Exemption Number (GEN) _____. If this is for the whole group, check this box ☐. If it is for part of the group, check this box ☐ and attach a list with the names and TINs of all members the extension is for.

1 I request an automatic 6-month extension of time until NOVEMBER 15, 20 25, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

☒ calendar year 20 24 or

☐ tax year beginning _____, 20 _____, and ending _____, 20 _____

2 If the tax year entered in line 1 is for less than 12 months, check reason: ☐ Initial return ☐ Final return

☐ Change in accounting period

3a If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	3a	\$	0.
b If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	3b	\$	0.
c Balance due. Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	3c	\$	0.

For Privacy Act and Paperwork Reduction Act Notice, see instructions. Form **8868** (Rev. 1-2025)

Part III

Statement of Program Service Accomplishments

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

X

1

Briefly describe the organization's mission:

CREATE AND DISTRIBUTE QUALITY AND COMPELLING MEDIA THAT INSPIRES AND ENCOURAGES PEOPLE TO HAVE A MEANINGFUL RELATIONSHIP WITH JESUS CHRIST THROUGH K-LOVE RADIO NETWORK; AIR1 RADIO NETWORK; WTA MEDIA, LLC (WTA); ACCESSMORE PODCASTING; K-LOVE ONDEMAND; K-LOVE BOOKS; AND

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

X

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

X

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 \$ 110,229,321. including grants of \$ 0.) (Revenue \$ 12,116,989.)

EMF OWNS AND/OR MANAGES MULTIPLE MEDIA CHANNELS INCLUDING, BUT NOT LIMITED TO, NON-COMMERCIAL RELIGIOUS AND EDUCATIONAL RADIO BROADCASTING; FILM AND VIDEO PRODUCTION, MARKETING, AND DISTRIBUTION; LIVE EVENTS; LITERATURE; STREAMING; PODCASTING, AND OTHER DIGITAL MEDIA.

4b

(Code:) (Expenses \$ 4,723,106. including grants of \$ 0.) (Revenue \$ 0.)

PASTORAL CARE DEPARTMENT OF EMF PROVIDES SPIRITUAL SUPPORT TO THE ORGANIZATION'S LISTENING AUDIENCE, AND TO LOCAL COMMUNITIES AND CHURCHES BY CONNECTING CALLERS TO MINISTRY RESOURCES IN THEIR AREAS. THE PASTORAL CARE DEPARTMENT OFFERS BIBLICALLY BASED COUNSELING AND PRAYER, PRIMARILY VIA TELEPHONE, FROM TRAINED PASTORS AND PASTORAL CARE TEAM MEMBERS. THE PASTORAL CARE TEAM IS AVAILABLE TO TAKE LIVE LISTENER CALLS THROUGHOUT THE DAY AND PASTORS ARE ON CALL (24-7) SHOULD CRISIS SUPPORT AND INTERVENTION BE NECESSARY. IN ADDITION, LISTENERS ARE ENCOURAGED TO LEAVE THEIR PRAYER REQUESTS ON THE KLOVE.COM AND AIR1.COM WEBSITES OR VIA EMF'S DIGITAL APPS. THE PASTORAL CARE DEPARTMENT AND THE STAFF OF EMF PRAY FOR THESE REQUESTS DAILY.

4c

(Code:) (Expenses \$ 330,496. including grants of \$ 0.) (Revenue \$ 0.)

CRISIS RESPONSE EDUCATIONAL TRAINING EQUIPS AND SUPPORTS FIRST AND SECOND RESPONDER NETWORKS PROACTIVELY THROUGH TRAINING AND PREPAREDNESS, AND REACTIVELY DURING DISASTER RECOVERY COMMUNITY RESPONSES THROUGH RESILIENCY INTERVENTIONS. THESE SERVICES ARE OFFERED TO (BUT NOT LIMITED TO) FIRST RESPONDERS (POLICE, FIRE), SECONDARY RESPONDERS (MEDICAL HEALTH PROFESSIONALS), AND COMMUNITY CHAPLAINS. THE CLASSES ARE PROVIDED AT NO CHARGE AND TEACH THE BASICS OF CRITICAL INCIDENT STRESS MANAGEMENT (CISM). THIS PROGRAM WAS DEVELOPED AS AN OUTGROWTH OF OUR PASTORAL MINISTRY AND LOCAL OUTREACH.

4d

Other program services (Describe on Schedule O.)

(Expenses \$ 871,537. including grants of \$ 549,125.) (Revenue \$ 0.)

4e

Total program service expenses

116,154,460.

432002 12-10-24

3

10120731 131839 A833992

2024.04010 EDUCATIONAL MEDIA FOUNDAT A8339921

Form **990** (2024)

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ? See instructions		X
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	X	
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>	X	
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>	X	
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>	X	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I. See instructions</i>	X	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	X	

Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22	X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23	X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a	24a	X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b	
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c	
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d	
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a	X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	25b	X
26 Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part II	26	X
27 Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? If "Yes," complete Schedule L, Part III	27	X
28 Was the organization a party to a business transaction with one of the following parties? (See the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? If "Yes," complete Schedule L, Part IV	28a	X
b A family member of any individual described in line 28a? If "Yes," complete Schedule L, Part IV	28b	X
c A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? If "Yes," complete Schedule L, Part IV	28c	X
29 Did the organization receive more than \$25,000 in noncash contributions? If "Yes," complete Schedule M	29	X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30	X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31	X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32	X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33	X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1	34	X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b	X
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	36	X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37	X
38 Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19?	38	X

Note: All Form 990 filers are required to complete Schedule O

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

	Yes	No
1a Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable	1a	953
b Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable	1b	0
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	X

Part V **Statements Regarding Other IRS Filings and Tax Compliance** (continued)

		Yes	No
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a 666		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	X	
b If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	3b	X	
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b If "Yes," enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
c If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a		X
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7 Organizations that may receive deductible contributions under section 170(c).			
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		X
b If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		X
d If "Yes," indicate the number of Forms 8282 filed during the year	7d		
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		X
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		
9 Sponsoring organizations maintaining donor advised funds.			
a Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10 Section 501(c)(7) organizations. Enter:			
a Initiation fees and capital contributions included on Part VIII, line 12	10a		
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b		
11 Section 501(c)(12) organizations. Enter:			
a Gross income from members or shareholders	11a		
b Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b		
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b		
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			
a Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a		
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b		
c Enter the amount of reserves on hand	13c		
14a Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b		
15 Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see the instructions and file Form 4720, Schedule N.	15		X
16 Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16		X
17 Section 501(c)(21) organizations. Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	17		

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 on Schedule O. See instructions.

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

Section A. Governing Body and Management

		Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.	1a 6		
b Enter the number of voting members included on line 1a, above, who are independent	1b 5		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?	3		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4	X	
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6 Did the organization have members or stockholders?	6		X
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		X
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
a The governing body?	8a	X	
b Each committee with authority to act on behalf of the governing body?	8b	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O	9		X

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

	Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a	X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b	
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	X
b Describe on Schedule O the process, if any, used by the organization to review this Form 990.		
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done	12c	X
13 Did the organization have a written whistleblower policy?	13	X
14 Did the organization have a written document retention and destruction policy?	14	X
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a The organization's CEO, Executive Director, or top management official	15a	X
b Other officers or key employees of the organization	15b	X
If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.		
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b	X

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed AL, AR, CA, CO, FL, GA, HI, IL, KS, KY, MA, MD

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, 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.
☒ Own website ☒ Another's website ☒ Upon request ☐ Other (explain on Schedule O)

19 Describe on 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
MATT REYNOLDS - (916)251-1600
2000 REAMS FLEMING BLVD, FRANKLIN, TN 37064

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 the 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, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) 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.

See the instructions for the order in which to list the persons above.

☐ 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 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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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) TODD WOODS CEO/DIRECTOR (END 5/15/24)	50.00 2.00	X		X				639,885.	0.	48,455.
(2) EDWIN RICE CHIEF TECHNOLOGY OFFICER	50.00 0.00				X			521,375.	0.	46,993.
(3) DAVID PIERCE CHIEF MEDIA OFFICER (END 4/21/25)	50.00 0.00				X			362,348.	0.	36,818.
(4) MATTHEW REYNOLDS CFO/TREASURER	50.00 2.00			X				291,564.	0.	43,283.
(5) MARGARET BAHOU CHIEF PEOPLE OFFICER	50.00 0.00				X			299,934.	0.	31,082.
(6) JANET CHERRY FORMER CHIEF TRANSITION OFFICER	50.00 0.00						X	330,971.	0.	0.
(7) CHARLES LOONEY SR. VP OF INFRASTRUCTURE & OPERATIONS	50.00 0.00				X			288,874.	0.	40,795.
(8) JAMES HOUSER CHIEF RADIO OFFICER	50.00 0.00				X			283,269.	0.	43,945.
(9) JOE MILLER VP SIGNAL DEVELOPMENT	50.00 2.00				X			291,717.	0.	33,725.
(10) DAVID ATKINSON FORMER CAO	50.00 0.00						X	317,281.	0.	0.
(11) SAM WALLINGTON VP OF ENGINEERING	50.00 0.00				X			271,296.	0.	43,517.
(12) NATALIE CARLISLE CHIEF DEVELOPMENT OFFICER	50.00 0.00				X			281,099.	0.	28,426.
(13) BETHANY DAVIS CHIEF MARKETING & COMM. OFFICER	50.00 0.00				X			292,882.	0.	11,262.
(14) RORY MCKEAN COUNSEL/ASST. SEC. (END 4/2/25)	50.00 0.00			X				189,512.	0.	31,324.
(15) SUSAN MYERS COUNSEL/SECRETARY	50.00 2.00			X				199,229.	0.	17,956.
(16) KENDRA HICKEY CONTROLLER/ASSISTANT TREASURER	50.00 0.00			X				164,790.	0.	34,806.
(17) TOM STULTZ CEO/DIRECTOR	50.00 2.00	X		X				158,020.	0.	1,079.

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 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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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			
(18) SAM HORN DIRECTOR	1.00 0.00	X						16,000.	0.	0.
(19) DONNA ECTON CHAIRMAN (END 3/1/24)	1.00 1.00	X		X				0.	0.	525,000.
(20) MITCH BARNHART DIRECTOR	1.00 1.00	X						0.	0.	0.
(21) MARK BRANNON DIRECTOR (END 12/31/24)	1.00 1.00	X						0.	0.	0.
(22) NINA JONES DIRECTOR	1.00 0.00	X						0.	0.	0.
(23) JERRY SHIRER DIRECTOR	1.00 1.00	X						0.	0.	0.
1b Subtotal								5,200,046.	0.	1,018,466.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								5,200,046.	0.	1,018,466.

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

175

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <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
BRASFIELD & GORRIE LLC, 1201 DEMONBRAUM ST STE 200, NASHVILLE, TN 37207	CONSTRUCTION SERVICES	32,721,616.
DUNHAM+COMPANY 6111 W PLANO PKWY STE 2200, PLANO, TX 75093	MARKETING/FUNDRAISING	2,588,324.
INFOCISION MANAGEMENT CORPORATION PO BOX 72436, CLEVELAND, OH 44192	CALL CENTER	1,019,117.
BGRS LLC, 150 HARVESTER DR STE 201, BURR RIDGE, IL 60527	RELOCATION SERVICES	954,317.
HASTINGS ARCHITECTURE LLC 225 POLK AVE STE 100, NASHVILLE, TN 37203	ARCHITECTURAL SERVICES	810,615.
2	Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization	65

Part VIII Statement of Revenue

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

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e					
	f All other contributions, gifts, grants, and similar amounts not included above ...	1f	223,395,128.				
	g Noncash contributions included in lines 1a-1f	1g	\$ 494,091.				
	h Total. Add lines 1a-1f				223,395,128.		
Program Service Revenue	2 a BUSINESS UNDERWRITING	Business Code	541800	4,580,700.	4,468,751.	111,949.	
	b						
	c						
	d						
	e						
	f All other program service revenue						
	g Total. Add lines 2a-2f			4,580,700.			
	Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)			8,427,337.		
4 Income from investment of tax-exempt bond proceeds							
5 Royalties							
6 a Gross rents		6a	(i) Real	(ii) Personal			
				377,456.			
			6b	204,148.			
b Less: rental expenses ...		6b					
c Rental income or (loss)		6c		173,308.			
d Net rental income or (loss)				173,308.		44,236.	129,072.
7 a Gross amount from sales of assets other than inventory		7a	(i) Securities	(ii) Other			
				6,882,375.			
			7b	5,982,265.			
b Less: cost or other basis and sales expenses		7b	392,495,122.				
c Gain or (loss)		7c	15,921,887.	900,110.			
d Net gain or (loss)				16,821,997.			16,821,997.
8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	8a						
		8b					
b Less: direct expenses	8b						
c Net income or (loss) from fundraising events							
9 a Gross income from gaming activities. See Part IV, line 19	9a						
		9b					
b Less: direct expenses	9b						
c Net income or (loss) from gaming activities							
10 a Gross sales of inventory, less returns and allowances	10a		332,487.				
		10b	144,118.				
		c Net income or (loss) from sales of inventory					188,369.
Miscellaneous Revenue	11 a CONCERT TOURS	Business Code	711300	6,616,679.	6,616,679.		
	b FILM REVENUE		512000	528,775.	528,775.		
	c OTHER INCOME		900099	316,435.	314,415.	2,020.	
	d All other revenue						
	e Total. Add lines 11a-11d			7,461,889.			
12 Total revenue. See instructions				261,048,728.	12,116,989.	158,205.	25,378,406.

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 ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 ...	549,125.	549,125.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	3,970,667.	2,514,100.	1,127,588.	328,979.
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	45,980,680.	29,113,506.	13,057,564.	3,809,610.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	1,761,486.	1,181,785.	435,895.	143,806.
9 Other employee benefits	10,675,874.	7,150,839.	2,653,095.	871,940.
10 Payroll taxes	3,804,089.	2,544,936.	948,359.	310,794.
11 Fees for services (nonemployees):				
a Management	240,000.		240,000.	
b Legal	1,901,166.		1,901,166.	
c Accounting	422,308.		422,308.	
d Lobbying	153,560.		153,560.	
e Professional fundraising services. See Part IV, line 17	2,437,290.			2,437,290.
f Investment management fees	866,356.		866,356.	
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	4,594,633.	1,888,290.	1,301,072.	1,405,271.
12 Advertising and promotion	4,883,101.	8,141.	4,573,706.	301,254.
13 Office expenses	5,712,678.	3,623,046.	1,117,158.	972,474.
14 Information technology	10,137,339.	6,972,226.	2,433,547.	731,566.
15 Royalties	76,214.	76,214.		
16 Occupancy	2,734,114.	1,905,779.	605,640.	222,695.
17 Travel	2,244,560.	1,794,256.	260,384.	189,920.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials ...				
19 Conferences, conventions, and meetings	45,445.		45,445.	
20 Interest	977,906.	506,992.	470,914.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	12,612,769.	11,988,407.	624,362.	
23 Insurance	669,619.		669,619.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a CONTENT OPERATIONS: SIG	30,356,936.	30,356,936.		
b CONTENT CREATION	7,552,242.	7,459,611.	85,386.	7,245.
c CONTENT TECHNOLOGY AND	6,566,709.	6,444,979.	121,440.	290.
d CREDIT CARD PROCESSING	3,435,875.		3,435,875.	
e All other expenses	2,651,971.	75,292.	2,566,725.	9,954.
25 Total functional expenses. Add lines 1 through 24e	168,014,712.	116,154,460.	40,117,164.	11,743,088.
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 ☒ if following SOP 98-2 (ASC 958-720)	3,980,110.	2,196,296.	334,593.	1,449,221.

Part X Balance Sheet

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

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	13,158,143.	1	2,514,968.
	2 Savings and temporary cash investments	13,675,380.	2	44,060,758.
	3 Pledges and grants receivable, net	7,227,541.	3	5,696,907.
	4 Accounts receivable, net	3,669,011.	4	2,275,736.
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net	2,777,526.	7	74,634,332.
	8 Inventories for sale or use	2,140,986.	8	5,222,057.
	9 Prepaid expenses and deferred charges	9,811,605.	9	7,500,511.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 337,272,425.		
	b Less: accumulated depreciation	10b 121,320,439.		
	11 Investments - publicly traded securities	181,765,142.	10c	215,951,986.
	12 Investments - other securities. See Part IV, line 11	194,163,785.	11	141,323,774.
	13 Investments - program-related. See Part IV, line 11	5,895,806.	12	5,897,886.
	14 Intangible assets		13	
	15 Other assets. See Part IV, line 11	631,885,240.	14	621,821,343.
16 Total assets. Add lines 1 through 15 (must equal line 33)	58,800,995.	15	60,542,007.	
17 Accounts payable and accrued expenses	1,124,971,160.	16	1,187,442,265.	
Liabilities	18 Grants payable	27,426,629.	17	15,187,789.
	19 Deferred revenue		18	
	20 Tax-exempt bond liabilities	122,067.	19	132,782.
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		20	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		21	
	23 Secured mortgages and notes payable to unrelated third parties		22	
	24 Unsecured notes and loans payable to unrelated third parties	13,153,083.	23	11,909,814.
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		24	
	26 Total liabilities. Add lines 17 through 25	54,103,349.	25	58,009,461.
	27 Net assets or fund balances	94,805,128.	26	85,239,846.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here ☒ and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	1,002,295,616.	27	1,077,633,676.
	28 Net assets with donor restrictions	27,870,416.	28	24,568,743.
	Organizations that do not follow FASB ASC 958, check here ☐ and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
	32 Total net assets or fund balances	1,030,166,032.	32	1,102,202,419.
33 Total liabilities and net assets/fund balances	1,124,971,160.	33	1,187,442,265.	

Form **990** (2024)

Part XI

Reconciliation of Net Assets

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

X

1	Total revenue (must equal Part VIII, column (A), line 12)	1	261,048,728.
2	Total expenses (must equal Part IX, column (A), line 25)	2	168,014,712.
3	Revenue less expenses. Subtract line 2 from line 1	3	93,034,016.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	1,030,166,032.
5	Net unrealized gains (losses) on investments	5	-4,257,572.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	-16,740,057.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	1,102,202,419.

Part XII

Financial Statements and Reporting

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

X

		Yes	No
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 on Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		X
	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?	X	
	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?	X	
	If the organization changed either its oversight process or selection process during the tax year, explain on 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 Uniform Guidance, 2 C.F.R. Part 200, Subpart F?		X
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 on Schedule O and describe any steps taken to undergo such audits		

Form 990 (2024)

SCHEDULE A
(Form 990)

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.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2024

Open to Public
Inspection

Name of the organization	Employer identification number
EDUCATIONAL MEDIA FOUNDATION	94-2816342

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 12, 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 (Form 990).)
- ☐ 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 agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____
- ☐ 10 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.)
- ☐ 11 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
- ☐ 12 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 on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.

☐ 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 1-10 above (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 | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Total | | | | | | |
- LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

432021 01-14-25

Schedule A (Form 990) 2024

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

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

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	209,061,279.	241,047,367.	231,285,801.	220,279,531.	223,395,128.	1125069106.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	209,061,279.	241,047,367.	231,285,801.	220,279,531.	223,395,128.	1125069106.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4.						1125069106.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
7 Amounts from line 4	209,061,279.	241,047,367.	231,285,801.	220,279,531.	223,395,128.	1125069106.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	1,677,943.	2,311,419.	3,160,850.	7,550,571.	8,556,409.	23,257,192.
9 Net income from unrelated business activities, whether or not the business is regularly carried on	61,131.	71,285.	260,932.	464,406.	158,205.	1,015,959.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)	700,252.	322,891.	1,618,613.	2,395,670.	7,459,869.	12,497,295.
11 Total support. Add lines 7 through 10						1161839552.
12 Gross receipts from related activities, etc. (see instructions)					12	24,380,671.
13 First 5 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

14 Public support percentage for 2024 (line 6, column (f), divided by line 11, column (f))	14	96.84 %
15 Public support percentage from 2023 Schedule A, Part II, line 14	15	97.79 %
16a 33 1/3% support test - 2024. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		☒
b 33 1/3% support test - 2023. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		☐
17a 10% -facts-and-circumstances test - 2024. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization		☐
b 10% -facts-and-circumstances test - 2023. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization		☐
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		☐

Schedule A (Form 990) 2024

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

(Complete only if you checked the box on line 10 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) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 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						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
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						
c Add lines 7a and 7b						
8 Public support. (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						

14 First 5 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

15 Public support percentage for 2024 (line 8, column (f), divided by line 13, column (f))	15	%
16 Public support percentage from 2023 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2024 (line 10c, column (f), divided by line 13, column (f))	17	%
18 Investment income percentage from 2023 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2024. 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 - 2023. 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 12 of Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, 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 lines 3b and 3c 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 box 12a or 12b in Part I, answer lines 4b and 4c 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 lines 5b and 5c 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 Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c Substitutions only. 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 (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) 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 (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% 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 on 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 on line 9a) 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 on line 9a) 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 section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer line 10b 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)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?		
11a		
b A family member of a person described on line 11a above?		
11b		
c A 35% controlled entity of a person described on line 11a or 11b above? If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.		
11c		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.		
1		
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? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.		
2		

Section C. Type II Supporting Organizations

	Yes	No
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)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).		
1		

Section D. All Type III Supporting Organizations

	Yes	No
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, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
1		
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? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).		
2		
3 By reason of the relationship described on line 2, above, 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? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.		
3		

Section E. Type III Functionally Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).			
a ☐ The organization satisfied the Activities Test. Complete line 2 below.			
b ☐ The organization is the parent of each of its supported organizations. Complete line 3 below.			
c ☐ The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).			
2 Activities Test. Answer lines 2a and 2b below.			
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.	Yes	No	
2a			
b Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.			
2b			
3 Parent of Supported Organizations. Answer lines 3a and 3b below.			
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? If "Yes" or "No," provide details in Part VI.			
3a			
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.			
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 (*explain in Part VI*). **See instructions.**
All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3.	4	
5	Depreciation and depletion	5	
6	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)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8	

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (<i>explain in detail in Part VI</i>):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d.	3	
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by 0.035.	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	

Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, column A)	1	
2	Enter 0.85 of line 1.	2	
3	Minimum asset amount for prior year (from Section B, line 8, column A)	3	
4	Enter greater of line 2 or line 3.	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6	
7	☐ 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	1
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3
4	Amounts paid to acquire exempt-use assets	4
5	Qualified set-aside amounts (prior IRS approval required - <i>provide details in Part VI</i>)	5
6	Other distributions (describe in Part VI). See instructions.	6
7	Total annual distributions. Add lines 1 through 6.	7
8	Distributions to attentive supported organizations to which the organization is responsive (<i>provide details in Part VI</i>). See instructions.	8
9	Distributable amount for 2024 from Section C, line 6	9
10	Line 8 amount divided by line 9 amount	10

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2024	(iii) Distributable Amount for 2024
1 Distributable amount for 2024 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2024 (reasonable cause required - <i>explain in Part VI</i>). See instructions.			
3 Excess distributions carryover, if any, to 2024			
a From 2019			
b From 2020			
c From 2021			
d From 2022			
e From 2023			
f Total of lines 3a through 3e			
g Applied to under distributions of prior years			
h Applied to 2024 distributable amount			
i Carryover from 2019 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4 Distributions for 2024 from Section D, line 7: \$			
a Applied to underdistributions of prior years			
b Applied to 2024 distributable amount			
c Remainder. Subtract lines 4a and 4b from line 4.			
5 Remaining underdistributions for years prior to 2024, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
6 Remaining underdistributions for 2024. Subtract lines 3h and 4b from line 1. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
7 Excess distributions carryover to 2025. Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2020			
b Excess from 2021			
c Excess from 2022			
d Excess from 2023			
e Excess from 2024			

Schedule A (Form 990) 2024

Part VI

Supplemental Information. Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information.
(See instructions.)

SCHEDULE A, PART II, LINE 10, EXPLANATION FOR OTHER INCOME:

PROMOTIONAL INCOME

2020 AMOUNT: \$ 700,252.

2021 AMOUNT: \$ 322,891.

2022 AMOUNT: \$ 1,618,613.

2023 AMOUNT: \$ 2,395,670.

CONCERT TOURS AND FILM REVENUE

2024 AMOUNT: \$ 7,459,869.

Disclosure Copy

SCHEDULE C
(Form 990)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2024

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.
Go to www.irs.gov/Form990 for instructions and the latest information.

If the organization answered "Yes" on 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 I-B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and I-C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes" on 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" on 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	Employer identification number (EIN)
EDUCATIONAL MEDIA FOUNDATION	94-2816342

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 campaign activity expenditures \$
- 3 Volunteer hours for political campaign activities

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 EINs 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-.

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.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grassroots lobbying)															
b Total lobbying expenditures to influence a legislative body (direct lobbying)															
c Total lobbying expenditures (add lines 1a and 1b)															
d Other exempt purpose expenditures															
e Total exempt purpose expenditures (add lines 1c and 1d)															
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.															
<table><tr><th>IF the amount on line 1e, column (a) or (b), is:</th><th>THEN the lobbying nontaxable amount is:</th></tr><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></table>		IF the amount on line 1e, column (a) or (b), is:	THEN 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:	THEN 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.														
g Grassroots nontaxable amount (enter 25% of line 1f)															
h Subtract line 1g from line 1a. If zero or less, enter -0-															
i Subtract line 1f from line 1c. If zero or less, enter -0-															
j 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?		☐ Yes	☐ 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.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2021	(b) 2022	(c) 2023	(d) 2024	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f 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)).

For each "Yes" response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state, or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?		X	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?		X	
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?		X	
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		120,000.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?		X	
i Other activities?	X		33,560.
j Total. Add lines 1c through 1i			153,560.
2a Did the activities in line 1 cause the organization to not be described in section 501(c)(3)?		X	
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).

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

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."

1 Dues, assessments, and similar amounts from members	1	
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	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
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 expenditures next year?	4	
5 Taxable amount of lobbying and political expenditures. See instructions	5	

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.

PART II-B, LINE 1, LOBBYING ACTIVITIES:

EMF, THROUGH ITS MEMBERSHIP IN THE NATIONAL ASSOCIATION OF BROADCASTERS AND THE NATIONAL RELIGIOUS BROADCASTERS, IS MAINTAINING AWARENESS OF OUR ORGANIZATION AND ITS MISSION WITH MEMBERS OF THE LEGISLATURE AND OTHER GOVERNMENTAL OFFICIALS.

SCHEDULE D
(Form 990)
(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements
Complete if the organization answered "Yes" on Form 990,
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
Attach to Form 990.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public
Inspection

Name of the organization EDUCATIONAL MEDIA FOUNDATION
Employer identification number 94-2816342

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

Table with 3 columns: Line number, (a) Donor advised funds, (b) Funds and other accounts. Includes questions 1-6 regarding donor advised funds and private inurement.

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

Questions 1-9 regarding conservation easements, including purpose, monitoring, and expenses.

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

Questions 1a-1b and 2 regarding collections of art, historical treasures, and other similar assets.

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 make significant use of its collection items (check all that apply).

a ☐ Public exhibition

d ☐ Loan or exchange program

b ☐ Scholarly research

e ☐ Other _____

c ☐ Preservation for future generations

4 Provide a description of the organization's collections and explain how they further the 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? ☐ Yes ☐ No

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

1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

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

	Amount
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? ☐ Yes ☐ No

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" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	21,027,173.	17,407,084.	19,078,701.	15,566,895.	12,684,467.
b Contributions	310,340.	1,472,779.	1,570,046.	2,042,704.	1,216,074.
c Net investment earnings, gains, and losses	1,897,229.	2,532,305.	-2,944,399.	1,687,736.	1,806,725.
d Grants or scholarships					
e Other expenditures for facilities and programs	410,764.	309,703.	226,007.	146,512.	80,607.
f Administrative expenses	82,091.	75,292.	71,257.	72,122.	59,764.
g End of year balance	22,741,887.	21,027,173.	17,407,084.	19,078,701.	15,566,895.

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

a Board designated or quasi-endowment 60.9300 %

b Permanent endowment 39.0700 %

c Term endowment .0000 %

The percentages on 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:

(i) Unrelated organizations? _____

(ii) Related organizations? _____

	Yes	No
3a(i)	X	
3a(ii)		X
3b		

b If "Yes" on line 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" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		12,600,152.		12,600,152.
b Buildings		160,681,604.	8,181,219.	152,500,385.
c Leasehold improvements		2,393,141.	885,147.	1,507,994.
d Equipment		129,142,528.	96,377,697.	32,764,831.
e Other		32,455,000.	15,876,376.	16,578,624.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, line 10c, column (B))				215,951,986.

Schedule D (Form 990) (Rev. 12-2024)

Part VII Investments - Other Securities

Complete if the organization answered "Yes" on 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)		
Total. (Col. (b) must equal Form 990, Part X, line 12, col. (B))		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on 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)		
Total. (Col. (b) must equal Form 990, Part X, line 13, col. (B))		

Part IX Other Assets

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

(a) Description	(b) Book value
(1) INVESTMENT IN FILMS	1,856,804.
(2) RIGHT OF USE ASSET	57,104,496.
(3) OTHER DEPOSITS	1,580,707.
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 15, col. (B))	60,542,007.

Part X Other Liabilities

Complete if the organization answered "Yes" on 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)	LEASE LIABILITY	58,009,461.
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, line 25, col. (B))		58,009,461.

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 FASB 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" on Form 990, Part IV, line 12a.

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

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

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

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

Part 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.

PART V, LINE 4:
THE EDUCATIONAL MEDIA FOUNDATION ENDOWMENT WAS ESTABLISHED TO HELP FUND
THE GROWTH AND FUTURE OF THE ORGANIZATION AND ITS MISSION OF INSPIRING
PEOPLE TO MOVE CLOSER TO JESUS.

PART X, LINE 2:
EMF IS EXEMPT FROM INCOME TAXES UNDER SECTION 501(C)(3) OF THE INTERNAL
REVENUE CODE. EMF HAS NOT ENTERED INTO ANY ACTIVITIES THAT WOULD
JEOPARDIZE ITS TAX-EXEMPT STATUS. EMF DOES ENTER INTO UNRELATED TRADE OR
BUSINESS ACTIVITIES THAT RESULT IN UNRELATED BUSINESS INCOME.
HISTORICALLY, THE EXPENSES ASSOCIATED WITH THIS UNRELATED BUSINESS INCOME
EXCEED THE INCOME. ACCORDINGLY, NO PROVISION FOR INCOME TAXES IS RECORDED
IN THE ACCOMPANYING CONSOLIDATED STATEMENT OF ACTIVITIES.

Part XIII

Supplemental Information

(continued)

Disclosure Copy

Part II Fundraising Events. Complete if the organization answered "Yes" on 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 (add col. (a) through col. (c))
		(event type)	(event type)	(total number)	
Revenue	1 Gross receipts				
	2 Less: Contributions				
	3 Gross income (line 1 minus line 2)				
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs				
	7 Food and beverages				
	8 Entertainment				
	9 Other direct expenses				
	10 Direct expense summary. Add lines 4 through 9 in column (d)				
	11 Net income summary. Subtract line 10 from line 3, column (d)				

Part III Gaming. Complete if the organization answered "Yes" on 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	1 Gross revenue				
	2 Cash prizes				
Direct Expenses	3 Noncash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	☐ Yes _____ % ☐ No	☐ Yes _____ % ☐ No	☐ Yes _____ % ☐ No	
	7 Direct expense summary. Add lines 2 through 5 in column (d)				
	8 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: _____

10a 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 13a %

b An outside facility 13b %

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name

Address

15a 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 the 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 explanations 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.

SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:

(I) NAME OF FUNDRAISER: DUNHAM & COMPANY

(I) ADDRESS OF FUNDRAISER:
6111 W PLANO PARKWAY, SUITE 2200, PLANO, TX 75093

PART I, LINE 2B, COLUMN (V):
DUNHAM + COMPANY WAS PAID \$3,682,234 FOR THE PERFORMANCE OF PLEDGE DRIVE CONSULTING WORK AND DIRECT MAIL APPEALS CONSULTING WORK IN CONNECTION WITH EMF FUNDRAISING EFFORTS. THE AMOUNT DISCLOSED IN FORM 990, SCHEDULE G, PART I, LINE 2(B)(V) REPRESENTS DUNHAM + COMPANY'S TOTAL BILLINGS REDUCED BY THE REIMBURSEMENTS FOR TRAVEL, PRINTING, AND MAILING SERVICES (ACTUAL ENVELOPES AND STAMPS), TOTALING 1,244,944.

EMF DID NOT HAVE ANY ARRANGEMENTS WITH FUNDRAISERS UNDER WHICH IT MADE PAYMENTS EXCLUSIVELY FOR FUNDRAISING ADMINISTRATIVE EXPENSES BUT NOT FOR PROFESSIONAL FUNDRAISING SERVICES. EMF DOES NOT ENGAGE IN GAMING

Part IV

Supplemental Information

(continued)

ACTIVITY.

GROSS RECEIPTS FROM FUNDRAISING ACTIVITY WERE DETERMINED USING DATA
ACCUMULATED DURING OUR SEMI-ANNUAL PLEDGE DRIVES, DURING WHICH THE
ORGANIZATION LISTED PROVIDED "PROFESSIONAL SERVICES

Disclosure Copy

SCHEDULE I
(Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public
Inspection

Name of the organization

EDUCATIONAL MEDIA FOUNDATION

Employer identification number

94-2816342

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☒ Yes ☐ No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
AGAPE 4555 TROUSDALE DR NASHVILLE, TN 37204	62-0760716	501(C)(3)	10,000.	0.	N/A	N/A	CHRISTIAN MEDIA
THE HOPE CENTER 3311 MANOR ST BAKERSFIELD, CA 93308	41-2040373	501(C)(3)	25,000.	0.	N/A	N/A	GENERAL ASSISTANCE
NAB LEADERSHIP FOUNDATION 1 M ST. SE WASHINGTON, DC 20003	52-1866840	501(C)(3)	14,100.	0.	N/A	N/A	CHRISTIAN MEDIA
CONVOY OF HOPE 1 CONVOY DR SPRINGFIELD, MO 65802	68-0051386	501(C)(3)	500,000.	0.	N/A	N/A	CHRISTIAN MEDIA

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table 4.

3 Enter total number of other organizations listed in the line 1 table 0.

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

Schedule I (Form 990) (Rev. 12-2024)

SCHEDULE J
(Form 990)

(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

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.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public
Inspection

Name of the organization	Employer identification number
EDUCATIONAL MEDIA FOUNDATION	94-2816342

Part I Questions Regarding Compensation

	Yes	No
1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. ☐ First-class or charter travel ☒ Travel for companions ☒ Tax indemnification and gross-up payments ☐ Discretionary spending account ☐ Housing allowance or residence for personal use ☐ Payments for business use of personal residence ☐ Health or social club dues or initiation fees ☐ Personal services (such as maid, chauffeur, chef)		

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 on 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 aren't 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 and/or 1099-NEC 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 on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) TODD WOODS CEO/DIRECTOR (END 5/15/24)	(i)	219,712.	100,000.	320,173.	16,590.	31,865.	688,340.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) EDWIN RICE CHIEF TECHNOLOGY OFFICER	(i)	284,562.	64,096.	172,717.	15,669.	31,324.	568,368.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) DAVID PIERCE CHIEF MEDIA OFFICER (END 4/21/25)	(i)	301,547.	39,314.	21,487.	14,888.	21,930.	399,166.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) MATTHEW REYNOLDS CFO/TREASURER	(i)	234,549.	37,600.	19,415.	11,959.	31,324.	334,847.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) MARGARET BAHOU CHIEF PEOPLE OFFICER	(i)	258,254.	19,973.	21,707.	10,375.	20,707.	331,016.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) JANET CHERRY FORMER CHIEF TRANSITION OFFICER	(i)	0.	0.	330,971.	0.	0.	330,971.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(7) CHARLES LOONEY SR. VP OF INFRASTRUCTURE & OPERATIONS	(i)	226,907.	1,500.	60,467.	9,471.	31,324.	329,669.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(8) JAMES HOUSER CHIEF RADIO OFFICER	(i)	237,716.	25,500.	20,053.	12,621.	31,324.	327,214.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(9) JOE MILLER VP SIGNAL DEVELOPMENT	(i)	272,013.	500.	19,204.	11,795.	21,930.	325,442.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(10) DAVID ATKINSON FORMER CAO	(i)	0.	0.	317,281.	0.	0.	317,281.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(11) SAM WALLINGTON VP OF ENGINEERING	(i)	259,905.	500.	10,891.	12,193.	31,324.	314,813.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(12) NATALIE CARLISLE CHIEF DEVELOPMENT OFFICER	(i)	248,017.	15,929.	17,153.	6,496.	21,930.	309,525.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(13) BETHANY DAVIS CHIEF MARKETING & COMM. OFFICER	(i)	242,351.	26,164.	24,367.	11,247.	15.	304,144.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(14) RORY MCKEAN COUNSEL/ASST. SEC. (END 4/2/25)	(i)	185,505.	2,000.	2,007.	0.	31,324.	220,836.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(15) SUSAN MYERS COUNSEL/SECRETARY	(i)	181,158.	2,200.	15,871.	7,937.	10,019.	217,185.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(16) KENDRA HICKEY CONTROLLER/ASSISTANT TREASURER	(i)	144,470.	9,000.	11,320.	3,482.	31,324.	199,596.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.

Schedule J (Form 990) (Rev. 12-2024)

Part III Supplemental Information

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.

PART I, LINE 1A:

ON OCCASION, THE SPOUSE OF AN EXECUTIVE WOULD ACCOMPANY THEM TO MEET WITH DONORS.

IMMATERIAL SPOT BONUSES AND RELOCATION EXPENSES WERE PAID DURING THE YEAR TO KEY EMPLOYEES ON A GROSSED-UP BASIS.

PART I, LINE 4A:

THE FOLLOWING SEPARATION PAYMENTS WERE MADE DURING THE FISCAL YEAR:

- TODD WOODS \$260,000
- JANET CHERRY \$330,971
- DAVID ATKINSON \$317,200

PART I, LINE 7:

ALL OFFICERS AND KEY EMPLOYEES LISTED ON FORM 990, PAGE 7, PART VII, SECTION A, RECEIVED DISCRETIONARY BONUSES AS DETERMINED BY THE ACHIEVEMENT OF GOALS, RESULTS, AND CONTRIBUTIONS TO EMF KEY INITIATIVES.

Disclosure Copy

SCHEDULE L
(Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Transactions With Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c; or Form 990-EZ, Part V, line 38a or 40b.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public
Inspection

Name of the organization	EDUCATIONAL MEDIA FOUNDATION	Employer identification number	94-2816342
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Part I

Excess Benefit Transactions

(section 501(c)(3), section 501(c)(4), and section 501(c)(29) organizations only)

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b; or Form 990-EZ, Part V, line 40b.

1	(a) Name of disqualified person	(b) Relationship between disqualified person and organization	(c) Description of transaction	(d) Corrected?	
				Yes	No
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					

2 Enter the amount of tax incurred by the organization managers or disqualified persons during the year under section 4958 \$

3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization \$

Part II

Loans to and/or From Interested Persons

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a, or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22.

(a) Name of interested person	(b) Relationship with organization	(c) Purpose of loan	(d) Loan to or from the organization?		(e) Original principal amount	(f) Balance due	(g) In default?		(h) Approved by board or committee?		(i) Written agreement?	
			To	From			Yes	No	Yes	No	Yes	No
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												
(8)												
(9)												
(10)												
Total						\$						

Part III

Grants or Assistance Benefiting Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of assistance	(d) Type of assistance	(e) Purpose of assistance
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				

SCHEDULE M
(Form 990)

Noncash Contributions

OMB No. 1545-0047

2024

Open to Public
Inspection

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

Go to www.irs.gov/Form990 for instructions and the latest information.

Department of the Treasury
Internal Revenue Service

Name of the organization EDUCATIONAL MEDIA FOUNDATION	Employer identification number 94-2816342
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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	57	494,091.	PUBLISHED MRKT PRICE
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 V, Donee Acknowledgement	29	0
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30a	During the year, did the organization receive by contribution any property reported on Part I, lines 1 through 28, that it must hold for at least 3 years from the date of the initial contribution, and which isn't required to be used for exempt purposes for the entire holding period?	Yes	No
30a			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 nonstandard 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 didn't report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.		

SCHEDULE O
(Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public
Inspection

Name of the organization	Employer identification number
EDUCATIONAL MEDIA FOUNDATION	94-2816342

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
RADIO NETWORKS; ACCESSMORE PODCASTING, K-LOVE ONDEMAND VIDEO STREAMING,
EMF PUBLISHING/K-LOVE BOOKS, WTA MEDIA, K-LOVE FILMS AND LIVE EVENTS.
IN 2024, EMF FULFILLED BOTH ITS EDUCATIONAL AND RELIGIOUS MISSION
PRIMARILY THROUGH RADIO BROADCASTING, WHILE INTRODUCING THESE OTHER
FORMS OF MEDIA TO REACH AND EDUCATE AUDIENCES ON A VARIETY OF
FAITH-BASED TOPICS.

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
K-LOVE FILMS. EDUCATIONAL MEDIA FOUNDATION (EMF) MEDIA CHANNELS INCLUDE
RADIO, FILM, LITERATURE, PODCASTING, AND DIGITAL CONTENT. EMF HAS
FULFILLED ITS EDUCATIONAL AND RELIGIOUS MISSION PRIMARILY THROUGH RADIO
BROADCASTING, WHILE INTRODUCING OTHER MEDIA (AS ITS NAME CONNOTES) OVER
TIME. IN 2024, EMF CONTINUED TO INVEST IN FAITH-BASED BOOK
PUBLISHING, MARKETING, AND DISTRIBUTION THROUGH EMF PUBLISHING, LLC.
EMF WILL CONTINUE TO FULFILL ITS EDUCATIONAL AND RELIGIOUS PURPOSES
PRIMARILY THROUGH TERRESTRIAL RADIO, STREAMING, PODCASTING, PUBLISHING,
AND VIDEO, WHILE EXPLORING NEW MEDIA OPPORTUNITIES TO SHARE THE GOSPEL
OF JESUS.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:
THE DARE II DREAM EDUCATIONAL SCHOOL ASSEMBLY PROGRAM ADDRESSES THE
ONGOING CHALLENGES FACING THE YOUTH OF TODAY. THE RELIGIOUSLY NEUTRAL
AND BIBLICALLY-BASED PRESENTATION EDUCATES KIDS THAT THEIR CHOICES
TODAY WILL IMPACT THEIR LIVES TOMORROW. STUDENTS ARE ENCOURAGED TO
SURROUND THEMSELVES WITH POSITIVE INFLUENCES, RESIST NEGATIVE PEER
PRESSURES, AND TO MOVE FORWARD BY STAYING TRUE TO THE DREAMS AND GOALS
PLACED ON THEIR HEARTS. THIS EDUCATIONAL SERVICE IS OFFERED AT NO
CHARGE TO THE SCHOOL AND SERVES THE COMMUNITY UNDER THE UMBRELLA OF THE
AIR1 NETWORK. THIS PROGRAM WAS DEVELOPED AS AN OUTGROWTH OF OUR
PASTORAL MINISTRY AND LOCAL OUTREACH.
EXPENSES \$ 322,412. INCLUDING GRANTS OF \$ 0. REVENUE \$ 0.

EMF PROVIDED GRANTS TO EXEMPT ORGANIZATIONS WHICH EDUCATE, SUPPORT, AND
PROMOTE CHRISTIAN EVANGELISM, EDIFICATION, AND VALUES.
EXPENSES \$ 549,125. INCLUDING GRANTS OF \$ 549,125. REVENUE \$ 0.

FORM 990, PART VI, SECTION A, LINE 4:
K-LOVE, INC. BECAME THE SOLE MEMBER OF EMF IN 2024.

FORM 990, PART VI, SECTION B, LINE 11B:
THE FORM 990 IS COMPLETED BY AN OUTSIDE ACCOUNTING FIRM. THEREAFTER, THE
FORM 990 IS REVIEWED INTERNALLY BY MEMBERS OF THE FINANCE/ACCOUNTING
DEPARTMENT AND SENIOR MANAGEMENT. ONCE THEIR QUESTIONS ARE RESOLVED, THE
DOCUMENT IS DISTRIBUTED TO EACH MEMBER OF THE BOARD OF DIRECTORS FOR
REVIEW. WHEN THEIR REVIEW IS COMPLETE, THE FORM 990 IS FILED.

FORM 990, PART VI, SECTION B, LINE 11B:
THE FORM 990 IS COMPLETED BY AN OUTSIDE ACCOUNTING FIRM. THEREAFTER, THE
FORM 990 IS REVIEWED INTERNALLY BY MEMBERS OF THE FINANCE/ACCOUNTING
DEPARTMENT AND SENIOR MANAGEMENT. ONCE THEIR QUESTIONS ARE RESOLVED, THE
DOCUMENT IS DISTRIBUTED TO EACH MEMBER OF THE BOARD OF DIRECTORS FOR

REVIEW. WHEN THEIR REVIEW IS COMPLETE, THE FORM 990 IS FILED.

FORM 990, PART VI, SECTION B, LINE 12C:
ALL BOARD MEMBERS AND ANY EMPLOYEES FOUND TO HAVE FINANCIAL DECISION-MAKING ABILITIES ARE PROVIDED A COPY OF THE POLICY ON CONFLICT OF INTEREST AND ARE REQUIRED TO DISCLOSE ANY CONFLICTS. IF A CONFLICT IS DISCLOSED, THE FULL BOARD, LESS THE CONFLICTED MEMBER, WILL DETERMINE THE APPROPRIATE ACTION TO BE TAKEN. ADDITIONALLY, EMPLOYEES, AT THE TIME OF THEIR EMPLOYMENT, ARE REQUIRED TO SIGN A CONFLICT-OF-INTEREST STATEMENT THAT IMPOSES AN ON-GOING OBLIGATION TO DISCLOSE ANY CONFLICTS THAT MIGHT ARISE. IN THE EVENT AN EMPLOYEE HAS A POTENTIAL CONFLICT OF INTEREST, THE POTENTIAL CONFLICT IS RAISED TO THE GENERAL COUNSEL, AND APPROPRIATE MEASURES ARE TAKEN. IN THE CASE OF AN EMPLOYEE WITH A FINANCIAL INTEREST IN A VENDOR THAT DOES BUSINESS WITH THE MINISTRY, THE TRANSACTION IS REVIEWED BY DISINTERESTED MEMBERS OF EXECUTIVE MANAGEMENT, AND IN APPROPRIATE CASES, COMPETITIVE BIDS ARE OBTAINED TO ASSURE THAT THE TRANSACTION IS FAIR AND EQUITABLE. CONFLICT OF INTEREST STATEMENTS ARE SIGNED YEARLY.

FORM 990, PART VI, SECTION B, LINE 15:
THE COMPENSATION OF THE CEO AND CFO IS UNDER THE DIRECTION OF THE INDEPENDENT BOARD OF DIRECTORS. IN 2024 AN INDEPENDENT COMPENSATION STUDY WAS COMPLETED BY SMITH PILOT THAT INCLUDED AN INDEPENDENT REVIEW OF COMPENSATION AND BENEFITS OF THE TOP EXECUTIVES AT EDUCATIONAL MEDIA FOUNDATION, INCLUDING THE CEO AND CFO IN EXECUTIVE SESSION (WITHOUT THE CEO AND CFO PRESENT) TO APPROVE THEIR SALARIES UTILIZING THE DATA PROVIDED. THIS STUDY WAS UPDATED AND APPLIED FOR 2024. THE COMPENSATION OF OTHER OFFICERS AND OTHER KEY EMPLOYEES IS ESTABLISHED BY THE CEO AND APPROVED OVERALL BY THE BOARD.
THE PROCESS DESCRIBED HERE WAS LAST COMPLETED IN 2024.

FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:
AL,AR,CA,CO,FL,GA,HI,IL,KS,KY,MA,MD,MI,MN,MS,ND,NH,NJ,NM,NY,OH,OR,PA,RI,SC
TN,VA,WI,WV

FORM 990, PART VI, SECTION C, LINE 19:
THE ORGANIZATION'S FINANCIAL STATEMENTS AND CONFLICTS OF INTEREST POLICY, AS WELL AS OTHER PERTINENT DOCUMENTS ARE AVAILABLE UPON REQUEST. CERTAIN FINANCIAL DATA IS ALSO AVAILABLE ON GUIDESTAR'S AND ECFA'S WEBSITES.

FORM 990, PART XI, LINE 9, CHANGES IN NET ASSETS:
IMPAIRMENT LOSS -16,740,057.

FORM 990, PART XII, LINE 2C:
THE PROCESS FOR OVERSIGHT AND SELECTION OF AN INDEPENDENT ACCOUNTANT HAS NOT CHANGED FROM THE PRIOR YEAR.

**SCHEDULE R
(Form 990)**

(Rev. January 2025)

Department of the Treasury
Internal Revenue Service**Related Organizations and Unrelated Partnerships**
Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
Attach to Form 990.Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

**Open to Public
Inspection**

Name of the organization

EDUCATIONAL MEDIA FOUNDATION

Employer identification number

94-2816342

Part I Identification of Disregarded Entities. Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
CRISIS RESPONSE LLC - 85-1720199 5700 WEST OAKS BLVD ROCKLIN, CA 95765	CRISIS RESPONSE TRAINING & COMMUNITY SERVICE	CALIFORNIA	267,621.	85,098.	EDUCATIONAL MEDIA FOUNDATION
DARE II DREAM, LLC - 85-2881125 5700 WEST OAKS BLVD ROCKLIN, CA 95765	SCHOOL ASSEMBLY PROGRAM	CALIFORNIA	0.	115,843.	EDUCATIONAL MEDIA FOUNDATION
EMF PROPERTY HOLDINGS, LLC - 27-0169778 5700 WEST OAKS BLVD ROCKLIN, CA 95765	HOLDING COMPANY FOR NON-CASH DONATIONS (PROPERTY)	CALIFORNIA	0.	110.	EDUCATIONAL MEDIA FOUNDATION
EMF PUBLISHING, LLC - 85-1974972 5700 WEST OAKS BLVD ROCKLIN, CA 95765	PUBLISHING, DISTRIBUTION AND SALE OF FAITH-BASED LITERATURE & RELATED PRODUC	DELAWARE	308,418.	1,159,932.	EDUCATIONAL MEDIA FOUNDATION

Part II Identification of Related Tax-Exempt Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
EMF CORPORATION - 26-2472472 5700 WEST OAKS BLVD ROCKLIN, CA 95765	SUPPORTING ORG	DELAWARE	501(C)(3)	LINE 12A, I	EDUCATIONAL MEDIA FOUNDATION	X	
KLOVE & AIR1 FOUNDATION - 26-6579467 5700 WEST OAKS BLVD ROCKLIN, CA 95765	SUPPORTING ORG	DELAWARE	501(C)(3)	LINE 12A, I	EDUCATIONAL MEDIA FOUNDATION	X	
K-LOVE, INC. - 99-0434313 2000 REAMS FLEMING BOULEVARD FRANKLIN, TN 37067	CHRISTIAN RADIO BROADCASTING	TENNESSEE	501(C)(3)	LINE 12A, I	N/A		X

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

Schedule R (Form 990) (Rev. 1-2025)

Part V Transactions With Related Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	1a	X
b Gift, grant, or capital contribution to related organization(s)	1b	X
c Gift, grant, or capital contribution from related organization(s)	1c	X
d Loans or loan guarantees to or for related organization(s)	1d	X
e Loans or loan guarantees by related organization(s)	1e	X
f Dividends from related organization(s)	1f	X
g Sale of assets to related organization(s)	1g	X
h Purchase of assets from related organization(s)	1h	X
i Exchange of assets with related organization(s)	1i	X
j Lease of facilities, equipment, or other assets to related organization(s)	1j	X
k Lease of facilities, equipment, or other assets from related organization(s)	1k	X
l Performance of services or membership or fundraising solicitations for related organization(s)	1l	X
m Performance of services or membership or fundraising solicitations by related organization(s)	1m	X
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	1n	X
o Sharing of paid employees with related organization(s)	1o	X
p Reimbursement paid to related organization(s) for expenses	1p	X
q Reimbursement paid by related organization(s) for expenses	1q	X
r Other transfer of cash or property to related organization(s)	1r	X
s Other transfer of cash or property from related organization(s)	1s	X
2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.		

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) KLOVE & AIR1 FOUNDATION	M	240,000.	FEES CHARGED FOR SERVICES
(2) KLOVE & AIR1 FOUNDATION	Q	150,194.	EXPENSES INCURRED
(3) EL DORADO LICENSES, INC.	D	55,970.	AMOUNT PAID ON BEHALF OF REL. ORG
(4) SAN JOAQUIN BROADCASTING CO.	D	101,209.	AMOUNT PAID ON BEHALF OF REL. ORG
(5)			
(6)			

990

(D) - Asset disposed

* ITC, Salvage, Bonus, Commercial Revitalization Deduction, GO Zone