

Red Media Inc

Executive Director / CEO

EIN 853396783

NM · NTEE A30

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Kiley Guy Ended December 2022, Executive Director / CEO** (\$44,150) against **every comparable organization** that fit the selection criteria — **66** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32nd** percentile of comparable organizations within the typical range

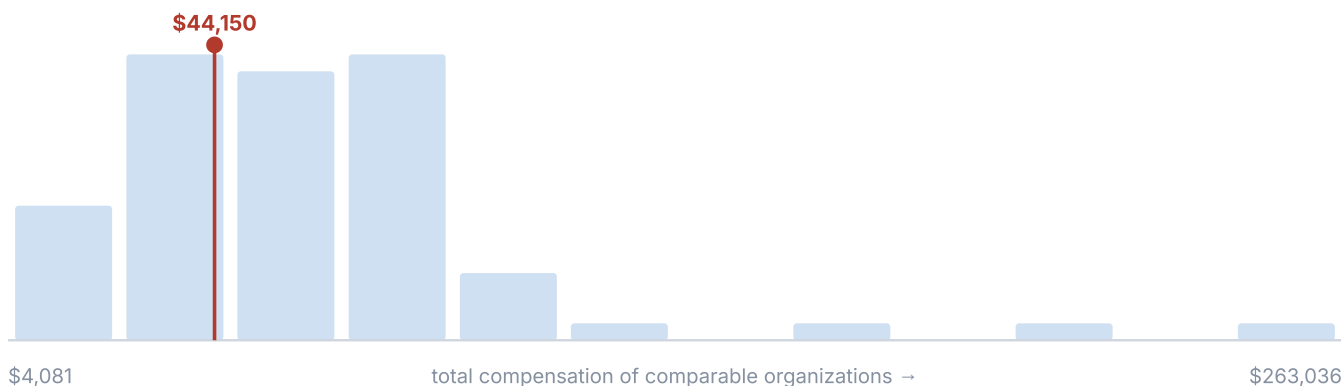
Benchmarked executive: Kiley Guy Ended December 2022 — reported title “PROGRAM DIRECTOR”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A30).
BUDGET	Total revenue between \$222,743 and \$498,679 — 0.67x to 1.50x the subject's \$332,453 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A30), nationwide + budget 0.67–1.5x revenue.

66 organizations qualified on sector, size, and geography → **66** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$21,703 10TH	\$37,247 25TH	\$54,727 MEDIAN	\$77,152 75TH	\$103,262 90TH	\$44,150 THIS ORG · 32ND
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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 NM 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
Plaza Media Arts Center Inc	NY	\$326,304	Executive Dir.	\$100,769	\$82,232	2024
Center For Broadcast Journalism	MN	\$341,423	Executive Director	\$24,000	\$22,049	2023
The Ithaca Voice Inc	NY	\$323,167	Executive Director	\$60,000	\$48,963	2024
Foothills Forum	VA	\$321,622	Executive Director	\$51,875	\$45,233	2024
The Jolt News Organization	WA	\$319,113	Executive Director	\$59,891	\$48,424	2024
Northeast Florida Journalism Collective Inc	FL	\$317,553	Editor	\$120,450	\$105,205	2023
Explorer's Bible Study Association	TN	\$317,344	Executive Di	\$84,677	\$80,381	2024
Microbetv Inc	NY	\$312,135	President	\$72,000	\$58,755	2024
Northeast Access Committee	VT	\$310,435	Director	\$43,373	\$40,589	2023
Southwest Washington Lulac Foundation	WA	\$308,504	Executive Director	\$95,220	\$76,988	2024
Arizona Center For Investigative Reporting	AZ	\$307,633	Executive Director And Editor	\$75,000	\$67,062	2023
Kenya Diaspora Media	AL	\$357,374	Ceo	\$80,000	\$80,356	2023
Rattapallax Inc	NY	\$307,210	President	\$43,000	\$35,090	2024
Rightside Holdings Inc	AL	\$306,646	President	\$108,750	\$109,233	2023
Massachusetts Media Fund Inc	MA	\$306,429	Director	\$42,800	\$34,733	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Action Youth Media Incorporated	MD	\$304,953	Executive Director	\$83,540	\$72,616	2023
Lion Speaks	OR	\$304,834	Executive Director	\$71,700	\$60,131	2024
Unicorn Riot	MN	\$303,413	Board Chair	\$79,712	\$71,130	2024
Granite State News Collaborative	NH	\$302,569	Executive Director	\$40,831	\$34,048	2024
Christian Broadcasting Ministries	OH	\$364,229	Secretary	\$15,405	\$14,735	2024
Media Alliance Inc	NY	\$365,758	Executive Director	\$65,000	\$54,610	2023
The Record Community News Group	IL	\$298,634	Treasurer	\$86,961	\$77,207	2024
Theorem Media Inc	CT	\$366,650	Ceo	\$71,750	\$62,548	2023
Florida Association For Media In Education Inc	FL	\$367,123	Admin Secretary	\$16,782	\$14,238	2024
Cicero Independiente Nfp	IL	\$292,904	President	\$60,000	\$54,843	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NM 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 NM 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 66 organizations. Compensation range \$4,081–\$263,036; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$332,453); for reference, expenses \$319,468 and assets \$388,035.

ROLE MATCH	Kiley Guy Ended December 2022, reported title " <i>PROGRAM DIRECTOR</i> ", 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	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	32 nd
Total compensation (D + F), as reported (no adjustments)	27 th
Reportable pay only (column D), adjusted	35 th
All sources (D + E + F), adjusted	32 nd

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 (Kiley Guy Ended December 2022) 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 66 similarly situated organizations (Same NTEE sector (A30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$44,150 is reasonable (approximately the 32nd 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.