

# The Record Community News Group

Executive Director / CEO

EIN 851425791

IL · NTEE A30

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Joseph Coughlin, Executive Director / CEO** (\$86,961) against **every comparable organization** that fit the selection criteria — **59** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **80<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Joseph Coughlin — reported title “Treasurer”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

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

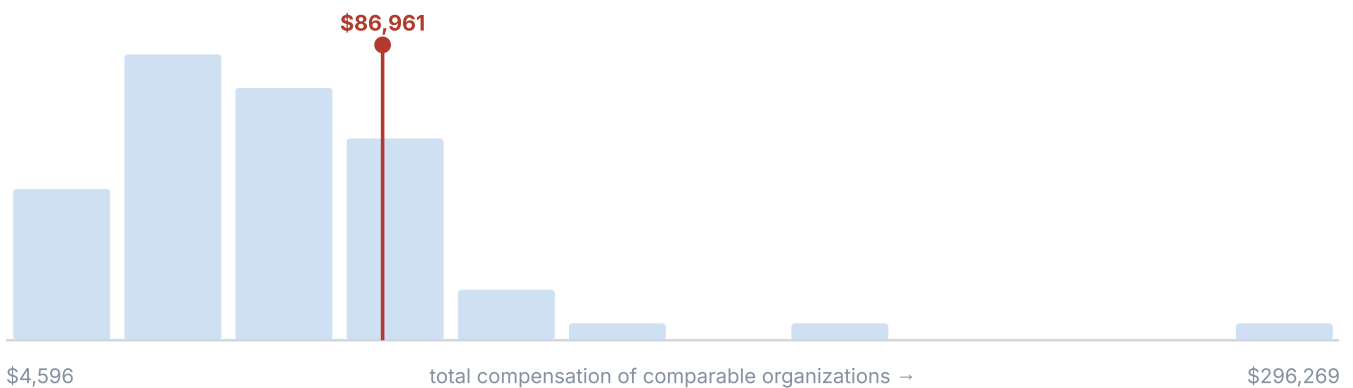
**BUDGET** Total revenue between \$200,084 and \$447,951 — 0.67x to 1.50x the subject's \$298,634 (the band tightens as size grows).

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

**59** organizations qualified on sector, size, and geography

→ **59** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$23,159	\$40,031	\$57,289	\$83,577	\$97,754	\$86,961
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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 IL 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="#">Granite State News Collaborative</a>	NH	\$302,569	Executive Director	\$40,831	<b>\$38,349</b>	2024
<a href="#">Unicorn Riot</a>	MN	\$303,413	Board Chair	\$79,712	<b>\$80,117</b>	2024
<a href="#">Cicero Independiente Nfp</a>	IL	\$292,904	President	\$60,000	<b>\$61,772</b>	2023
<a href="#">Lion Speaks</a>	OR	\$304,834	Executive Director	\$71,700	<b>\$67,728</b>	2024
<a href="#">Action Youth Media Incorporated</a>	MD	\$304,953	Executive Director	\$83,540	<b>\$81,790</b>	2023
<a href="#">5 Stone Media</a>	MN	\$291,829	Executive Dir.	\$84,932	<b>\$85,364</b>	2024
<a href="#">Massachusetts Media Fund Inc</a>	MA	\$306,429	Director	\$42,800	<b>\$39,121</b>	2024
<a href="#">Rightside Holdings Inc</a>	AL	\$306,646	President	\$108,750	<b>\$123,034</b>	2023
<a href="#">Rattapallax Inc</a>	NY	\$307,210	President	\$43,000	<b>\$39,523</b>	2024
<a href="#">Arizona Center For Investigative Reporting</a>	AZ	\$307,633	Executive Director And Editor	\$75,000	<b>\$75,535</b>	2023
<a href="#">Kiowa County Ks Media Center</a>	KS	\$288,920	Creative Director	\$52,134	<b>\$57,289</b>	2024
<a href="#">Southwest Washington Lulac Foundation</a>	WA	\$308,504	Executive Director	\$95,220	<b>\$86,715</b>	2024
<a href="#">Northeast Access Committee</a>	VT	\$310,435	Director	\$43,373	<b>\$45,717</b>	2023
<a href="#">Microbetv Inc</a>	NY	\$312,135	President	\$72,000	<b>\$66,178</b>	2024
<a href="#">Just Facts Inc</a>	TX	\$282,819	President	\$133,322	<b>\$135,654</b>	2024
<a href="#">Feet In 2 Worlds Inc</a>	NY	\$281,470	President	\$38,640	<b>\$35,516</b>	2024
<a href="#">Asian American Media Inc</a>	CA	\$280,899	President	\$99,512	<b>\$87,404</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Explorer's Bible Study Association</a>	TN	\$317,344	Executive Di	\$84,677	<b>\$90,536</b>	2024
<a href="#">Northeast Florida Journalism Collective Inc</a>	FL	\$317,553	Editor	\$120,450	<b>\$118,497</b>	2023
<a href="#">The Jolt News Organization</a>	WA	\$319,113	Executive Director	\$59,891	<b>\$54,542</b>	2024
<a href="#">Foothills Forum</a>	VA	\$321,622	Executive Director	\$51,875	<b>\$50,948</b>	2024
<a href="#">The Ithaca Voice Inc</a>	NY	\$323,167	Executive Director	\$60,000	<b>\$55,149</b>	2024
<a href="#">Fraser Valley Community Media Inc</a>	CO	\$271,734	Executive Director	\$43,000	<b>\$41,940</b>	2024
<a href="#">Plaza Media Arts Center Inc</a>	NY	\$326,304	Executive Dir.	\$100,769	<b>\$92,621</b>	2024
<a href="#">Mission Rise Inc</a>	CA	\$265,521	President & Ceo	\$66,000	<b>\$57,970</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL 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 IL 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** 59 organizations. Compensation range \$4,596–\$296,269; filing years 2023–2024.

**SIZE BASIS** Matched on total revenue (\$298,634); for reference, expenses \$235,457 and assets \$109,431.

**ROLE MATCH** Joseph Coughlin, reported title "*Treasurer*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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	80 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	83 <sup>rd</sup>
Reportable pay only (column D), adjusted	81 <sup>st</sup>
All sources (D + E + F), adjusted	80 <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 (Joseph Coughlin) 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 59 similarly situated organizations (Same NTEE sector (A30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$86,961 is reasonable (approximately the 80<sup>th</sup> 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.