

# Native Public Media Inc

Executive Director / CEO

EIN 800672072

AZ · NTEE W50

FY ending 2023-12-31

June 13, 2026

This analysis benchmarks the total compensation of **Loris A Taylor, Executive Director / CEO** (\$117,685) against **every comparable organization** that fit the selection criteria — **385** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **77<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Loris A Taylor — reported title “PRESIDENT AND CEO”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (W50).
BUDGET	Total revenue between \$331,355 and \$741,841 — 0.67x to 1.50x the subject's \$494,561 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (W), nationwide + budget 0.67–1.5x revenue.

**385** organizations qualified on sector, size, and geography → **385** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$16,870	\$43,947	\$75,862	\$114,251	\$155,081	<b>\$117,685</b>
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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 AZ 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="#">Worcester Regional Research Bureau Inc</a>	MA	\$494,602	Executive Director & Ceo	\$165,000	<b>\$154,173</b>	2023
<a href="#">Landon's Light Foundation</a>	ND	\$494,603	Executive Di	\$87,735	<b>\$97,241</b>	2024
<a href="#">American Military Family Inc</a>	CO	\$493,976	Founder/ceo	\$76,397	<b>\$73,985</b>	2024
<a href="#">The Association For The Friends Of Justice For The 43rd Judicial Circuit In</a>	MO	\$495,247	Executive Director	\$52,660	<b>\$56,331</b>	2024
<a href="#">Talons Reach Foundation Inc</a>	MT	\$493,351	President	\$18,462	<b>\$20,099</b>	2024
<a href="#">Asian Entrepreneurship Foundation Inc</a>	MA	\$496,151	Director Of Partnership	\$105,575	<b>\$95,817</b>	2024
<a href="#">Bendable Therapy</a>	OR	\$492,687	Executive Dir.	\$17,800	<b>\$16,695</b>	2024
<a href="#">Veteran's Advocacy Alliance Inc</a>	VA	\$498,247	Vice President	\$70,301	<b>\$68,555</b>	2024
<a href="#">Milford Community Media Center Inc</a>	MA	\$490,870	Executive Director	\$74,519	<b>\$69,629</b>	2023
<a href="#">March To The Polls</a>	TX	\$498,297	Executive Director	\$91,666	<b>\$90,221</b>	2025
<a href="#">Yavapai Regional Transit Inc</a>	AZ	\$498,423	Transit Manager	\$46,222	<b>\$44,896</b>	2024
<a href="#">Alabama Multifamily Loan Consortium Inc</a>	AL	\$489,914	Executive Director	\$265,241	<b>\$289,405</b>	2024
<a href="#">The Veteran's Advocacy Foundation Inc</a>	MO	\$489,382	President And Executive Director	\$57,865	<b>\$63,727</b>	2023
<a href="#">Big Sky Fifty Five Plus</a>	MT	\$489,187	Executive Director	\$62,500	<b>\$70,053</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Empowerthem Collective</a>	CA	\$500,000	Executive Director	\$140,000	<b>\$122,095</b>	2024
<a href="#">Connected To Lead</a>	CA	\$488,923	Executive Director	\$77,143	<b>\$65,543</b>	2025
<a href="#">Texas Watch</a>	TX	\$500,927	Executive Director	\$32,038	<b>\$32,368</b>	2024
<a href="#">Knox County Employees Credit Union</a>	TN	\$487,741	Manager	\$57,508	<b>\$62,855</b>	2023
<a href="#">Consumer Federation Of California</a>	CA	\$486,819	Executive Director	\$181,137	<b>\$157,971</b>	2024
<a href="#">Wisconsin Family Action</a>	WI	\$502,418	President	\$50,979	<b>\$53,771</b>	2024
<a href="#">Us Marshals Survivors Benefit Fund</a>	MT	\$502,453	Executive Dir.	\$55,200	<b>\$61,871</b>	2023
<a href="#">Connected Sf</a>	CA	\$486,021	Executive Dir.	\$240,000	<b>\$209,306</b>	2024
<a href="#">Kansas Association Of Community</a>	KS	\$485,510	Executive Di	\$57,790	<b>\$61,429</b>	2025
<a href="#">Modern Warrior Live</a>	OH	\$503,699	Executive Vi	\$48,000	<b>\$51,346</b>	2024
<a href="#">Imagine Idaho Foundation</a>	ID	\$485,246	Treasurer	\$110,000	<b>\$118,183</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AZ 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 AZ 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

PEER COUNT **385** organizations. Compensation range \$137–\$861,703; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$494,561); for reference, expenses \$607,587 and assets \$1,056,363.
ROLE MATCH	Loris A Taylor, reported title " <i>PRESIDENT AND CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	40 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	8 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	77 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	76 <sup>th</sup>
Reportable pay only (column D), adjusted	73 <sup>rd</sup>
All sources (D + E + F), adjusted	69 <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 (Loris A Taylor) 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 13, 2026, comparing compensation against 385 similarly situated organizations (Same NTEE major group (W), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$117,685 is reasonable (approximately the 77<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 13, 2026.