

Primary Information Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Matthew Walker, Executive Director / CEO** (\$93,649) against **every comparable organization** that fit the selection criteria — **60** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62nd** percentile of comparable organizations within the typical range

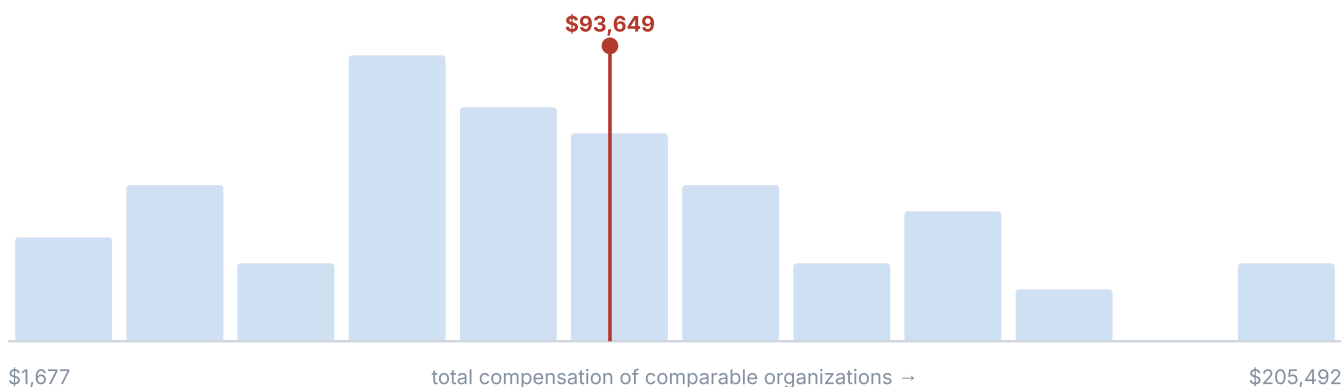
Benchmarked executive: Matthew Walker — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A33).
BUDGET	Total revenue between \$294,337 and \$658,963 — 0.67x to 1.50x the subject's \$439,309 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A33), nationwide + budget 0.67–1.5x revenue.

60 organizations qualified on sector, size, and geography → **60** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,778	\$56,587	\$84,026	\$109,309	\$142,026	\$93,649
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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
Echo Publishing	MI	\$439,510	Vice Preside	\$48,000	\$54,828	2024
Zyzyva Inc	CA	\$435,626	Executive Director	\$131,074	\$125,254	2024
Simpson Street Free Press Inc	WI	\$434,818	Executive Director	\$82,414	\$98,063	2023
Adventist Forum	CA	\$446,626	Exec Editor	\$60,100	\$59,127	2023
Benitolink Inc	CA	\$424,646	Executive Dir.	\$66,560	\$63,604	2024
Undercurrent Inc	CA	\$454,388	President	\$88,500	\$87,068	2023
Daily Nebraskan	NE	\$466,249	General Manager	\$92,265	\$106,989	2025
Four Way Books Inc	NY	\$410,023	Publisher And Executive Editor	\$83,687	\$86,159	2023
The Library Of American Landscape	MA	\$470,525	Executive Dir.	\$128,322	\$127,610	2024
Real News Project Inc	NY	\$475,910	President	\$155,000	\$155,000	2024
Plymouth Rock Publishing Corp	MA	\$399,994	Director	\$37,000	\$37,882	2023
The Ipswich Local News Inc	MA	\$480,015	President & Director	\$51,912	\$53,149	2023
Students Publishing Co Inc	IL	\$480,101	General Manager	\$103,500	\$112,605	2024
New Mexico In Depth Inc	NM	\$481,940	Director	\$85,000	\$104,161	2023
Authors Alliance Inc	CA	\$394,839	Executive Dir.	\$153,713	\$151,226	2023
America's Survival Inc	MD	\$489,252	President	\$4,250	\$4,283	2025
Journal Of Consumer Research Inc	IL	\$492,011	Secretary	\$127,013	\$138,186	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Bay City News Foundation	CA	\$493,508	Executive Director	\$20,000	\$19,112	2024
Aspen Journalism	CO	\$494,180	Executive Director	\$97,460	\$106,474	2023
Southern California Streets Initiative	CA	\$383,198	Director	\$75,341	\$74,122	2023
A Public Space Literary Projects Inc	NY	\$500,626	Executive Director	\$130,000	\$133,840	2023
Firecracker Forum Inc	CA	\$501,846	President	\$160,025	\$157,436	2023
Restless Books Inc	MA	\$506,393	Director And Publisher	\$85,000	\$87,026	2023
Preserving Christian Publications	NY	\$370,593	President	\$24,079	\$24,079	2024
The Catholic Peace Times Weekly Inc	NY	\$364,450	President	\$13,850	\$13,850	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 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 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.

■ Sample, role match & sensitivity

PEER COUNT	60 organizations. Compensation range \$1,677–\$205,492; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$439,309); for reference, expenses \$482,819 and assets \$460,359.
ROLE MATCH	Matthew Walker, reported title <i>"Executive Director"</i> , 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 3 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	62 nd
Total compensation (D + F), as reported (no adjustments)	70 th
Reportable pay only (column D), adjusted	55 th
All sources (D + E + F), adjusted	60 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 (Matthew Walker) 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 60 similarly situated organizations (Same NTEE sector (A33), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$93,649 is reasonable (approximately the 62nd 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.