

# Buffalo Media Resources Inc

Executive Director / CEO

EIN 222970899  
 NY · NTEE A30Z  
 FY ending 2024-12-31  
 June 10, 2026

This analysis benchmarks the total compensation of **Zainab Saleh, Executive Director / CEO** (\$49,844) against **every comparable organization** that fit the selection criteria — **16** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **19<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

**Benchmarked executive:** Zainab Saleh — reported title “FORMER EXEC DIR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (A30Z).

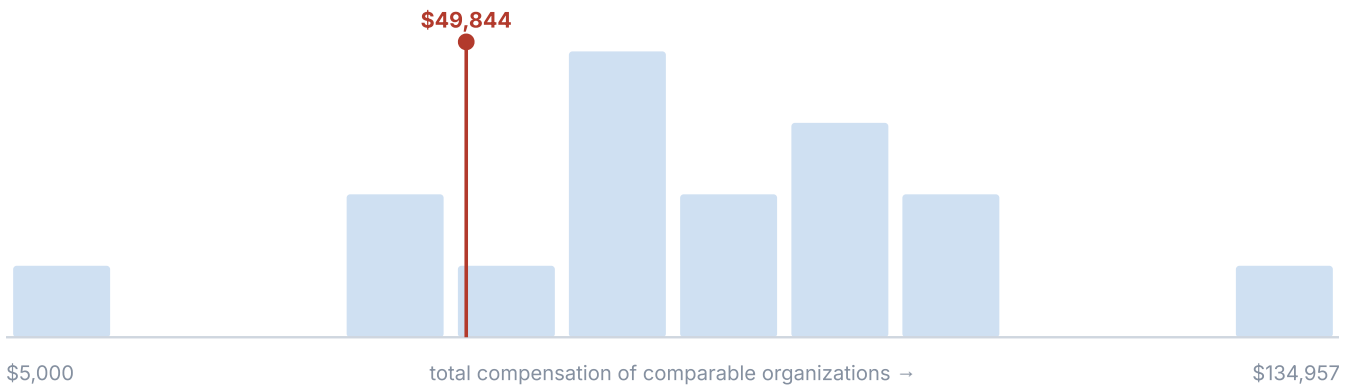
**BUDGET** Total revenue between \$265,927 and \$595,359 — 0.67x to 1.50x the subject's \$396,906 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (A30) + NY + budget 0.67–1.5x revenue.

**16** organizations qualified on sector, size, and geography

→ **16** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$40,820	\$58,542	\$70,764	\$87,652	\$99,803	\$49,844
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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="#">Peoples Dispatch Ltd</a>	NY	\$388,535	Treasurer	\$69,527	<b>\$69,527</b>	2024
<a href="#">Making Gay History Inc</a>	NY	\$413,923	Executive Dir.	\$96,000	<b>\$98,836</b>	2023
<a href="#">Compact Institute Of Ideas Inc</a>	NY	\$376,215	Trustee	\$5,000	<b>\$5,000</b>	2024
<a href="#">Central Current Inc</a>	NY	\$373,915	Executive Director	\$64,341	<b>\$64,341</b>	2024
<a href="#">Svg Sports Broadcasting Fund</a>	NY	\$425,418	Administrator	\$54,167	<b>\$54,167</b>	2024
<a href="#">Media Alliance Inc</a>	NY	\$365,758	Executive Director	\$65,000	<b>\$66,920</b>	2023
<a href="#">Auricle Productions</a>	NY	\$457,392	Executive Dir.	\$86,304	<b>\$88,853</b>	2023
<a href="#">Plaza Media Arts Center Inc</a>	NY	\$326,304	Executive Dir.	\$100,769	<b>\$100,769</b>	2024
<a href="#">The Ithaca Voice Inc</a>	NY	\$323,167	Executive Director	\$60,000	<b>\$60,000</b>	2024
<a href="#">Microbetv Inc</a>	NY	\$312,135	President	\$72,000	<b>\$72,000</b>	2024
<a href="#">Rattapallax Inc</a>	NY	\$307,210	President	\$43,000	<b>\$43,000</b>	2024
<a href="#">National Association For Media</a>	NY	\$491,600	Executive Di	\$134,957	<b>\$134,957</b>	2024
<a href="#">Feet In 2 Worlds Inc</a>	NY	\$281,470	President	\$38,640	<b>\$38,640</b>	2024
<a href="#">Investigative Post Inc</a>	NY	\$548,097	Executive Director	\$86,000	<b>\$86,000</b>	2024
<a href="#">The Peace Studio</a>	NY	\$552,938	Executive Director	\$75,000	<b>\$75,000</b>	2024
<a href="#">Dream Dare To Revitalize Education</a>	NY	\$580,990	Co-exec Dire	\$84,749	<b>\$87,252</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

## ■ Methodology

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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

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**PEER COUNT** 16 organizations. Compensation range \$5,000–\$134,957; filing years 2023–2024.

**SIZE BASIS** Matched on total revenue (\$396,906); for reference, expenses \$468,631 and assets \$313,067.

**ROLE MATCH** Zainab Saleh, reported title "*FORMER EXEC DIR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

**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	19 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	19 <sup>th</sup>
Reportable pay only (column D), adjusted	19 <sup>th</sup>
All sources (D + E + F), adjusted	19 <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

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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 (Zainab Saleh) 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 10, 2026, comparing compensation against 16 similarly situated organizations (Same NTEE sector (A30) + NY + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$49,844 is reasonable (approximately the 19<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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 10, 2026.