

Morning Star News International Inc

Executive Director / CEO

EIN 452825263

CA · NTEE A33

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jeff M Sellers, Executive Director / CEO** (\$46,000) against **every comparable organization** that fit the selection criteria — **456** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **74th** percentile of comparable organizations within the typical range

Benchmarked executive: Jeff M Sellers — reported title “President & CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A33).
BUDGET	Total revenue between \$58,889 and \$131,842 — 0.67x to 1.50x the subject's \$87,895 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (A), nationwide + budget 0.67–1.5x revenue.

456 organizations qualified on sector, size, and geography → **456** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$3,922	\$10,997	\$24,930	\$47,085	\$63,677	\$46,000
---------	----------	----------	----------	----------	----------



■ 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 CA 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
Crawford Family Historical Museum Inc	TX	\$87,830	Secretary-treasurer	\$29,952	\$34,697	2023
509 Cultural Center	CA	\$88,051	Co-executive Director	\$50,000	\$48,566	2024
Palacios House Of Arts	LA	\$88,100	Executive Director	\$19,123	\$24,386	2023
Valentina Kozlova Dance Foundation Inc	NY	\$88,106	Ceo & Chairman	\$13,202	\$13,419	2024
Sentimental Journey Inc	PA	\$87,602	Executive Coordinator	\$9,909	\$11,116	2024
Dublin Community Center	NH	\$87,586	Center Director	\$24,999	\$25,965	2024
South Florida Chamber Ensemble Inc	FL	\$87,526	Executive Director	\$38,500	\$40,683	2024
The Stage Door Inc	UT	\$87,427	Managing Dir	\$8,000	\$9,209	2024
Western Maine Play Museum	ME	\$88,376	Executive Di	\$22,077	\$24,867	2024
Roanoke Symphony Foundation	VA	\$88,394	Executive Dir.	\$1,166	\$1,267	2024
International Jazz Day Az	AZ	\$87,344	Executive Dir.	\$18,215	\$19,704	2024
Dorothy Ramon Learning Center Inc	CA	\$88,488	Editor, Ushkana Press	\$57,722	\$57,722	2023
Dances Of Universal Peace International	WA	\$87,251	President	\$6,500	\$6,547	2024
Waseca Arts Council Inc	MN	\$87,169	Executive Dir.	\$8,327	\$9,255	2024
Music For Autism	CA	\$87,168	Executive Director	\$35,744	\$35,744	2023
Moclips By The Sea Historical Society	WA	\$88,622	Director/curator	\$4,500	\$4,532	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Renew Theaters Inc	PA	\$87,022	Executive Director	\$110,092	\$123,494	2024
The Robert & Jane Meyerhoff Modern Art	MD	\$87,004	Trustee	\$463,127	\$501,424	2023
Tioga County Historical Society	PA	\$86,949	Managing Director	\$28,891	\$33,365	2023
The Center For Less Unpleasant	NY	\$86,910	President	\$288,000	\$292,736	2024
Berkeley Architectural Heritage Association	CA	\$88,893	Executive Director	\$33,500	\$32,539	2024
Sammons Center Endowment Corp	TX	\$86,821	Executive Director	\$13,000	\$14,628	2024
North Shore Academy Of The Arts Inc	WI	\$86,646	Director	\$4,300	\$5,201	2023
Sing Stark Inc	OH	\$89,207	Executive Director	\$49,500	\$58,974	2024
Peaceweavers Inc	NY	\$89,254	President	\$24,100	\$24,497	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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	456 organizations. Compensation range \$1–\$501,424; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$87,895); for reference, expenses \$95,696 and assets \$10,037.
ROLE MATCH	Jeff M Sellers, reported title " <i>President & CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	36 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 13 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	74 th
Total compensation (D + F), as reported (no adjustments)	80 th
Reportable pay only (column D), adjusted	76 th
All sources (D + E + F), adjusted	69 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 (Jeff M Sellers) 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 456 similarly situated organizations (Same NTEE major group (A), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$46,000 is reasonable (approximately the 74th 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.