

Alameda Post Inc

Executive Director / CEO

EIN 874572048

CA · NTEE A30

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Adam Gillitt, Executive Director / CEO** (\$15,210) against **every comparable organization** that fit the selection criteria — **43** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 2nd percentile of comparable organizations

below the typical range for comparable organizations

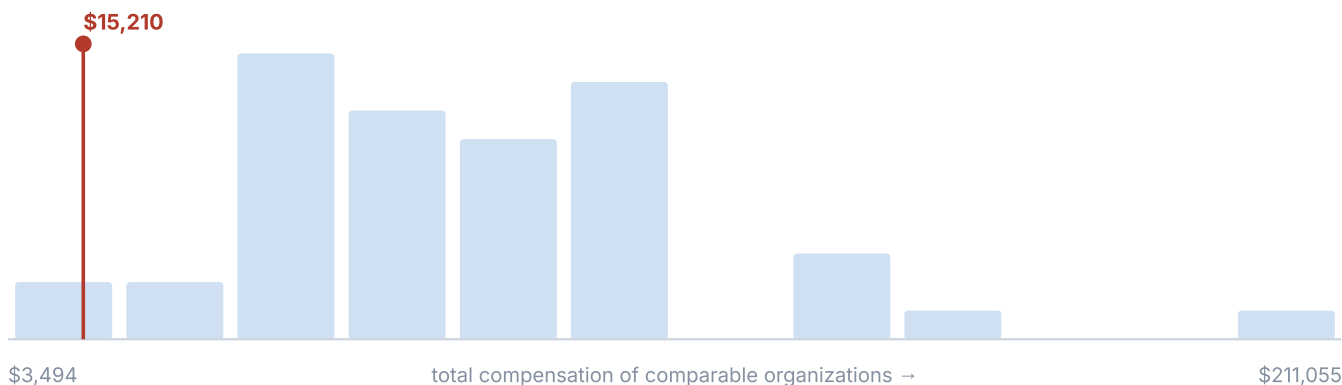
Benchmarked executive: Adam Gillitt — reported title "President", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A30).
BUDGET	Total revenue between \$152,510 and \$341,442 — 0.67x to 1.50x the subject's \$227,628 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A30), nationwide + budget 0.67–1.5x revenue.

43 organizations qualified on sector, size, and geography → **43** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$41,069	\$47,781	\$70,329	\$97,958	\$128,828	\$15,210
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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 CA 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
Headfirst Arts & Media Inc	CA	\$232,602	President & Director	\$205,000	\$211,055	2023
Brown Girls Doc Mafia Inc	NY	\$222,011	Founder And Co-executive Director	\$125,000	\$134,672	2023
Ad Relief Of Greater Los Angeles	CA	\$219,800	Exec. Director	\$62,500	\$64,346	2023
New Perspectives Media Assc	SC	\$238,857	Executive Producer	\$14,500	\$18,035	2023
Armando Info Inc	FL	\$213,376	Director And President	\$22,240	\$24,195	2024
Soapbox Productions And Organizing	IL	\$243,786	President	\$45,000	\$52,747	2023
Transcendent Media Inc	CA	\$244,431	President	\$75,100	\$77,318	2023
Reckoning Inc	KY	\$253,107	President Executive Director	\$66,950	\$85,760	2023
Double Portion Media	CA	\$257,101	Ceo	\$43,600	\$43,600	2024
Lexicon Of Sustainability Inc	CA	\$258,554	President	\$46,153	\$46,153	2024
Watchfire Media Inc	CA	\$195,922	Executive Director	\$77,200	\$77,200	2024
The Pulp	MT	\$260,024	Co-publisher	\$80,000	\$99,867	2024
The Fallon Post	NV	\$260,755	President	\$40,005	\$47,811	2023
Mission Rise Inc	CA	\$265,521	President & Ceo	\$66,000	\$66,000	2024
Technology Broadcasting Corporation	MA	\$188,000	Director	\$75,955	\$81,379	2023
Fraser Valley Community Media Inc	CO	\$271,734	Executive Director	\$43,000	\$47,750	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Asian American Media Inc	CA	\$280,899	President	\$99,512	\$99,512	2024
Cappies Of The National Capital Area	VA	\$173,867	Program Directo	\$3,125	\$3,494	2024
Feet In 2 Worlds Inc	NY	\$281,470	President	\$38,640	\$40,436	2024
Just Facts Inc	TX	\$282,819	President	\$133,322	\$154,445	2024
Kiowa County Ks Media Center	KS	\$288,920	Creative Director	\$52,134	\$65,225	2024
5 Stone Media	MN	\$291,829	Executive Dir.	\$84,932	\$97,188	2024
Cicero Independiente Nfp	IL	\$292,904	President	\$60,000	\$70,329	2023
The Record Community News Group	IL	\$298,634	Treasurer	\$86,961	\$99,007	2024
Granite State News Collaborative	NH	\$302,569	Executive Director	\$40,831	\$43,662	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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	43 organizations. Compensation range \$3,494–\$211,055; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$227,628); for reference, expenses \$193,089 and assets \$59,063.
ROLE MATCH	Adam Gillitt, reported title " <i>President</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 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	2 nd
Total compensation (D + F), as reported (no adjustments)	5 th
Reportable pay only (column D), adjusted	5 th
All sources (D + E + F), adjusted	5 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 (Adam Gillitt) 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 43 similarly situated organizations (Same NTEE sector (A30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$15,210 is reasonable (approximately the 2nd 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.