

# Talking Eyes Media Inc

Executive Director / CEO

EIN 680516923  
 NJ · NTEE A32  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Julie Winokur, Executive Director / CEO** (\$85,000) against **every comparable organization** that fit the selection criteria — **26** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **85<sup>th</sup>** percentile of comparable organizations within the typical range

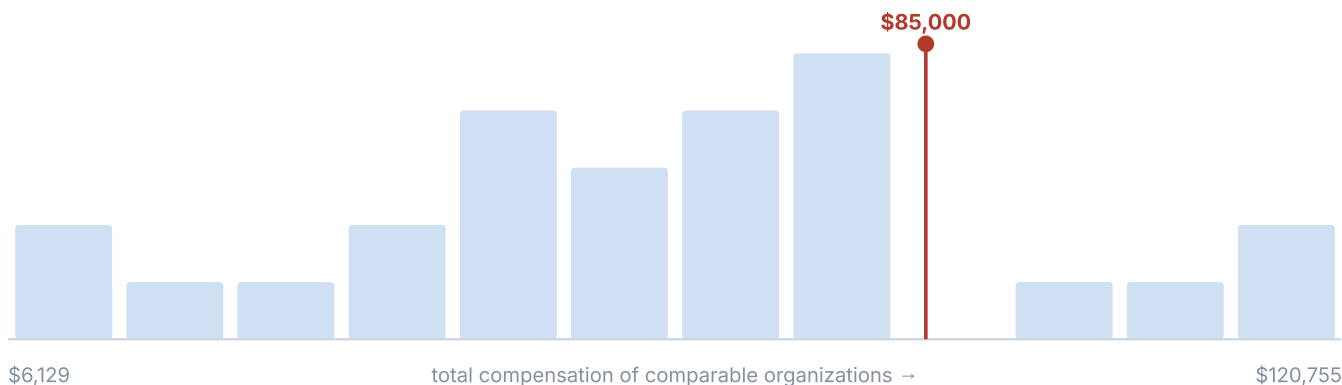
**Benchmarked executive:** Julie Winokur — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A32).
BUDGET	Total revenue between \$146,329 and \$327,603 — 0.67x to 1.50x the subject's \$218,402 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A32), nationwide + budget 0.67–1.5x revenue.

**26** organizations qualified on sector, size, and geography → **26** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$24,520	\$44,768	\$63,621	\$75,232	\$100,328	\$85,000
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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 NJ 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="#">Chelsea Community Cable Television Inc</a>	MA	\$219,326	Executive Director	\$101,780	<b>\$96,935</b>	2025
<a href="#">Hartford Public Access Television Inc</a>	CT	\$216,000	Executive Director	\$73,846	<b>\$75,324</b>	2024
<a href="#">Pleasantville Community Television Inc</a>	NY	\$211,864	Station Manager	\$114,138	<b>\$112,202</b>	2024
<a href="#">Saco River Community Television</a>	ME	\$210,663	Executive Di	\$60,802	<b>\$66,235</b>	2024
<a href="#">Christian Education Enterprises Inc</a>	IN	\$227,489	President	\$20,700	<b>\$23,748</b>	2024
<a href="#">Millis Community Media Inc</a>	MA	\$205,615	Board Treasurer	\$5,850	<b>\$6,129</b>	2022
<a href="#">Duluth Superior Public Access Community Television</a>	MN	\$204,500	Co-executive Director	\$58,431	<b>\$62,811</b>	2024
<a href="#">Thurston Community Television</a>	WA	\$204,206	Ceo	\$72,850	<b>\$70,955</b>	2024
<a href="#">Community Television Network Inc</a>	IL	\$237,584	Executive Dir.	\$41,832	<b>\$44,740</b>	2024
<a href="#">Mcminnville Community Media</a>	OR	\$193,881	Executive Director	\$74,192	<b>\$74,954</b>	2024
<a href="#">Community Media Of The Foothills</a>	CA	\$246,617	Executive Dir.	\$66,620	<b>\$64,431</b>	2023
<a href="#">Mount Mansfield Community Television</a>	VT	\$188,073	Executive Director	\$61,712	<b>\$67,573</b>	2024
<a href="#">Amesbury Community Television Inc</a>	MA	\$250,491	Exec. Dir.	\$42,148	<b>\$42,421</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Northeastern New Mexico Educational</a>	NM	\$178,655	Executive Di	\$38,333	<b>\$44,853</b>	2024
<a href="#">The Defiance Community Cultural</a>	OH	\$259,524	Executive Di	\$32,692	<b>\$38,782</b>	2023
<a href="#">Springfield Area Public Access</a>	VT	\$262,650	Former Exec Dir	\$46,565	<b>\$50,988</b>	2024
<a href="#">Inside Out Media</a>	CA	\$266,598	Executive Direc	\$52,000	<b>\$48,848</b>	2024
<a href="#">Okemo Valley Tv Corp</a>	VT	\$268,060	Director	\$67,717	<b>\$74,149</b>	2024
<a href="#">Puget Sound Accesscarco Theater</a>	WA	\$270,706	Executive Director	\$59,211	<b>\$59,375</b>	2023
<a href="#">Radnor Studio 21 Inc</a>	PA	\$161,949	Executive Director	\$68,888	<b>\$76,943</b>	2023
<a href="#">Hamilton Wenham Community Access &amp; Media Inc</a>	MA	\$277,593	Key Employee	\$58,173	<b>\$56,870</b>	2024
<a href="#">Nevada County Digital Media Center</a>	CA	\$277,660	President	\$27,635	<b>\$25,291</b>	2025
<a href="#">Billings Community Cable Corp</a>	MT	\$293,831	Executive Director	\$88,448	<b>\$103,721</b>	2024
<a href="#">Salisbury Community Tv &amp; Media Center Inc</a>	MA	\$298,299	Executive Director	\$78,832	<b>\$77,065</b>	2024
<a href="#">Summit Public Radio And Tv Inc</a>	CO	\$298,564	Board Member	\$6,131	<b>\$6,395</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NJ 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 NJ 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT 26 organizations. Compensation range \$6,129–\$120,755; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$218,402); for reference, expenses \$344,013 and assets \$300,554. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Julie Winokur, reported title "*Executive Director*", benchmarked as Executive Director / CEO. The title maps directly to this role.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	85 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	85 <sup>th</sup>
Reportable pay only (column D), adjusted	85 <sup>th</sup>
All sources (D + E + F), adjusted	85 <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 (Julie Winokur) 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 26 similarly situated organizations (Same NTEE sector (A32), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$85,000 is reasonable (approximately the 85<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.