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Form 990-T
Exempt Organization Business Income Tax Return (and proxy tax under section 6033(e))

For calendar year 2014 or other tax year beginning __________, 2014, and ending __________, 2014.

Information about Form 990-T and its instructions is available at www.irs.gov/form990t.

Check box if name changed and see instructions.

THE POYNTER INSTITUTE
FOR MEDIA STUDIES, INC.
801 THIRD STREET SOUTH
ST. PETERSBURG, FL 33701-4920

Print or Type

Employer identification number (Employees trust, see instructions)
59-1630423

Unrelated business activity codes (See instructions)
541800 900003

Book value of all assets at end of year
38,241,000.

Group exemption number (See instructions)

Check organization type

501(c) corporation

Yes

No

CAREER CENTER, PROPERTY RENTAL

Describe the organization’s primary unrelated business activity:

During the tax year, was the corporation a subsidiary in an affiliated group or a parent-subsidiary controlled group?

If 'Yes,' enter the number and identifying name of the parent corporation

The books are in care of

JESSI NAVARRO Telephone number (727) 553-4338

Part I: Unrelated Trade or Business Income

(A) Income

(B) Expenses

(C) Net

1. Gross receipts or sales

2. Cost of goods sold (Schedule A, line 7)

3. Gross profit. Subtract line 2 from line 1c

4. Capital gain net income (attach Schedule D)

5. Income (loss) from partnerships and S corporations (attach statement)

6. Rent income (Schedule C)

7. Unrelated debt-financed income (Schedule E)

8. Interest, annuities, royalties, and rents from controlled organizations (Schedule F)

9. Investment income of a section 501(c)(7), (9), or (17) organization (Sch G)

10. Exploited exempt activity income (Schedule I)

11. Advertising income (Schedule J)

12. Other income (See instructions; attach schedule)

SEE STATEMENT 1

13. Total. Combine lines 3 through 12

195,291.

195,291.

195,291.

Part II: Deductions Not Taken Elsewhere

(See instructions for limitations on deductions.) (Except for contributions, deductions must be directly connected with the unrelated business income.)

14. Compensation of officers, directors, and trustees (Schedule K)

15. Salaries and wages

16. Repairs and maintenance

17. Bad debts

18. Interest (attach schedule)

19. Taxes and licenses

20. Charitable contributions (See instructions for limitation rules)

21. Depreciation (attach Form 4562)

22. Less depreciation claimed on Schedule A and elsewhere on return

23. Depletion

24. Contributions to deferred compensation plans

25. Employee benefit programs

26. Excess exempt expenses (Schedule I)

27. Excess readerhsip costs (Schedule J)

28. Other deductions (attach schedule)

SEE STATEMENT 2

29. Total deductions. Add lines 14 through 28

30. Unrelated business taxable income before net operating loss deduction. Subtract line 29 from line 13

31. Net operating loss deduction (limited to the amount on line 30)

32. Unrelated business taxable income before specific deduction. Subtract line 31 from line 30

33. Specific deduction (Generally $1,000, but see line 33 instructions for exceptions)

34. Unrelated business taxable income. Subtract line 33 from line 32. If line 33 is greater than line 32, enter the smaller of zero or line 32

BAA For Paperwork Reduction Act Notice, see instructions.

Form 990-T (2014)
Part III: Tax Computation

35 Organizations Taxable as Corporations. See instructions for tax computation.
   Controlled group members (sections 1561 and 1563) check here □ See Instructions and:
   (1) □ Enter your share of the $50,000, $25,000, and $9,925,000 taxable income brackets (in that order):
   (2) □ Enter organization’s share of (1) Additional 5% tax (not more than $11,750).
   (3) □ Additional 3% tax (not more than $100,000).
   □ Income tax on the amount on line 34.
   □ 35c 0.

36 Trusts Taxable at Trust Rates. See instructions for tax computation Income tax on the amount
   on line 34 from ☐ Tax rate schedule or ☐ Schedule D (Form 1041). □ 36

37 Proxy tax. See instructions.

38 Alternative minimum tax.

39 Total. Add lines 37 and 38 to line 35c or 36, whichever applies.

Part IV: Tax and Payments

40a Foreign tax credit (corporations attach Form 1118; trusts attach Form 1116).
   □ 40a

40b Other credits (see instructions).
   □ 40b

40c General business credit. Attach Form 3800 (see instructions).
   □ 40c

40d Credit for prior year minimum tax (attach Form 8801 or 8827).
   □ 40d

40e Total credits. Add lines 40a through 40d.
   □ 40e 0.

41 Subtract line 40e from line 39.
   □ 41 0.

42 Other taxes. Check if from: ☐ Form 4255 ☐ Form 8611 ☐ Form 8697 ☐ Form 8866
   ☐ Other (attach schedule).
   □ 42

43 Total tax. Add lines 41 and 42.
   □ 43 0.

44a Payments: A 2013 overpayment credited to 2014.
   □ 44a

44b 2014 estimated tax payments.
   □ 44b

44c Tax deposited with Form 8868.
   □ 44c

44d Foreign organizations: Tax paid or withheld at source (see instructions).
   □ 44d

44e Backup withholding (see instructions).
   □ 44e

44f Credit for small employer health insurance premiums (Attach Form 8941).
   □ 44f

44g Other credits and payments:
   ☐ Form 4136 ☐ Other ☐ Total. □ 44g

45 Total payments. Add lines 44a through 44g.
   □ 45 0.

46 Estimated tax penalty (see instructions). Check if Form 2220 is attached.
   □ 46

47 Tax due. If line 45 is less than the total of lines 43 and 46, enter amount owed.
   □ 47

48 Overpayment. If line 45 is larger than the total of lines 43 and 46, enter amount overpaid.
   □ 48

49 Enter the amount of line 48 you want: Credited to 2015 estimated tax □ Refunded □

Part V: Statements Regarding Certain Activities and Other Information (see instructions)

1 At any time during the 2014 calendar year, did the organization have an interest in or a signature or other authority over a financial account (bank, securities, or other) in a foreign country? If YES, the organization may have to file FinCEN Form 114, Report of Foreign Bank and Financial Accounts. If YES, enter the name of the foreign country here □ Yes X

2 During the tax year, did the organization receive a distribution from, or was it the grantor of, or transferor to, a foreign trust? If YES, see instructions for other forms the organization may have to file.
   □ Yes X

3 Enter the amount of tax-exempt interest received or accrued during the tax year □ $ 0.

Schedule A — Cost of Goods Sold. Enter method of inventory valuation □

1 Inventory at beginning of year.
   □ 1 2 3

2 Purchases.
   □ 2

3 Cost of labor.
   □ 3

4a Additional section 263A costs (attach schedule).
   □ 4a

4b Other costs (attach sch).
   □ 4b

5 Total. Add lines 1 through 4b.
   □ 5

6 Inventory at end of year.
   □ 6

7 Cost of goods sold. Subtract line 6 from line 5. Enter here and in Part I, line 2.
   □ 7

8 Do the rules of section 263A (with respect to property produced or acquired for resale) apply to the organization?
   □ Yes X

Sign Here

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

Signature of Officer Date

Preparer's signature Date

Check if self-employed

PTIN

Preparer's name

Firm's name

Firm's EIN

Firm's address

Phone number

Print/Type preparer's name

Preparer's signature

Date

Check if self-employed

PTIN

Firm's name

Firm's EIN

Firm's address

Phone number

Form 990-T (2014)
### Schedule C — Rent Income (From Real Property and Personal Property Leased With Real Property) (see instructions)

<table>
<thead>
<tr>
<th>1 Description of property</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2 Rent received or accrued</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) From personal property (if the percentage of rent for personal property is more than 10% but not more than 50%)</td>
</tr>
<tr>
<td>(1)</td>
</tr>
<tr>
<td>(4)</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

(c) Total income. Add totals of columns 2(a) and 2(b). Enter here and on page 1, Part I, line 6, column (A).  
(b) Total deductions. Enter here and on page 1, Part I, line 6, column (B).

### Schedule E — Unrelated Debt-Financed Income (see instructions)

<table>
<thead>
<tr>
<th>1 Description of debt-financed property</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2 Gross income from or allocable to debt-financed property</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

| 3 Deductions directly connected with or allocable to debt-financed property |
| (a) Straight line depreciation (attach sch) |
| (b) Other deductions (attach schedule) |

| (1) |
| (2) |
| (3) |
| (4) |

| 4 Amount of average acquisition debt on or allocable to debt-financed property (attach schedule) |
| 5 Average adjusted basis of or allocable to debt-financed property (attach schedule) |
| 6 Column 4 divided by column 5 |
| 7 Gross income reportable (column 2 x column 6) |
| 8 Allocable deductions (column 6 x total of columns 3(a) and 3(b)) |
| (1) |
| (2) |
| (3) |
| (4) |

Totals  
Total dividends-received deductions included in column 8

### Schedule F — Interest, Annuities, Royalties, and Rents From Controlled Organizations (see instructions)

<table>
<thead>
<tr>
<th>1 Name of controlled organization</th>
<th>2 Employer identification number</th>
<th>Exempt Controlled Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) TAMPA BAY</td>
<td>59-3447974</td>
<td></td>
</tr>
<tr>
<td>(2) NEWSPAPERS, INC.</td>
<td></td>
<td></td>
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<tr>
<td>(3)</td>
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<tr>
<td>(4)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Nonexempt Controlled Organizations

<table>
<thead>
<tr>
<th>7 Taxable Income</th>
<th>8 Net unrelated income (loss) (see instructions)</th>
<th>9 Total of specified payments made</th>
<th>10 Part of column 9 that is included in the controlling organization's gross income</th>
<th>11 Deductions directly connected with income in column 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
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</tbody>
</table>

Totals

Add columns 5 and 10. Enter here and on page 1, Part I, line 8, column (A).

Add columns 6 and 11. Enter here and on page 1, Part I, line 8, column (B).
Schedule G – Investment Income of a Section 501(c)(7), (9), or (17) Organization (see instructions)

<table>
<thead>
<tr>
<th>1 Description of income</th>
<th>2 Amount of income</th>
<th>3 Deductions directly connected (attach schedule)</th>
<th>4 Set-asides (attach schedule)</th>
<th>5 Total deductions and set-asides (column 3 plus column 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
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</tbody>
</table>

Totals

Schedule I – Exploited Exempt Activity Income, Other Than Advertising Income (see instructions)

<table>
<thead>
<tr>
<th>1 Description of exploited activity</th>
<th>2 Gross unrelated business income from trade or business</th>
<th>3 Expenses directly connected with production of unrelated business income</th>
<th>4 Net income (loss) from unrelated trade or business (column 2 minus column 3). If a gain, compute columns 5 through 7.</th>
<th>5 Gross income from activity that is not unrelated business income</th>
<th>6 Expenses attributable to column 5</th>
<th>7 Excess exempt expenses (column 6 minus column 5, but not more than column 4).</th>
</tr>
</thead>
<tbody>
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<td>(1)</td>
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</tbody>
</table>

Totals

Schedule J – Advertising Income (See instructions)

Part I: Income From Periodicals Reported on a Consolidated Basis

<table>
<thead>
<tr>
<th>1 Name of periodical</th>
<th>2 Gross advertising income</th>
<th>3 Direct advertising costs</th>
<th>4 Advertising gain or (loss) (col 2 minus col 3). If a gain, compute col 5 through 7.</th>
<th>5 Circulation income</th>
<th>6 Readership costs</th>
<th>7 Excess readership costs (col 6 minus col 5, but not more than col 4).</th>
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<tbody>
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</table>

Totals (carry to Part II, line (5))

Part II: Income From Periodicals Reported on a Separate Basis (For each periodical listed in Part II, fill in columns 2 through 7 on a line-by-line basis.)

<table>
<thead>
<tr>
<th>1 Name of periodical</th>
<th>2 Gross advertising income</th>
<th>3 Direct advertising costs</th>
<th>4 Advertising gain or (loss) (col 2 minus col 3). If a gain, compute col 5 through 7.</th>
<th>5 Circulation income</th>
<th>6 Readership costs</th>
<th>7 Excess readership costs (col 6 minus col 5, but not more than col 4).</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

Totals, Part II (lines 1-5)

Schedule K – Compensation of Officers, Directors, and Trustees (see instructions)

<table>
<thead>
<tr>
<th>1 Name</th>
<th>2 Title</th>
<th>3 Percent of time devoted to business</th>
<th>4 Compensation attributable to unrelated business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Total. Enter here and on page 1, Part II, line 14

BAA
STATEMENT 1
FORM 990-T, PART I, LINE 12
OTHER INCOME

CAREER CENTER INCOME ........................................ $ 195,291.

TOTAL $ 195,291.

STATEMENT 2
FORM 990-T, PART II, LINE 28
OTHER DEDUCTIONS

INFORMATION TECHNOLOGY ................................ $ 27,448.
INSURANCE .......................................................... 2,569.
MAINTENANCE ..................................................... 4,202.
MEETINGS .......................................................... 62.
MEMBERSHIP DUES ................................................... 225.
MISCELLANEOUS OVERHEAD .................................. 271.
OCCUPANCY EXPENSES .......................................... 2,470.
OFFICE EXPENSES ............................................... 554.
POSTAGE ............................................................ 136.
PRINTING & PUBLICATIONS ..................................... 294.
PROFESSIONAL FEES ............................................. 28,005.
PROGRAM DEVELOPMENT ....................................... 641.
PROMOTIONAL AND ADVERTISING ................................ 388.
TELEPHONE ........................................................... 422.
TRAVEL EXPENSES ............................................... 16,388.

TOTAL $ 84,075.

STATEMENT 3
FORM 990-T, PART II, LINE 31
NET OPERATING LOSS DEDUCTION

<table>
<thead>
<tr>
<th>LOSS YEAR ENDING</th>
<th>ORIGINAL LOSS</th>
<th>LOSS PREVIOUSLY USED</th>
<th>LOSS AVAILABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/07</td>
<td>$ 110,640.</td>
<td>$ 24,505.</td>
<td>$ 86,135.</td>
</tr>
<tr>
<td>12/31/11</td>
<td>$ 201,517.</td>
<td>0.</td>
<td>$ 201,517.</td>
</tr>
<tr>
<td>12/31/12</td>
<td>$ 124,955.</td>
<td>0.</td>
<td>$ 124,955.</td>
</tr>
<tr>
<td>12/31/13</td>
<td>$ 218,782.</td>
<td>0.</td>
<td>$ 218,782.</td>
</tr>
</tbody>
</table>

NET OPERATING LOSS AVAILABLE ................................ $ 631,389.
TAXABLE INCOME ................................................ $ -384,311.
NET OPERATING LOSS DEDUCTION (LIMITED TO TAXABLE INCOME) ... $ 0.