

American Coalition For Public Radio

Executive Director / CEO

EIN 821246245

DC · NTEE A34

FY ending 2024-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Gemma Hooley, Executive Director / CEO** (\$30,048) against **every comparable organization** that fit the selection criteria — **28** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **14th** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: Gemma Hooley — reported title “DIRECTOR AND PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (A34).

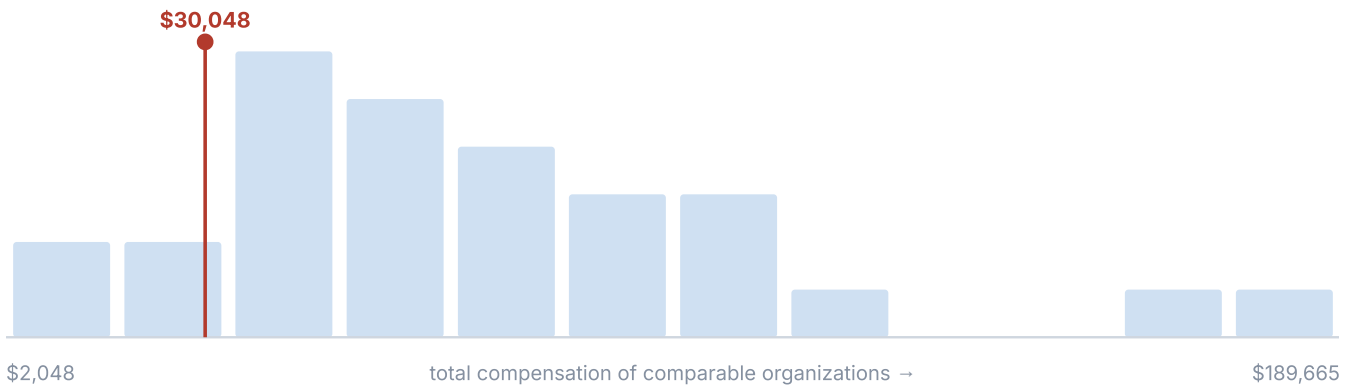
BUDGET Total revenue between \$156,030 and \$349,323 — 0.67x to 1.50x the subject's \$232,882 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (A34), nationwide + budget 0.67–1.5x revenue.

28 organizations qualified on sector, size, and geography

→ **28** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,508	\$40,576	\$61,336	\$94,631	\$110,755	\$30,048
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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 DC 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
Tri-cities Broadcasting Foundation	MI	\$231,020	President	\$93,220	\$109,647	2024
Rochester Public Radio	MN	\$237,136	President	\$44,788	\$50,432	2024
Pennsylvania Public Radio Associates Inc	PA	\$237,168	President	\$95,040	\$108,004	2024
Chicago Independent Radio Project	IL	\$227,292	Executive Dir.	\$84,131	\$94,254	2024
Friends Of Community Radio	NC	\$243,221	Executive Director	\$60,000	\$70,648	2024
Spencer Cable Access Corporation	MA	\$219,617	Treasurer	\$2,000	\$2,048	2024
Southern Communication Volunteers Inc	TN	\$215,690	Station Manager	\$38,242	\$45,808	2024
Kfug Community Radio Inc	CA	\$250,385	Board Member	\$40,640	\$39,990	2024
Radio Salvacion Inc	PA	\$212,434	Former Board Member	\$34,848	\$40,771	2023
Terminal Radio Inc	AK	\$208,046	Director Of	\$60,500	\$65,913	2024
Wayword Inc	CA	\$263,967	Ceo/officer	\$54,436	\$53,566	2024
Mje Broadcasting Inc	TN	\$264,501	President	\$142,986	\$171,274	2024
Open Source Media Inc	MA	\$197,246	President & Director	\$73,462	\$75,227	2024
Rise Up	CO	\$196,473	Founding Director	\$168,594	\$189,665	2023
Radio For The Blind & Print Handicapped	LA	\$271,454	Executive Dir.	\$47,500	\$59,604	2024
Radio Eye Inc	KY	\$181,296	Exec. Director	\$66,478	\$83,794	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
J C Maxwell Broadcasting Corporatio	MS	\$294,860	General Manager	\$33,251	\$43,448	2023
Christian Media Inc	NE	\$300,084	General Director	\$49,044	\$61,887	2023
Driftless Community Radio Inc	WI	\$164,962	Treasurer	\$14,560	\$17,328	2024
Poor People's Radio Inc	CA	\$162,314	Treasurer	\$60,000	\$60,785	2023
Womens Civic Improvement League	OR	\$160,411	Executive Director	\$24,327	\$25,744	2024
Harvest Broadcasting Company Inc	CA	\$312,976	Member At Large	\$37,389	\$36,791	2024
Kekahu Foundation Inc Dbk Kkr	HI	\$320,448	General Manager	\$37,778	\$38,543	2024
International Media Project	CA	\$325,761	Executive Director	\$101,554	\$99,931	2024
Sunrise Communications Inc	NE	\$332,983	General Mana	\$57,348	\$70,289	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to DC 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 DC 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	28 organizations. Compensation range \$2,048–\$189,665; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$232,882); for reference, expenses \$232,882 and assets \$0.
ROLE MATCH	Gemma Hooley, reported title " <i>DIRECTOR AND PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
OUTLIERS	1 peer 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	14 th
Total compensation (D + F), as reported (no adjustments)	14 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	100 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 (Gemma Hooley) 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 28 similarly situated organizations (Same NTEE sector (A34), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$30,048 is reasonable (approximately the 14th 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.