

# Media Alliance Inc

Executive Director / CEO

EIN 112538804  
 NY · NTEE A300  
 FY ending 2023-06-30  
 June 9, 2026

This analysis benchmarks the total compensation of **Steve Pierce, Executive Director / CEO** (\$65,000) against **every comparable organization** that fit the selection criteria — **69** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **45<sup>th</sup>** percentile of comparable organizations within the typical range

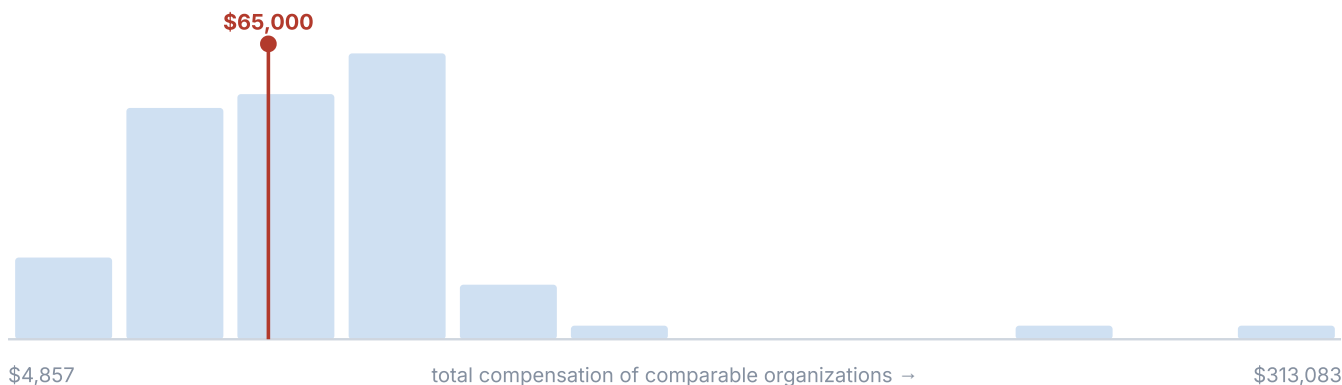
**Benchmarked executive:** Steve Pierce — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A300).
BUDGET	Total revenue between \$245,057 and \$548,637 — 0.67x to 1.50x the subject's \$365,758 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A30), nationwide + budget 0.67–1.5x revenue.

**69** organizations qualified on sector, size, and geography → **69** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$38,693	\$48,414	\$69,795	\$92,365	\$105,005	\$65,000
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## ● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to NY cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Theorem Media Inc</a>	CT	\$366,650	Ceo	\$71,750	<b>\$74,448</b>	2023
<a href="#">Florida Association For Media In Education Inc</a>	FL	\$367,123	Admin Secretary	\$16,782	<b>\$16,947</b>	2024
<a href="#">Christian Broadcasting Ministries</a>	OH	\$364,229	Secretary	\$15,405	<b>\$17,538</b>	2024
<a href="#">Central Current Inc</a>	NY	\$373,915	Executive Director	\$64,341	<b>\$62,495</b>	2024
<a href="#">Kenya Diaspora Media</a>	AL	\$357,374	Ceo	\$80,000	<b>\$95,644</b>	2023
<a href="#">Compact Institute Of Ideas Inc</a>	NY	\$376,215	Trustee	\$5,000	<b>\$4,857</b>	2024
<a href="#">Civil Righteousness Inc</a>	MO	\$380,969	President & Ceo	\$72,000	<b>\$84,392</b>	2023
<a href="#">Arizona Local Post</a>	AZ	\$382,188	President	\$50,000	<b>\$53,215</b>	2023
<a href="#">Foundation Entertainment Company</a>	OH	\$386,160	Employee	\$275,000	<b>\$313,083</b>	2024
<a href="#">Peoples Dispatch Ltd</a>	NY	\$388,535	Treasurer	\$69,527	<b>\$67,532</b>	2024
<a href="#">Center For Broadcast Journalism</a>	MN	\$341,423	Executive Director	\$24,000	<b>\$26,244</b>	2023
<a href="#">Buffalo Media Resources Inc</a>	NY	\$396,906	Former Exec Dir	\$49,844	<b>\$48,414</b>	2024
<a href="#">Red Media Inc</a>	NM	\$332,453	Program Director	\$44,150	<b>\$52,550</b>	2023
<a href="#">Plaza Media Arts Center Inc</a>	NY	\$326,304	Executive Dir.	\$100,769	<b>\$97,878</b>	2024
<a href="#">Altruism Media Inc</a>	MO	\$406,300	Ceo	\$21,310	<b>\$24,978</b>	2023
<a href="#">The Ithaca Voice Inc</a>	NY	\$323,167	Executive Director	\$60,000	<b>\$58,279</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Pickle Hill Public Broadcasting Inc</a>	AK	\$409,588	General Manager	\$53,000	<b>\$54,465</b>	2024
<a href="#">Foothills Forum</a>	VA	\$321,622	Executive Director	\$51,875	<b>\$53,840</b>	2024
<a href="#">Longmont Public Media</a>	CO	\$410,530	President & Ceo	\$85,643	<b>\$90,880</b>	2023
<a href="#">The Jolt News Organization</a>	WA	\$319,113	Executive Director	\$59,891	<b>\$57,637</b>	2024
<a href="#">Making Gay History Inc</a>	NY	\$413,923	Executive Dir.	\$96,000	<b>\$96,000</b>	2023
<a href="#">Northeast Florida Journalism Collective Inc</a>	FL	\$317,553	Editor	\$120,450	<b>\$125,221</b>	2023
<a href="#">Explorer's Bible Study Association</a>	TN	\$317,344	Executive Di	\$84,677	<b>\$95,674</b>	2024
<a href="#">Journalists Action Network</a>	VA	\$418,600	Director	\$39,581	<b>\$41,079</b>	2024
<a href="#">The 51st</a>	DC	\$419,309	Co-founder	\$26,950	<b>\$25,421</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

## ■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to NY cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: [peerbasis.org/methodology](https://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

**PEER COUNT** 69 organizations. Compensation range \$4,857–\$313,083; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$365,758); for reference, expenses \$439,704 and assets \$795,342.

**ROLE MATCH** Steve Pierce, reported title *"EXECUTIVE DIRECTOR"*, benchmarked as Executive Director / CEO. The title maps directly to this role.

**RELATED-ORG PAY** 1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

**OUTLIERS** 2 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	45 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	49 <sup>th</sup>
Reportable pay only (column D), adjusted	48 <sup>th</sup>
All sources (D + E + F), adjusted	45 <sup>th</sup>

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

### ● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

#### Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Steve Pierce) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 69 similarly situated organizations (Same NTEE sector (A30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$65,000 is reasonable (approximately the 45<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.