

The Museum Of Public Relations

Executive Director / CEO

EIN 800796221
 NJ · NTEE A50
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Shelley Spector, Executive Director / CEO** (\$70,833) against **every comparable organization** that fit the selection criteria — **92** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **58th** percentile of comparable organizations within the typical range

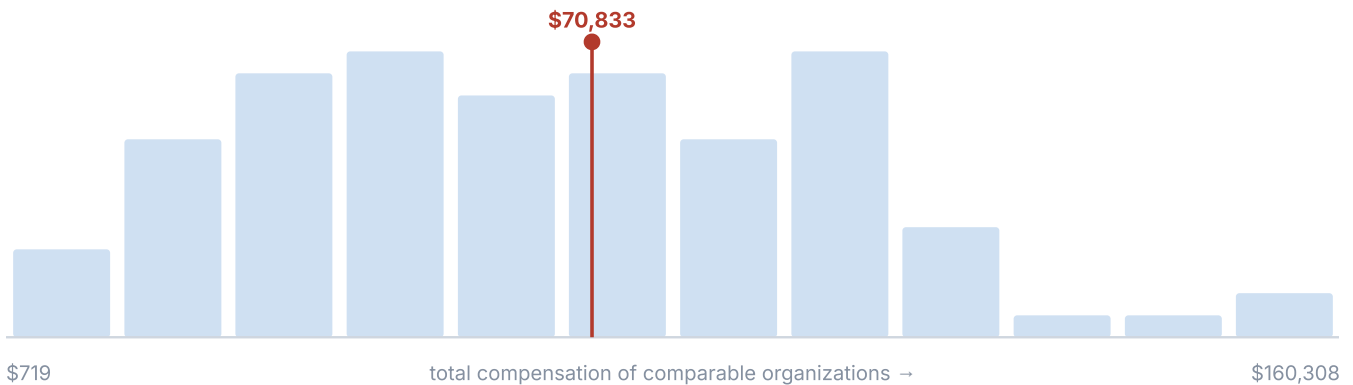
Benchmarked executive: Shelley Spector — reported title “President & CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A50).
BUDGET	Total revenue between \$239,025 and \$535,131 — 0.67x to 1.50x the subject's \$356,754 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A50), nationwide + budget 0.67–1.5x revenue.

92 organizations qualified on sector, size, and geography → **92** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,684	\$39,359	\$65,980	\$91,390	\$104,736	\$70,833
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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
Museum At Portland Head Light	ME	\$354,823	Museum Direc	\$14,324	\$16,065	2023
Texas Association Of Museums	TX	\$352,199	Executive Director	\$73,000	\$81,787	2023
Anderson Abruzzo Intl Balloon Museum Fdn	NM	\$361,536	Executive Director	\$83,977	\$98,261	2024
Museum Of Durham History	NC	\$349,691	Executive Director	\$78,859	\$88,644	2024
International Skiing History Association	VT	\$348,018	Executive Director	\$43,190	\$47,293	2024
Connecticut Womens Hall Of	CT	\$346,166	Executive Di	\$82,992	\$87,154	2023
National Automotive And Truck Museu	IN	\$344,439	Executive Di	\$25,000	\$28,681	2024
African Amercan Cultural Inc	LA	\$369,272	Manager	\$21,196	\$25,391	2024
Endowment For The Mcwane Science Center	AL	\$342,081	Ceo Of Mcwane Science Cent	\$16,804	\$19,750	2024
Wheels O' Time Museum	IL	\$375,037	Executive Director	\$49,500	\$52,941	2024
Portland Chinatown History Foundation	OR	\$376,336	Executive Director	\$22,750	\$23,663	2023
Ashland Community Enterprises	PA	\$377,757	President	\$36,941	\$40,076	2024
Insectarium And Butterfly Pavilion Inc	VA	\$379,388	President And Director	\$8,481	\$9,172	2023
Center For Land Use Interpretation	CA	\$379,426	President	\$51,600	\$49,904	2023
Museum Of The Palestinian People	DC	\$333,859	Director	\$96,300	\$94,649	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Sanibel Historical Museum & Leadership Ohio	FL	\$330,765	Executive Di	\$46,058	\$47,071	2024
The Spanish Colonial Arts Society	NM	\$329,069	Executive Di	\$81,668	\$95,559	2024
Rocky Mountain Quilt Museum	CO	\$327,608	Executive Director	\$71,500	\$76,788	2023
Kids 'N' Stuff An Interactive Experience For Kids	MI	\$386,571	Executive Director	\$57,577	\$64,652	2024
Northern Rockies Heritage Center Inc	MT	\$321,457	Executive Dir.	\$62,105	\$72,829	2024
Music House Museum	MI	\$319,128	Executive Di	\$47,430	\$53,258	2024
Channel Islands Maritime Museum Inc	CA	\$318,658	Executive Dir.	\$45,471	\$43,977	2023
Owensboro Area Museum Of Science And History Inc	KY	\$396,253	Director	\$43,828	\$51,226	2024
Kansas Sports Hall Of Fame	KS	\$317,157	Executive Di	\$17,500	\$20,568	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.

Sample, role match & sensitivity

PEER COUNT 92 organizations. Compensation range \$719–\$160,308; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$356,754); for reference, expenses \$258,704 and assets \$237,834.

ROLE MATCH Shelley Spector, reported title "*President & CEO*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	58 th
Total compensation (D + F), as reported (no adjustments)	62 nd
Reportable pay only (column D), adjusted	60 th
All sources (D + E + F), adjusted	54 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 (Shelley Spector) 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 92 similarly situated organizations (Same NTEE sector (A50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$70,833 is reasonable (approximately the 58th 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.