

Wpkn Incorporated

Executive Director / CEO

EIN 223162248
 CT · NTEE A32Z
 FY ending 2024-06-30
 June 9, 2026

This analysis benchmarks the total compensation of **Rod Richardson, Executive Director / CEO** (\$51,500) against **every comparable organization** that fit the selection criteria — **51** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 8th percentile of comparable organizations

below the typical range for comparable organizations

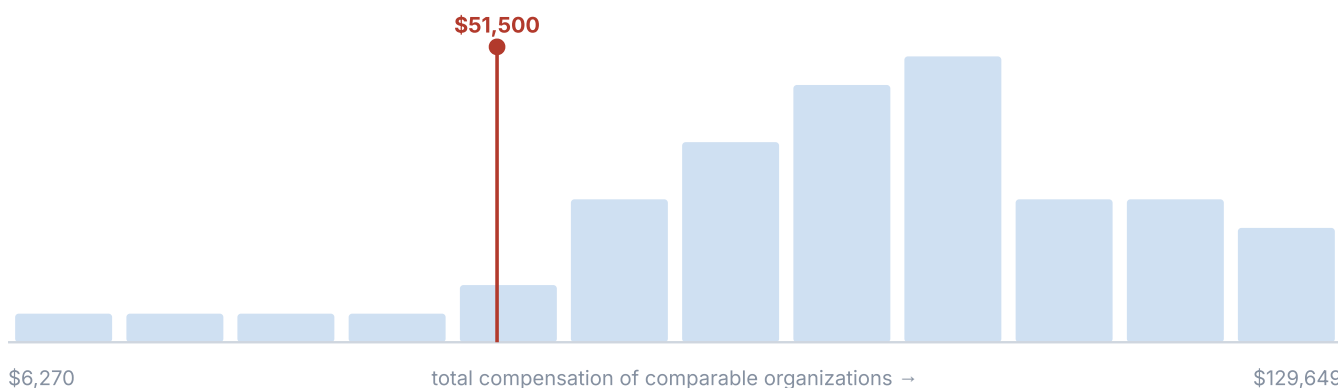
Benchmarked executive: Rod Richardson — reported title "Technical Director", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (A32Z).
- BUDGET** Total revenue between \$277,572 and \$621,432 — 0.67x to 1.50x the subject's \$414,288 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (A32), nationwide + budget 0.67–1.5x revenue.

51 organizations qualified on sector, size, and geography → **51** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$55,754	\$73,467	\$86,104	\$102,632	\$118,385	\$51,500
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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 CT 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
Los Gatos Public Media Inc	CA	\$409,242	Executive Dir.	\$106,704	\$98,270	2024
Grand Valley Public Radio Company	CO	\$429,153	Executive Di	\$37,523	\$38,374	2024
Andover Community Access & Media	MA	\$429,757	Executive Di	\$138,854	\$129,649	2025
Vail Community Television Corporation	CO	\$431,998	Executive Director	\$103,705	\$106,057	2024
Orion Neighborhood Television Corporation	MI	\$432,108	Executive Director	\$85,880	\$94,541	2024
Pac 14 Inc	MD	\$394,672	Executive Director	\$65,756	\$63,876	2025
New Orleans Access Television Inc	LA	\$389,938	Director Of Operations	\$60,918	\$73,655	2023
Pacifica Community Television Inc	CA	\$379,493	Executive Dir.	\$122,400	\$112,725	2024
Old Rochester Community Television	MA	\$377,761	Executive Di	\$89,007	\$85,305	2024
Sandwich Area Community Access	MA	\$459,024	Executive Di	\$94,238	\$92,987	2023
Berks Community Television	PA	\$468,073	Executive Di	\$50,233	\$52,050	2025
Nutmeg Public Access Television Inc	CT	\$468,871	Executive Di	\$106,381	\$106,381	2024
Davis Media Access	CA	\$483,763	Executive Director	\$82,742	\$74,238	2025
Whitewater Community	IN	\$341,443	Executive Director	\$63,018	\$69,052	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Revere Community Media Center Inc	MA	\$488,966	Executive Director	\$91,608	\$90,392	2023
Concord Community Tv	NH	\$339,601	Executive Di	\$64,116	\$65,007	2023
Itasca Community Television Inc	MN	\$490,355	Executive Dir.	\$79,359	\$86,104	2023
Greater Newburyport Community Media Hub Inc	MA	\$337,898	Executive Director	\$105,181	\$103,784	2023
North Andover Community Access	MA	\$491,273	Executive Di	\$99,709	\$95,562	2024
Wayland Community Access And Media Inc	MA	\$335,416	Highly Compensated Employee	\$115,877	\$114,338	2023
Golden Valley Community	CA	\$493,956	General Mana	\$69,123	\$63,659	2024
Behold The Lamb Ministries	IL	\$331,541	President	\$30,000	\$31,456	2024
Look Listen And Learn Tv	WA	\$497,648	Executive Director	\$101,222	\$96,655	2024
Westford Community Access	MA	\$502,016	Executive Di	\$89,494	\$85,772	2024
Foxboro Cable Access Inc	MA	\$505,779	Executive Di	\$133,852	\$128,285	2024

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

● Sample, role match & sensitivity

PEER COUNT 51 organizations. Compensation range \$6,270–\$129,649; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$414,288); for reference, expenses \$516,630 and assets \$467,354.

ROLE MATCH Rod Richardson, reported title "*Technical Director*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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	8 th
Total compensation (D + F), as reported (no adjustments)	10 th
Reportable pay only (column D), adjusted	10 th
All sources (D + E + F), adjusted	8 th

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 (Rod Richardson) 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 51 similarly situated organizations (Same NTEE sector (A32), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$51,500 is reasonable (approximately the 8th 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.