

Theorem Media Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Douglas Dicconson, Executive Director / CEO** (\$71,750) against **every comparable organization** that fit the selection criteria — **69** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **57th** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (A30).

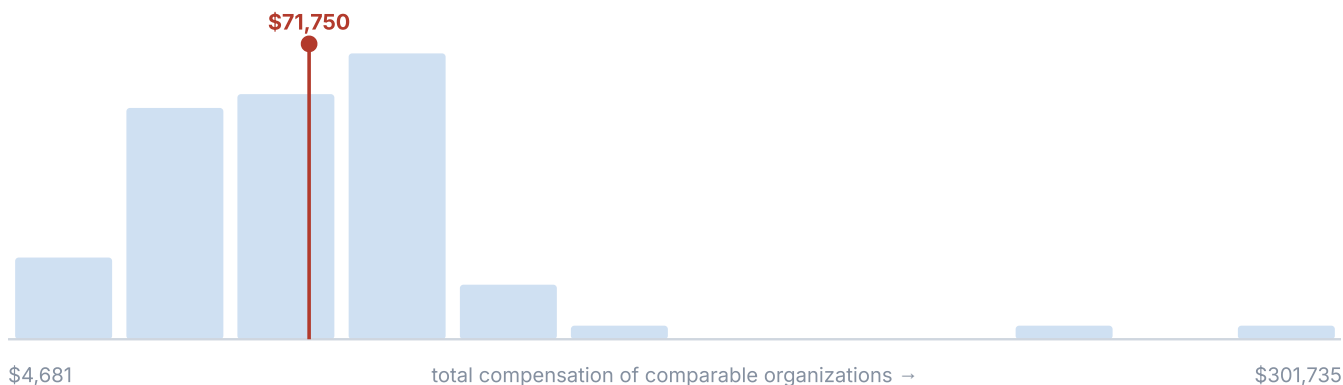
BUDGET Total revenue between \$245,655 and \$549,975 — 0.67x to 1.50x the subject's \$366,650 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (A30), nationwide + budget 0.67–1.5x revenue.

69 organizations qualified on sector, size, and geography

→ **69** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$37,291

\$46,659

\$65,084

\$89,017

\$101,199

\$71,750



● 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 CT 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
Florida Association For Media In Education Inc	FL	\$367,123	Admin Secretary	\$16,782	\$16,332	2024
Media Alliance Inc	NY	\$365,758	Executive Director	\$65,000	\$62,644	2023
Christian Broadcasting Ministries	OH	\$364,229	Secretary	\$15,405	\$16,903	2024
Central Current Inc	NY	\$373,915	Executive Director	\$64,341	\$60,230	2024
Kenya Diaspora Media	AL	\$357,374	Ceo	\$80,000	\$92,178	2023
Compact Institute Of Ideas Inc	NY	\$376,215	Trustee	\$5,000	\$4,681	2024
Civil Righteousness Inc	MO	\$380,969	President & Ceo	\$72,000	\$81,333	2023
Arizona Local Post	AZ	\$382,188	President	\$50,000	\$51,286	2023
Foundation Entertainment Company	OH	\$386,160	Employee	\$275,000	\$301,735	2024
Peoples Dispatch Ltd	NY	\$388,535	Treasurer	\$69,527	\$65,084	2024
Center For Broadcast Journalism	MN	\$341,423	Executive Director	\$24,000	\$25,293	2023
Buffalo Media Resources Inc	NY	\$396,906	Former Exec Dir	\$49,844	\$46,659	2024
Red Media Inc	NM	\$332,453	Program Director	\$44,150	\$50,646	2023
Altruism Media Inc	MO	\$406,300	Ceo	\$21,310	\$24,072	2023
Plaza Media Arts Center Inc	NY	\$326,304	Executive Dir.	\$100,769	\$94,330	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Pickle Hill Public Broadcasting Inc	AK	\$409,588	General Manager	\$53,000	\$52,491	2024
The Ithaca Voice Inc	NY	\$323,167	Executive Director	\$60,000	\$56,167	2024
Longmont Public Media	CO	\$410,530	President & Ceo	\$85,643	\$87,586	2023
Foothills Forum	VA	\$321,622	Executive Director	\$51,875	\$51,888	2024
Making Gay History Inc	NY	\$413,923	Executive Dir.	\$96,000	\$92,520	2023
The Jolt News Organization	WA	\$319,113	Executive Director	\$59,891	\$55,548	2024
Northeast Florida Journalism Collective Inc	FL	\$317,553	Editor	\$120,450	\$120,683	2023
Explorer's Bible Study Association	TN	\$317,344	Executive Di	\$84,677	\$92,207	2024
Journalists Action Network	VA	\$418,600	Director	\$39,581	\$39,590	2024
The 51st	DC	\$419,309	Co-founder	\$26,950	\$24,500	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CT 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 CT 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 **69** organizations. Compensation range \$4,681–\$301,735; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$366,650); for reference, expenses \$344,224 and assets \$112,939.

ROLE MATCH	Douglas Dicconson, reported title " <i>CEO</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	2 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	57 th
Total compensation (D + F), as reported (no adjustments)	57 th
Reportable pay only (column D), adjusted	58 th
All sources (D + E + F), adjusted	57 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 (Douglas Dicconson) 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 69 similarly situated organizations (Same NTEE sector (A30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$71,750 is reasonable (approximately the 57th 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.