

Thurston Community Television

Executive Director / CEO

EIN 911269977

WA · NTEE A32Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Deborah Vinsel, Executive Director / CEO** (\$72,850) against **every comparable organization** that fit the selection criteria — **26** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65th** percentile of comparable organizations within the typical range

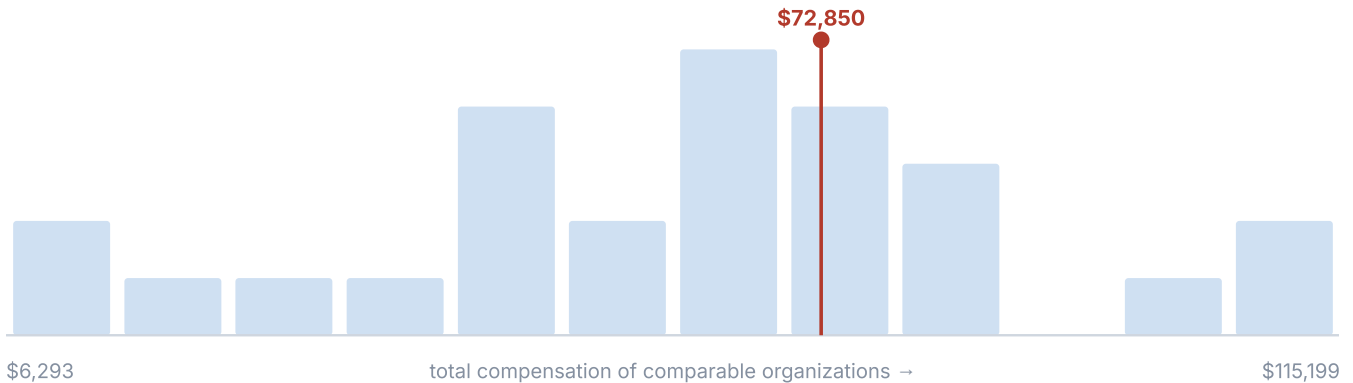
Benchmarked executive: Deborah Vinsel — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A32Z).
BUDGET	Total revenue between \$136,818 and \$306,309 — 0.67x to 1.50x the subject's \$204,206 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A32), nationwide + budget 0.67–1.5x revenue.

26 organizations qualified on sector, size, and geography → **26** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$25,175	\$45,964	\$65,320	\$77,240	\$93,397	\$72,850
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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 WA 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
Duluth Superior Public Access Community Television	MN	\$204,500	Co-executive Director	\$58,431	\$64,488	2024
Millis Community Media Inc	MA	\$205,615	Board Treasurer	\$5,850	\$6,293	2022
Saco River Community Television	ME	\$210,663	Executive Di	\$60,802	\$68,003	2024
Pleasantville Community Television Inc	NY	\$211,864	Station Manager	\$114,138	\$115,199	2024
Mcminnville Community Media	OR	\$193,881	Executive Director	\$74,192	\$76,956	2024
Hartford Public Access Television Inc	CT	\$216,000	Executive Director	\$73,846	\$77,335	2024
Talking Eyes Media Inc	NJ	\$218,402	Executive Director	\$85,000	\$87,270	2023
Chelsea Community Cable Television Inc	MA	\$219,326	Executive Director	\$101,780	\$99,523	2025
Mount Mansfield Community Television	VT	\$188,073	Executive Director	\$61,712	\$69,378	2024
Christian Education Enterprises Inc	IN	\$227,489	President	\$20,700	\$24,382	2024
Northeastern New Mexico Educational	NM	\$178,655	Executive Di	\$38,333	\$46,050	2024
Community Television Network Inc	IL	\$237,584	Executive Dir.	\$41,832	\$45,935	2024
Radnor Studio 21 Inc	PA	\$161,949	Executive Director	\$68,888	\$78,997	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Community Media Of The Foothills	CA	\$246,617	Executive Dir.	\$66,620	\$66,151	2023
Amesbury Community Television Inc	MA	\$250,491	Exec. Dir.	\$42,148	\$43,553	2023
The Defiance Community Cultural	OH	\$259,524	Executive Di	\$32,692	\$39,818	2023
Springfield Area Public Access	VT	\$262,650	Former Exec Dir	\$46,565	\$52,349	2024
Inside Out Media	CA	\$266,598	Executive Direc	\$52,000	\$50,153	2024
Soul's Harbor Inc	ME	\$140,687	President	\$63,700	\$71,244	2024
Okemo Valley Tv Corp	VT	\$268,060	Director	\$67,717	\$76,129	2024
Puget Sound Accesscarco Theater	WA	\$270,706	Executive Director	\$59,211	\$60,960	2023
Hamilton Wenham Community Access & Media Inc	MA	\$277,593	Key Employee	\$58,173	\$58,388	2024
Nevada County Digital Media Center	CA	\$277,660	President	\$27,635	\$25,967	2025
Billings Community Cable Corp	MT	\$293,831	Executive Director	\$88,448	\$106,491	2024
Salisbury Community Tv & Media Center Inc	MA	\$298,299	Executive Director	\$78,832	\$79,123	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WA 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 WA 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 26 organizations. Compensation range \$6,293–\$115,199; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$204,206); for reference, expenses \$627,303 and assets \$701,722. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Deborah Vinsel, reported title “CEO”, benchmarked as Executive Director / CEO. The title maps directly to this role.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	65 th
Total compensation (D + F), as reported (no adjustments)	73 rd
Reportable pay only (column D), adjusted	65 th
All sources (D + E + F), adjusted	65 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 (Deborah Vinsel) 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 26 similarly situated organizations (Same NTEE sector (A32), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$72,850 is reasonable (approximately the 65th 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.